國立東華大學

課　綱　Course Outline
資訊管理學系學士班

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	IM__41500	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

學習如何由顧客價值分析來進行公司內部資源配置及顧客關係管理資訊系統建置。

系教育目標
Dept.'s Education Objectives

1	培育具備團隊合作、創造與思考以及國際視野能力之人才。 Cultivate the personnel with the capability of teamwork, creative thinking and international vision
2	培育具備資訊專業知識與技術能力之人才。 Cultivate the personnel with the capability of professional knowledge and technical skill
3	培育具備商業管理知識與應用能力之人才。 Cultivate the personnel with the capability of business management and application
4	培育具備整合資訊科技與管理知識之專業人才。 Cultivate the personnel with the capability of integration of information technology and management

	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	具備資訊管理基礎與跨學域的應用能力。 Cultivate the personnel with the capability of basic and interdiscipline information management	●
B	具備以資訊科技為核心，擁有高度專業技術與國際視野之能力。 Cultivate professional personnel with international perspective and the capability of using information technology	○

C	具備資訊管理創新、研發、企劃之資訊管理人才之整合能力。 Cultivate senior personnel with the capability of innovation, research and development and integrated planning	●
D	具備企業資訊化的能力。 Cultivate the personnel with the capability of computerization of enterprises	●
E	具備業界多媒體應用、網站經營以及資訊行銷所需之能力。 Cultivate the personnel with the capability of multimedia applications, website operations, and information marketing	○
F	具備認知新興資訊產業發展所需之能力。 Cultivate the personnel with the capability for the emerging information industry	●

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

課程大綱
Course Outline

一.Course Introduction
二.Introduction to Customer Relationship Management, Chapter 1
三.Understanding Relationships, Chapter 2
四.Planning and Implementing Customer Relationship Management Project, Chapter 3
五.Developing, Managing and Using Customer-related Databases, Chapter 4
六.Customer Portfolio Management, Chapter 5
七.Customer Relationship Management and Customer Experience, Chapter 6
八.Creating Value for Customers, Chapter 7
九.Mid-term
十.Managing the Customer Lifecycle: Customer Acquisition, Chapter 8
十一.Managing the Customer Lifecycle: Customer Retention and Development, Chapter 9
十二.Managing Networks for Customer Relationship Management Performance, Chapter 10
十三.Information Technology for Customer Relationship Management, Chapter 13
十四.Dragon Boat Festival
十五.Sales-Force Automation, Chapter 14
十六.Marketing Automation, Chapter 15
十七.Service Automation, Chapter 16
十八.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.)

具資訊與策略相關專長之教師。

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

1.以課堂授課為主，並輔以作業報告。
2.期中：30%；期末：40%；報告及課堂表現：30%。

其他
Miscellaneous

F. Buttle, 2009, Customer Relationship Management: Concept and Technologies, 2ed. Elsevier Ltd.