



課 綱 Course Outline
企業管理學系一般組

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	BM__55500	班 別 Degree	碩士班 Master' s		
修別 Type	選修 Elective	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
從顧客為中心的策略性觀點，掌握CRM的關鍵經營議題。					
系教育目標 Dept.' s Education Objectives					
1	培養具國際觀之中階企業經理能力之人 Cultivating talent managers rank among the international outlook ability				
2	培養具資訊科技專業能力之人 Cultivating professional managers equipped with IT management proficiency				
3	培養具人文素養與本土產業關懷專業經理能力之人才 Cultivating equipped with human culture and the ability to care for the local industry professional managers				
4	培養能運用理論於實務執行專業經理之人 Cultivating the theory in practice to perform professional talent manager				
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	具備企業管理理論的核心專業知識 Core knowledge of theories related to business management			●	
B	具備邏輯思考與企業經營管理問題解決的能力 Capability of logical thinking and problem solving to business management			●	
C	具備領導、溝通協調與團隊運作的能力 Capability of leadership, communication, and collaboration			●	

D	具備國際觀以及外語溝通的能力 Global perspective and capability of communication in foreign languages	●
E	具備資訊科技之妥善運用能力，以培育企業經營之運籌帷幄 Capability of IT applications for business operations	●
F	具備企業倫理以奠定經營觀念之認知與堅持 Having recognition and persistence of business ethics	○

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

課程大綱
Course Outline

顧客關係管理的重要性、推展方法與關鍵活動。

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.)

具企業管理與資訊管理專長之師資。

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

就選定之相關議題研討，期刊論文為主，參考書目為輔

其他
Miscellaneous