



## 課 綱 Course Outline

## 國際企業學系碩士班一般組

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	IB_57790	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

顧客關係管理是近年來企業後端最重要的部分，因此，如何有效提高顧客滿意度以創造企業利潤，則顯得相當重要。本課程分別以企業功能的角度、顧客生命週期的角度、實務的角度及顧客關係管理運作的核心技巧來說明，期望能夠針對顧客關係管理有深入的瞭解。

系教育目標  
Dept.'s Education Objectives

1	培養具國際企業知識之高階管理人才。 Build a foundation of international business knowledge to prepare students for being higher-level managers.
2	培養具創新思維與創業能力之高階管理人才。 Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.
3	培養具服務業經營能力之高階管理人才。 Create a managerial ability in Service industry for advanced managers.
4	培養在地經營理念之高階管理人才。 Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context.

	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	具備國際企業管理之進階知識與能力 Students will have advanced knowledge of international business.	○

B	具備多元邏輯思考、問題分析與解決之能力。 Students will be able to identify, analyze and solve business problems using logical and critical thinking.	●
C	具備領導、溝通協調與團隊合作之能力。 Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.	○
D	具備國際視野以及外語溝通的能力。 Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	●
E	具備創新、創業之思維與能力。 To build a the concept and ability for innovation and entrepreneurship	●
F	具備服務設計與產業分析之能力。 Students will be able to demonstrate the advanced abilities for service design and industry analysis.	●
G	具備國際企業倫理之素養。 Students will be able to identify and understand the importance of ethical decision making for international business.	

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

課程大綱 Course Outline	
1.	Introduction of the course
2.	Enterprises and CRM
3.	C. 1: CRM, database marketing, and customer value
4.	C. 2: CRM industry landscape
5.	C. 3: Strategic CRM
6.	C. 4: Implementing the CRM strategy
7.	C. 5: Introduction to customer-based marketing metrics
8.	C. 6: Customer value metric
9.	C. 8: Design loyalty programs
10.	C. 9: Effectiveness of loyalty programs
11.	C. 11: Campaign management
12.	C. 12: Application of database MKT in B2B &B2C scenarios
13.	C. 13: Application of customer value framework to MKT decision
14.	C. 14: Impact of CRM on MKT channels
15.	Implementation of relationship quality for CRM performance: Acquisition of BPR and organisational learning
16.	CRM relational information processes on customer-based performance
17.	Why do users continue using social networking sites?
18.	Informational and relational influences on e-WOM

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.)
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課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods
1. 期中考 Midterm Exam : 25%
2. 期末考 Term exam : 25%
3. 其他: The journal article studies others : 30%
4. 其他: The significance of participation others : 20%
其他 Miscellaneous

参考書目 Textbook & references :

Kumar, V. and Reinartz, W. J. (2006) Customer Relationship Management: A Managing the Digital Firm, John Wiley & Sons Inc.