

Tamkang University Academic Year 103, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	CHANG WEI-LUN
Course Class	TLCXB2P DEPARTMENT OF BUSINESS ADMINISTRATION, 2P	Details	<ul style="list-style-type: none"> ◆ Selective ◆ One Semester ◆ 2 Credits
D e p a r t m e n t a l A i m o f E d u c a t i o n			
<ul style="list-style-type: none"> I . Understand specialized knowledge. II . Train practical capabilities. III . Develop team work spirits. IV . Deepen professional ethics. 			
D e p a r t m e n t a l c o r e c o m p e t e n c e s			
<ul style="list-style-type: none"> A. To understand basic knowledge of business administration. B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data. C. To communicate, negotiate, and collaborate to accomplish business projects by team work. D. To integrate management and technology capabilities to solve business problems. E. To recognize professional ethics and social responsibilities. F. To utilize foreign language to enhance management skills. 			
Course Introduction	<p>This course analyzes the cases to understand the particular factors for successful companies in terms of customer relationship management. The cases cover different industries such as service industry, hotel industry, travel and airline industry, and restaurant industry. We aim to synthesize the successful factors from cases from discussion and provide the how practice works in the real world.</p>		

The Relevance among Teaching Objectives, Objective Levels and Departmental core competences

I.Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,
A4-Organizing, A5-Charaterizing, A6-Implementing

II.The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3,C5,and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A,AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Understanding the practice of CRM by analyzing cases	C4	ABC

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understanding the practice of CRM by analyzing cases	Lecture, Discussion, Practicum	Report, Participation

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◆ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◆ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

Course Schedule

Week	Date	Subject/Topics	Note
1	103/09/15~ 103/09/21	Introduction	
2	103/09/22~ 103/09/28	Case: Singapore Airline	
3	103/09/29~ 103/10/05	Case: Nordstrom	
4	103/10/06~ 103/10/12	Case: L.L. Bean	
5	103/10/13~ 103/10/19	Case: IKEA	
6	103/10/20~ 103/10/26	Case: TV Show-Undercover Boss (MGM)	
7	103/10/27~ 103/11/02	Case: Lexus	
8	103/11/03~ 103/11/09	Case: Starbucks	
9	103/11/10~ 103/11/16	Case: In and Out Burger	
10	103/11/17~ 103/11/23	Midterm Exam Week	
11	103/11/24~ 103/11/30	Case: Apple Store	
12	103/12/01~ 103/12/07	Case: Uniqlo	

13	103/12/08 ~ 103/12/14	Case: TV Show-Undercover Boss (7-11)	
14	103/12/15 ~ 103/12/21	Case: Disney	
15	103/12/22 ~ 103/12/28	Final Presentation (Group)	
16	103/12/29 ~ 104/01/04	Final Presentation (Group)	
17	104/01/05 ~ 104/01/11	TV Show-Undercover Boss (Hooters)	
18	104/01/12 ~ 104/01/18	Final Exam Week	
Requirement	Students who want to take this course need to provide English certificate (e.g., TOEIC) to prove English ability in the beginning of the class. Students are required to talk, discuss, and present every week. In addition, the assignment will be necessary every week as the homework. The preferred size of this course would be 50 students. Therefore, the decision for taking this course or not will be determined in the first class.		
Teaching Facility	Computer, Projector		
Textbook(s)	Cases and Articles from Harvard Database		
Reference(s)			
Number of Assignment(s)	11 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 15.0 % ◆ Mark of Usual : 40.0 % ◆ Midterm Exam : 15.0 % ◆ Final Exam : 30.0 % ◆ Other < > : %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		