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②國玄東華大學

教學計劃表 Syllabus

		教与	产計劃表	Syll	abus			
	名稱(中文) me in Chinese	顧客關係管理			學年/學期 Academic Year/Sem	ester	114/1	
	名稱(英文) me in English	Customer Relationship Management						
	目代碼 rse Code	系級 開課單位 管: MSF_10390 Department 學四 Course-Offering Department				管理科學	管理科學與財金國際學士 學位學程	
	修別 Type	學程 Program	0/3.0					
	課教師 tructor	/吳怡菱						
	先修課程 Prerequisite							
		課	:程描述 Course	Descript	tion			
understand	-	ectly, seek the	best customers	s, sustai	onships, helping e n excellent custom vice.	_		
		課	:程目標 Cours	e Objecti	ives			
Help studen future of C		t what is CRM?	How does CRM i	implement	? Why do firms nee	d CRM? A	and the	
			專業能力 ning Outcomes			Cor	程目標與系專業能 力相關性 relation between urse Objectives and Dept.'s Education Objectives	
能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.							\bigcirc	
R 具備財務金融領域之分析能力。							\bigcirc	
Equipped with the ability to analyze linance.								
Using information technology to analyze, integrate, and present data. 具備國際視野與專業外語能力。								
Equipped with a global vision and specialized foreign language proficiency.							•	
具備掌握財經時事議題及研判財經趨勢之能力。 E Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies					;	\circ		
F具備一般管理的基礎知識。Equipped with basic knowledge of management in general.							\bigcirc	
圖示說明Ⅱ	lustration :	● 高度相關 Hi	ighly correla	ted 〇中	度相關 Moderately	corre	lated	
		授課進	度 表 Teaching	Schedule	e & Content			
週次Week		內容	Subject/Topic	S		1	精註Remarks	
1	syllabus							
2	2 Graduation Project							
3	3 1. Introduction to Customer Relationship Management							
4	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)						
────────────────────────────────────						
社會責任(Social Responsibility)						
□ 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	多元評量方式 Assessments								
Items	配分比例 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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