


國立東華大學
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	IM_41500	系級 Department & Year	學二	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				
學習如何由顧客價值分析來進行公司內部資源配置及顧客關係管理資訊系統建置。				
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	具備資訊管理基礎與跨學域的應用能力。Cultivate the personnel with the capability of basic and interdisciplinary information management			●
B	具備以資訊科技為核心，擁有高度專業技術與國際視野之能力。Cultivate professional personnel with international perspective and the capability of using information technology			○
C	具備資訊管理創新、研發、企劃之資訊管理人才之整合能力。Cultivate senior personnel with the capability of innovation, research and development and integrated planning			●
D	具備企業資訊化的能力。Cultivate the personnel with the capability of computerization of enterprises			●
E	具備業界多媒體應用、網站經營以及資訊行銷所需之能力。Cultivate the personnel with the capability of multimedia applications, website operations, and information marketing			○
F	具備認知新興資訊產業發展所需之能力。Cultivate the personnel with the capability for the emerging information industry			●
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)									