



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	115/1
課程名稱(英文) Course Name in English	Customer Relationship Management			
科目代碼 Course Code	MSF_10390	系級 Department & Year	學四	開課單位 Course-Offering Department
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/吳怡菱			
先修課程 Prerequisite				

課程描述 Course Description

This course explores how to build the system by customer relationships, helping enterprises better understand customers correctly, seek the best customers, sustain excellent customer, using a minimum of resources to achieve the best quality and most efficient service.

課程目標 Course Objectives

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

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	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.	○
B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.	○
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

授課進度表 Teaching Schedule & Content

週次 Week	內容 Subject/Topics	備註 Remarks
1	syllabus	
2	Graduation Project	
3	1. Introduction to Customer Relationship Management	
4	Case Study	

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	

彈性 教學 規劃 Flexible Teaching Plan	<p>請勾選(至少需勾選1 個項目): Please tick the box(es). (At least one item is required.):</p> <p><input checked="" type="checkbox"/> 問題討論 Problem-based Discussion</p> <p><input type="checkbox"/> 翻轉教學 Flipped Classroom</p> <p><input type="checkbox"/> 展演實作 Performance / Practical Presentation</p> <p><input type="checkbox"/> 校外參訪 Off-campus Visit</p> <p><input type="checkbox"/> 講座活動 Lecture / Seminar</p> <p><input type="checkbox"/> 線上作業 Online Assignments</p> <p><input checked="" type="checkbox"/> 自主學習 Self-directed Learning</p> <p><input checked="" type="checkbox"/> 課業輔導 Academic Support</p> <p><input type="checkbox"/> 實驗操作 Experiment Operation</p> <p><input type="checkbox"/> 遠距教學(同步) Distance Learning (Synchronous)</p> <p><input type="checkbox"/> 遠距教學(非同步) Distance Learning (Asynchronous)</p> <p><input type="checkbox"/> 其他(請填寫) Others (Please specify.):</p> <p>備註: 本校學期週數自115 學年度起調整為17 週, 為符合1學分18 小時之原則, 請教師規劃安排彈性教學。 Note: From the 115th academic year, the semester will be 17 weeks. Please include flexible teaching activities to meet the required 18 hours per credit.</p>
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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)	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)									