

Course: Customer Relationship Management (CRM)						
module/course code IAB69022		Student workload X hours 510 Minutes / Week	Credits (ECTS) 4.53 ECTS	Semester 6	Frequency Even Semester	Duration X semester(s) 1x / Semester
		Types of Tutorial/Lecture/Response	Contact hours : 150 Minutes / Week		Independent study 360 Minutes / Week	Class size X students 30 students
1	Prerequisites for participation (if applicable) -					
2	Learning outcomes 1. Able to understand and explain Introduction to customer relationship management 2. Understand relationships and identify organizational and customer relationship management issues, plan and implement customer relationship management projects, and develop, manage and use customer related databases. 3. Able to understand and explain Customer portfolio management, customer relationship and customer experience, create value for customers, manage customer life cycle: customer acquisition, customer retention and development, how to manage network for customer relationship management performance and investor and employee relations, suppliers and partners, and information technology for customer relationship management.					
3	Description: This course provides knowledge to find out as much as possible about customer needs and behavior, to further provide an optimal service and maintain existing relationships, because the key to success in business depends on how much we know about customers and meet their needs. It is difficult for a company to achieve and maintain leadership and profitability without the ongoing focus that can be placed on CRM.					
4	Subject aims/Content 1. Introduction to customer relationship management 2. Understanding relationships 3. Plan and implement customer relationship management projects 4. Develop, manage and use customer related database 5. Customer portfolio management 6. Customer relationship management and customer experience 7. Creating value for customers 8. Managing the customer life cycle: customer acquisition 9. Managing the customer life cycle: customer retention and development 10. Manage network for customer relationship management performance 11. Manage supplier and partner relationships 12. Manage investor and employee relations 13. Information technology for customer relationship management					

	14. Organizational issues and customer relationship management
5	Teaching methods <ul style="list-style-type: none"> 1. Lectures 2. Discussions 3. Group Works
6	Assessment methods <ul style="list-style-type: none"> 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz
7	Other information e.g. bibliographical references Utama <ul style="list-style-type: none"> 1. Francis Buttle, Customer Relationship Management; 2009; Even Edition Pendukung <ul style="list-style-type: none"> 1. Christopher Berres, Michael Berres; Roger Baran ; Customer Relationship Management; 2014; Odd Edition