Business Faculty
Department of Management Programme
Subject Syllabus

Subject Code : MGM07
Subject Title : Customer Relationship Management
Subject Specification : For Management Study Program
Subject Overview : This course examines customer relationship management (CRM) as a key strategic process within all organizations and serves as a foundation course in the Service Management Program. CRM is defined as the overall process of building and maintaining profitable customer relationships by delivering value and satisfaction to the customer. Focusing on process, strategy and technology, this course leads students from understanding the fundamentals of CRM through the implementation of CRM systems and analysis of customer data. It discusses the CRM philosophy as well as the systems in place that incorporate and integrate information from sales, marketing and service.

Course Objectives :

1. Gained an understanding of key concepts, technologies and best practices of CRM
2. A view of the organization of business and its integration with CRM.
3. An understanding of the CRM value proposition for different vertical markets
4. Familiarization with different CRM technology solutions (Salesforce.com and Net Suite)
5. Knowledge of the lifecycle of CRM as applied to customer interactions
6. Knowledge of CRM customer data acquisition, management, research, analysis and use
7. An understanding of CRM strategies in Sales, Marketing and Customer Service contexts
8. An understanding of the impact of CRM on customer experience, satisfaction and loyalty
9. An understanding of the impact of social networking on CRM best practices
10. Developed a CRM Plan for the implementation of a personal CRM strategy.

Course method :

1. Lectures
2. Group discussion
3. Group presentation
4. Case studies
5. Group project

Learning Outcome

Knowledge:Memahami konsep dasar dan pentingnya Customer Relationship Management dalam konteks bisnis modern.

Attitude: Mengembangkan sikap menghargai pelanggan dan berorientasi pada pelayanan yang

berkualitas untuk membangun hubungan jangka panjang.

Skill: Mampu menerapkan strategi dan taktik CRM untuk meningkatkan kepuasan pelanggan, loyalitas, dan profitabilitas perusahaan.

Course content :
This course will be delivered in 16 sessions as follows:

Week	Topic
1	Chapter 1 - INTRODUCTION TO CRM
2	Chapter 2 – UNDERSTANDING RELATIONSHIP
3	Chapter 3 – PLANNING AND IMPLEMENTING CUSTOMER RELATIONSHIP
4	Chapter 4 – DEVELOPING, MANAGING, AND USING CUSTOMER RELATED BASED
5	Chapter 5 – CUSTOMER PORTFOLIO MANAGEMENT
6	Chapter 6 – CUSTOMER RELATIONSHIP
7	Review for mid test
8	**Mid Examination**
9	Chapter 7- CREATING VALUE FOR CUSTOMER
10	Chapter 8 – MANAGING THE CUSTOMER LIFECYCLE : CUSTOMER ACQUISITION
11	Chapter 9 – MANAGING CUSTOMER LIFECYCLE : CUSTOMER RETENTION & DEVELOPMENT
12	Chapter 10 - MANAGING NETWORK FOR CUSTOMER RELATIONSHIP MANAGEMENT PERFORMANCE
13	Chapter 11 – MANAGING SUPPLIER & PARTNER RELATIONSHIP
14	Chapter 12 – MANAGING INVESTOR & EMPLOYEE RELATIONSHIP
15	Review for final test
16	**Final Examination**

Grading System

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework and assignments	30%
Attendance	10%
TOTAL	100%

Evaluation elements are stated in quantitative forms, ranging from 0 to 100. The acceptable grade for LSPR undergraduate programme is **60 and above.** In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:

1. GPA of 0.00 – 1.99 = Fail
2. GPA of 2.00 – 2.49 = Pass
3. GPA of 2.50 – 2.99 = Credit
4. GPA of 3.00 – 3.49 = Merit
5. GPA of 3.50 – 4.00 = Distinction

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Chapter 1 - INTRODUCTION TO CRM	● Partner relationship Management at Segway	Discuss Case 1.4
2	Chapter 2 – UNDERSTANDING RELATIONSHIP	● idem	idem
3	Chapter 3 – PLANNING AND IMPLEMENTING CUSTOMER RELATIONSHIP	● Develop CRM Strategy ● Build CRM Project Foundation ● Project Implementation & Evaluation	Lecture
4	Chapter 4 – DEVELOPING, MANAGING, AND USING CUSTOMER RELATED BASED	● Developing a Customer Related Database ● Select The Database Technology and Hardware Platform	Lecture & Discussion
5	Chapter 5 – CUSTOMER PORTFOLIO MANAGEMENT	● Basic Discipline of CPM ● Market Segmentation & Sales Forecasting	Lecture & Discussion
6	Chapter 6 – CUSTOMER RELATIONSHIP	● Customer Experience & The Role of CRM ● Researching The Link between Customer Experience & CRM	Lecture Presentation Discussion
7	Review	o	Lecture
8	**Mid Term Examination**	o	
9	Chapter 7- CREATING VALUE FOR CUSTOMER	● Sources of Customer Value, Values from Product, Values from Services, Value from Process, Value from	Presentation Discussion

		People	
10	Chapter 8 – MANAGING THE CUSTOMER LIFECYCLE : CUSTOMER ACQUISITION	• Economics of Customer Retention • Positive Customer Retention Strategies • Key Performance Indicator of Customer Retention Program	Lecture Presentation Discussion
11	Chapter 9 – MANAGING CUSTOMER LIFECYCLE : CUSTOMER RETENTION & DEVELOPMENT	• The Scope of CRM • Supplier Network • Distribution Network • Principal of Network Management	Lecture Presentation Discussion
12	Chapter 10 - MANAGING NETWORK FOR CUSTOMER RELATIONSHIP MANAGEMENT PERFORMANCE	• Business Network • Network Position • Business Network & CRM • Supplier Network	Lecture Discussion
13	Chapter 11 – MANAGING SUPPLIER & PARTNER RELATIONSHIP	• Trend in Supplier Relationship Management • Product Development Alliances • Alliances between competing firm Partners in Values Delivery	Lecture Presentation Discussion
14	Chapter 12 – MANAGING INVESTOR & EMPLOYEE RELATIONSHIP	• Investor relation portals • The Service Chain • Employee relationship management software application	Lecture Presentation Discussion
15	Review		
16	**Final Examination**		

Guidelines

Midterm Paper Guideline **:** Written/Presentation/Projects

Final Paper Guideline **:** Written/Presentation/Projects

References :

1. Buttle, F. (2009). *Customer relationship management: Concepts and technologies* (2nd ed.). Routledge.
2. Payne, A., & Frow, P. (2017). *Customer relationship management: Strategic and tactical perspectives* (3rd ed.). Routledge.
3. Peppers, D., & Rogers, M. (2016). *Managing customer relationships: A strategic framework* (2nd ed.). John Wiley & Sons.
4. Kumar, V., & Reinartz, W. (2018). *Customer relationship management: Concept, strategy, and tools*. Springer.

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