國立東華大學

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					

<table>
<tr><td colspan="3" align="center">課程目標
Course Objectives</td></tr>
<tr><td colspan="3">Help students to know about what is CRM? How does CRM implement? Why do firms need CRM? And the future of CRM.</td></tr>
<tr><td colspan="3" align="center">系教育目標
Dept.'s Education Objectives</td></tr>
<tr><td>1</td><td colspan="2">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.</td></tr>
<tr><td>2</td><td colspan="2">培育具備財務金融專業知識之人才。
Cultivating professionals with finance-specific knowledge.</td></tr>
<tr><td>3</td><td colspan="2">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.</td></tr>
<tr><td>4</td><td colspan="2">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.</td></tr>
<tr><td colspan="2" align="center">系專業能力

Basic Learning Outcomes</td><td>課程目標與系專業能力相關性
Correlation between Course Objectives and Dept.'s Education Objectives</td></tr>
<tr><td>A</td><td>能以數量方法分析與解決問題。
Using quantitative methods to analyze and solve problems.</td><td align="center">○</td></tr>
<tr><td>B</td><td>具備財務金融領域之分析能力。
Equipped with the ability to analyze finance.</td><td align="center">○</td></tr>
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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, RA. Ajami, VB. Gargeya and GJ. 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