

**PRESENSI PERKULIAHAN
SEMESTER GASAL
TAHUN AKADEMIK 2023/2024
PRODI BISNIS DIGITAL**



**GULAM HAZMIN, S.Kom., M.M.
MANAJEMEN RELASI PELANGGAN**

21A1



DAFTAR HADIR KULIAH

Program Studi	: BISNIS DIGITAL	Kode Matakuliah	: EKM332224	Semester	: 5
Tahun Akademik	: 2023/2024	Matakuliah	: MANAJEMEN RELASI PELANGGAN	Hari	: -
Semester	: GASAL	Bobot	: 3 SKS	Pukul	: 00:00 s.d. 00:00
Dosen	: GULAM HAZMIN	Kelas	: 21A1	Ruang	: -

No	NP Mahasiswa	Nama Mahasiswa	BIU/P	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Jumlah Hadir	% Hadir
1	21133300001	AHMAD ANWAR NUGROHO																		
2	21133300002	CINDY SEVIKA SARI																		
3	21133300003	NASHIRUDDIN ACHMAD																		
4	21133300004	RAHEL NOVARA																		
5	21133300005	AYU WULANDARI																		
6	21133300006	HARI SANTOSO																		
7	20122300008	PUSPITA BUDIARTI																		



PRESENSI DOSEN MENGAJAR

TA. 2023/2024 Sem. GASAL

Program Studi : BISNIS DIGITAL
 Matakuliah : MANAJEMEN RELASI PELANGGAN [EKM332224]
 Bobot : 3 SKS
 Dosen : GULAM HAZMIN [0524129101]

Kelas : 21A1
 Hari : -
 Pukul : 00:00 s.d. 00:00
 Ruang :

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf Mhs	Paraf Dosen
I	14/9/2023	Puary lingkup CRM	PPS, Scoring, General concept, Semester plan.	4	<i>[Signature]</i>	<i>[Signature]</i>
II	21/9/2023	CRM VALUE Chain	CRM Process. CRM support system.	6	<i>[Signature]</i>	<i>[Signature]</i>
III	28/9 2023	CRM Market Architecture	TECHNOLOGY of CRM IS for CRM	6	<i>[Signature]</i>	<i>[Signature]</i>
IV	5/10 2023	CRM & Customer Experience	CRM for Better customer Experiences	5	<i>[Signature]</i>	<i>[Signature]</i>
V	12/10 2023	Creating value for customers	Value, Benefits & sacrifices	5	<i>[Signature]</i>	<i>[Signature]</i>
VI	19/10 2023	Managing Networks for CRM	Networks contributions to CRM	6	<i>[Signature]</i>	<i>[Signature]</i>
VII	26/10 2023	Managing Investor relationship	Investor involvement in CRM.	4	<i>[Signature]</i>	<i>[Signature]</i>
VIII	2/11 2023	Managing employee relationship	Employee involvement in CRM	5	<i>[Signature]</i>	<i>[Signature]</i>
IX	9/11 2023	IT for CRM	The Range of CRM Technologies	5	<i>[Signature]</i>	<i>[Signature]</i>
X	16/11 2023	Customer life cycle	the cycles of customer life in Business	5	<i>[Signature]</i>	<i>[Signature]</i>
XI	23/11 2023	CRM Platform	CRM Platform samples and their best usage	5	<i>[Signature]</i>	<i>[Signature]</i>
XII	30/11 2023	OBSTACLES IN CRM implementation	inside problem outside problem.	5	<i>[Signature]</i>	<i>[Signature]</i>
XIII	7/12 2023	Tiers in CRM Business	Business purposes in each Business Tiers.	5	<i>[Signature]</i>	<i>[Signature]</i>
XIV	14/12 2023	Designing Products.	stages of creating powerful product.	4	<i>[Signature]</i>	<i>[Signature]</i>
XV	21/12 2023	CRM Application	Best case for CRM application	4	<i>[Signature]</i>	<i>[Signature]</i>



UNIVERSITAS PGRI YOGYAKARTA
FAKULTAS BISNIS
PROGRAM STUDI BISNIS DIGITAL

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**BERITA ACARA PELAKSANAAN UJIAN AKHIR SEMESTER GASAL
TAHUN AKADEMIK 2023/2024**



Pada hari ini Jumat, tanggal 5 Januari 2024 telah dilaksanakan ujian akhir semester gasal tahun akademik 2023/2024 :

Matakuliah	:	CUSTOMER RELATIONSHIP MANAGEMENT
Kelas	:	21B
Dosen Penguji	:	GULAM HAZMIN, S.Kom., M.M.
Sifat Ujian	:	TAKE HOME
Waktu	:	16.30 - 17.45
Ruang	:	105
Jumlah Peserta Terdaftar	:	6
Jumlah Peserta Hadir	:	5
Jumlah Peserta tidak Hadir	:	1
Catatan Penting	:	

Berita acara ini dibuat sebagai dokumen pelaksanaan ujian akhir semester gasal.

Yogyakarta, 5 Januari 2024

Pengawas Ujian

1. Gwanjar Setyo Nugroho, S.Kom, M.Kom ()
2. Murniady Muchan, S.E., M.M ()



**PRESENSI UJIAN AKHIR SEMESTER GASAL
TAHUN AKADEMIK 2023/2024**

Program Studi : BISNIS DIGITAL -- S1
Matakuliah : MANAJEMEN RELASI PELANGGAN
Kode MK : EKM332224
Dosen : GULAM HAZMIN, M.M

Kelas : 21A1
Ruang :
Hari/Tanggal : Jumat, 05-01-2024
Waktu : 16:30 - 18:00

No	NPM	Nama Mahasiswa	B/U/P	Tanda Tangan	Nilai
1	21133300001	AHMAD ANWAR NUGROHO	B		A
2	21133300002	CINDY SEVIKA SARI	B		A
3	21133300003	NASHIRUDDIN ACHMAD	B		A
4	21133300004	RAHEL NOVARA	B		A
5	21133300005	AYU WULANDARI	B		A
6	21133300006	HARI SANTOSO	B		A

Pengawas

1. Ginanjar Setyo Nugroho, S.Kom., M.Kom ()
2. Murniady Muchran, S.E., M.M ()
3. (_____)
4. (_____)

Yogyakarta, 05-01-2024

GULAM HAZMIN, M.M