

Tamkang University Academic Year 105, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	CHANG WEI-LUN
Course Class	TLCXB3P DEPARTMENT OF BUSINESS ADMINISTRATION, 3P	Details	♦ 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			
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			
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	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.		

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-Characterizing, 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	Written test, 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	105/09/12 ~ 105/09/18	Orientation & Introduction	
2	105/09/19 ~ 105/09/25	Customer Experience / Case: Southwest Airline & Singapore Airline	
3	105/09/26 ~ 105/10/02	Customer Activity & Co-Production / Case: Harrah’ s Hotel & Hilton	
4	105/10/03 ~ 105/10/09	The Customer Lens / Case: Starbucks & IKEA	
5	105/10/10 ~ 105/10/16	National Holiday	
6	105/10/17 ~ 105/10/23	Customer Perception and Evaluation / Case: Nordstrom & Macy's	
7	105/10/24 ~ 105/10/30	Complaint Management / Case: Zappos & Amazon	
8	105/10/31 ~ 105/11/06	Service Culture and Customer Centricity / Case: In and Out Burger & McDonald	
9	105/11/07 ~ 105/11/13	Service Experience / Undercover Boss: Frontier Airline	
10	105/11/14 ~ 105/11/20	Midterm Exam Week	
11	105/11/21 ~ 105/11/27	Midterm: Written Test	

12	105/11/28 ~ 105/12/04	Service Innovation / Case: Uniqlo & Zara	
13	105/12/05 ~ 105/12/11	The Profitable Art of Service Marketing / Case: Disney & Universal Studio	
14	105/12/12 ~ 105/12/18	Customer Ecosystems / Case: Uber & BlaBlaCar	
15	105/12/19 ~ 105/12/25	The Use of Customer Data / Undercover Boss: 1-800-Flowers	
16	105/12/26 ~ 106/01/01	Final Presentation	
17	106/01/02 ~ 106/01/08	National Holiday	
18	106/01/09 ~ 106/01/15	Final Exam Week	
Requirement	<p>1. This is the English course for the students from Department of Business Administration "only". Students who want to take this course need to prove English proficiency in advance. Students will be 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 30-50 students. Therefore, the decision for taking this course or not will be determined by teacher.</p> <p>2. Students who are willing to take this course, please email to me (wlchang@gms.tku.edu.tw) before "Aug 11" with simple statements to describe (a) why you want to take this course, (b) what's your expectation for this course, and (c) what's the level of your English proficiency.</p> <p>3. Students will be separated into groups to select cases. Each group will take charge of one case every week. Other groups need to ask questions after presentation every week. The course is problem-solving oriented and students will be trained to think all the time.</p> <p>4. There will be (a) an individual take-home written test for midterm and (b) a group presentation for final (the case will be determined by student).</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Cases and Articles from Harvard Database		
Reference(s)	Any textbooks or articles related to CRM.		
Number of Assignment(s)	18 (Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 % ◆ Mark of Usual : 30.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 40.0 % ◆ Other < > : %		

Note	<p>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.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>
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