



課 綱 Course Outline

管理學院管理科學與財金國際學士學位學程學士班

中文課程名稱 Course Name in Chinese	顧客關係管理				
英文課程名稱 Course Name in English	Customer Relationship Management				
科目代碼 Course Code	MSF_10390	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
Help students to know about what is CRM? How does CRM implement? Why do firms need CRM? And the future of CRM.					
系教育目標 Dept.' s Education Objectives					
1	培育具備良好數量分析能力之管理人才。 Cultivating management professionals with outstanding ability in quantitative analysis.				
2	培育具備財務金融專業知識之人才。 Cultivating professionals with finance-specific knowledge.				
3	培育具備國際視野與外語溝通能力之人才。 Cultivating professionals with a global vision and the ability in foreign-language communication.				
4	培育具備決策分析與問題解決之技能的管理人才。 Cultivating management professionals with knowledge and skills in decision analysis and problem solving.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.			○	
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.			○	

C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.	●
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.	●
E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies.	○
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.	○

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

課程大綱
Course Outline

- W1. Course Introduction
- W2. Introduction to Customer Relationship Management
- W3. Understanding Relationships
- W4. Planning and Implementing Customer Relationship Management Project
- W5. Developing, Managing and Using Customer-related Databases
- W6. Customer Portfolio Management
- W7. Customer Relationship Management and Customer Experience
- W8. Creating Value for Customers
- W9. Mid-term
- W10. Managing the Customer Lifecycle: Customer Acquisition
- W11. Managing the Customer Lifecycle: Customer Retention and Development
- W12. Managing Networks for Customer Relationship Management Performance
- W13. Information Technology for Customer Relationship Management
- W14. Sales-Force Automation
- W15. Marketing Automation
- W16. Service Automation
- W17. The Future of CRM
- W18. Final-term

資源需求評估 (師資專長之聘任、儀器設備的配合 . . . 等)
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

課程要求和教學方式之建議
Course Requirements and Suggested Teaching Methods

Presentation and Report

其他
Miscellaneous

1. F. Buttle, 2009, Customer Relationship Management: Concept and Technologies, 2ed. Elsevier Ltd.
2. G. Raab, R.A. Ajami, V.B. Gargeya and G.J. Goddard, Customer Relationship Management: A Global Perspective, Gower Applied Business Research.
3. D. Taber, 2009, Salesforce.com Secrets of Success: Best Practices for Growth and Profitability, Prentice Hall