



教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	顧客關係管理		學年/學期 Academic Year/Semester	114/2
課程名稱(英文) Course Name in English	Customer Relationship Management			
科目代碼 Course Code	IB_57790	系級 Department & Year	碩士	開課單位 Course-Offering Department
國際企業學系				
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/吳佩儀			
先修課程 Prerequisite				
課程描述 Course Description				
This course explores CRM strategies in digital transformation, integrating data-driven decision-making and service design innovation. By critiquing post-2020 top-tier Q1 journals, students develop logical analysis, global perspectives, and communication skills. It focuses on leveraging AI and omnichannel strategies to optimize customer journeys, translating theory into entrepreneurial marketing practices and industry analysis.				
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				
授課進度表 Teaching Schedule & Content				
週次 Week	內容 Subject/Topics			備註 Remarks
1	Introduction			

2	Enterprises and CRM	
3	CRM and Customer Value	
4	Customer value metric	
5	Strategic CRM	
6	Implementing the CRM strategy	
7	No Class	Public Holiday
8	CRM and Customer Loyalty and Retention	Assignment 1
9	Midterm Report: Research Gap 期中報告	
10	CRM and Database Marketing (MKT)	
11	Application of database MKT in B2B and B2C scenarios	
12	CRM and Psychology	
13	Impact of CRM on MKT channels	
14	CRM and Techonology	
15	Informational and relational influences on e-WOM	Assignment 2
16	Final Report: Systematic Review 期末報告	
17	Reflection & Discussion	
18	Questions & Consultation	Flexible teaching and self-directed learning

教學策略 Teaching Strategies

- 課堂講授 Lecture
 分組討論 Group Discussion
 參觀實習 Field Trip
 其他 Miscellaneous:

教學創新自評 Teaching Self-Evaluation

創新教學 (Innovative Teaching)

- 問題導向學習 (PBL)
 團體合作學習 (TBL)
 解決導向學習 (SBL)
 翻轉教室 Flipped Classroom
 磨課師 Moocs

社會責任 (Social Responsibility)

- 在地實踐 Community Practice
 產學合作 Industry-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 Items	配分比例 Percentage	多元評量方式 Assessments							
		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(含出缺席) General Performance (Attendance Record)	30%	✓	✓	✓		✓			
期中考成績 Midterm Exam	20%			✓	✓				
期末考成績 Final Exam	20%			✓	✓				
作業成績 Homework and/or Assignments	30%		✓				✓		
其他 Miscellaneous (_____)									

評量方式補充說明

Grading & Assessments Supplemental instructions

平時成績(30%): 依照同學課堂參與與小組討論表現進行計分

期中報告(20%)與期末報告(20%)

作業成績(30%): 課堂進行的團體合作學習之回饋單

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.)

以自編講義為主要授課教材。

Teaching materials are compiled by teachers and presented in PPT.

推薦國際期刊:

Journal of Management

Academy of Management Review

Harvard Business Review

Journal of Management Information Systems

Journal of Marketing

Journal of Consumer Research

Journal of Marketing Research

Marketing Science

Journal of the Academy of Marketing Science

Journal of Consumer Psychology

Journal of Service Research

Journal of Product Innovation Management

Journal of Advertising

Journal of Business Research

Journal of Business Ethics

European Journal of Marketing

Journal of Behavioral Decision Making

Journal of Database Management

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.)

教材均上傳至東華e學苑供同學下載使用。

Teaching materials are provided in NDHU e-learning

其他補充說明 (Supplemental instructions)

Google Meet線上課程連結 (需要使用時會在e學苑公告通知)

<https://meet.google.com/ewt-oudw-tzm>