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②國玄東華大學

教學計劃表 Syllabus

		V \	1 - 1 - 1					
	名稱(中文) me in Chinese	顧客關係管理 學年/學期 Academic Year/Seme				ester	114/1	
	名稱(英文) me in English	Customer Relationship Management						
	目代碼 cse Code	系級 開課單位 Course-Offering Department Department		財	財務金融學系			
	修別 Type	學程 Program)/3.0					
	課教師 tructor	/吳怡菱						
	修課程 equisite							
課程描述 Course Description								
understand		ctly, seek the	best customer	s, susta	ionships, helping er in excellent custome ervice.			
		課	程目標 Cours	se Object	tives			
Help students to know about what is CRM? How does CRM implement? Why do firms need CRM? And the future of CRM.								
系專業能力 Cor						Corr	E目標與系專業能 力相關性 elation between rse Objectives and Dept.'s Education Objectives	
	濟學、會計學、統 nics, accounting,s				ne financial theory			
B 具備財	務金融基本學理Und	derstanding of th	ne development o	of the fir	nancial disciplinal.			
C 具備運用財務金融學理進行分析能力Basic knowledge of financial theory analysis.							0	
D 具備資料整理、書面呈現或口頭報告之能力Basic knowledge of documentation and presentation skills.							•	
E 具備財經時事基本分析能力Capabilities for financial analysis of current affairs							0	
F 具備電腦程式運算及應用基本能力Ability of computer programs, algorithms and applications							0	
G 具備英語閱讀溝通協調等基本能力English reading ability of communication and coordination							•	
圖示說明Illustration : ● 高度相關 Highly correlated ○中度相關 Moderately correlated								
		授課進	度表 Teaching	Schedul	e & Content			
週次Week	週次Week 內容 Subject/Topics					備	t註Remarks	
1	syllabus							
2	2 Graduation Project							
3 1. Introduction to Customer Relationship Management								
4 Case Study								

F						
5	2. Understanding Relationship					
6	Case Study					
7	3. Customer Acquisition					
8	Case Study					
9	期中考試週 Midterm Exam					
10	4. Customer Retention					
11	Case Study					
12	5. Customer Portfolio Management					
13	6. Deliver Customer-experienced Value					
14	7. Managing Customer Experience					
15	Project Presentation (I)					
16	Project Presentation (II)					
17	期末考試週 Final Exam					
18	Free Discussion (No Class)					
教學策略 Teaching Strategies						
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion 參觀實習 Field Trip						
教 學 創 新 自 評 Teaching Self-Evaluation						
創新教學(Innovative Teaching)						
▼ 問題導向學習(PBL) ■ ■ 解決導向學習(SBL)						
────────────────────────────────────						
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□ 在地實踐Community Practice □ 產學合作 Industy-Academia Cooperation						
跨域合作(Transdisciplinary Projects)						
──跨界教學Transdisciplinary Teaching ──跨院系教學Inter-collegiate Teaching						
□ 業師合授 Courses Co-taught with Industry Practitioners						
其它 other:						

學期成績計算及多元評量方式 Grading & Assessments									
配分項目配分比例		多元評量方式 Assessments							
Items	Percentage	測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	20%								Note taking
期中考成績 Midterm Exam									
期末考成績 Final Exam	20%			~	~				Final presentation
作業成績 Homework and/or Assignments	20%			~					Discussion and participation
其他 Miscellaneous (Peer-review)	20%								Peer-review

評量方式補充說明

Grading & Assessments Supplemental instructions

Case Study (20%) - group Notes (20%) - individual

Discussion and Participation (20%) - group

Final Presentation (20%) - group Peer review (20%) - individual

教科書與參考書目(書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

- 1. Buttle, F., & Maklan, S. (2019). Customer relationship management: concepts and technologies.
- 2. Baran, R. J., & Galka, R. J. (2016). Customer Relationship Management: the foundation of contemporary marketing strategy. Taylor & Francis.
- 3. Alt, R., & Reinhold, O. (2016). Social customer relationship management. An Introduction to Social Media Marketing, 72-75.
- 4. Kumar, V., & Reinartz, W. (2018). Customer relationship management. Springer-Verlag GmbH Germany, part of Springer Nature 2006, 2012, 2018.
- 5. C Ho, R. (2020). Strategies and tools for managing connected consumers. IGI Global.

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

https://reurl.cc/70N50N

其他補充說明	(Supplemental	instructions)
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