

## Tamkang University Academic Year 107, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> <li>◆ Selective</li> <li>◆ One Semester</li> <li>◆ 3 Credits</li> </ul>
<b>Departmental Aim of Education</b>			
To develop talented managers with international competitive advantage in the tourism industry.			
<b>Departmental core competences</b>			
<ul style="list-style-type: none"> <li>A. Ability to analyze and solve problems.</li> <li>B. Ability to communicate in English.</li> <li>C. Proper service and work attitude.</li> <li>D. Tourism management knowledge.</li> <li>E. Tourism management skills.</li> </ul>			
<b>Course Introduction</b>	<p>Customer Relationship Management (CRM) is one of the most important components for sustenance and growth of an organization. With the advancement of software technologies and development of the E-Commerce, significant progress has been made in designing CRM systems and upgrading the level of maintaining the customer relationship. An organization builds competitive advantages by the aid of operating comprehensive CRM. This course plans to impart a sound introduction to CRM, a comprehensive understanding of the processes involved, and practical applications of CRM in different sectors.</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-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	Helping students comprehend the idea, theoretical background and practical operation of customer relationship management (CRM), especially in the international tourism business. They are expected to enhance the ability to analyze and solve problems, proper service and work attitude and English communication competence.	C5	ABCDE
2	Helping students comprehend the idea, theoretical background and practical operation of customer relationship management (CRM), especially in the international tourism business. They are expected to enhance the ability to analyze and solve problems, proper service and work attitude and English communication competence.	P4	ABCDE
3	Helping students comprehend the idea, theoretical background and practical operation of customer relationship management (CRM), especially in the international tourism business. They are expected to enhance the ability to analyze and solve problems, proper service and work attitude and English communication competence.	A4	ABCDE

### Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment

1	<p>Helping students comprehend the idea, theoretical background and practical operation of customer relationship management (CRM), especially in the international tourism business. They are expected to enhance the ability to analyze and solve problems, proper service and work attitude and English communication competence.</p>	<p>Lecture, Discussion, Problem solving</p>	<p>Written test, Report</p>
2	<p>Helping students comprehend the idea, theoretical background and practical operation of customer relationship management (CRM), especially in the international tourism business. They are expected to enhance the ability to analyze and solve problems, proper service and work attitude and English communication competence.</p>	<p>Lecture, Discussion, Problem solving</p>	<p>Written test, Report, Participation</p>
3	<p>Helping students comprehend the idea, theoretical background and practical operation of customer relationship management (CRM), especially in the international tourism business. They are expected to enhance the ability to analyze and solve problems, proper service and work attitude and English communication competence.</p>	<p>Lecture, Discussion, Problem solving</p>	<p>Written test, Report, Participation</p>

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	107/09/10 ~ 107/09/16	Introduction to CRM	
2	107/09/17 ~ 107/09/23	Understanding relationships	
3	107/09/24 ~ 107/09/30	Customer behavior and CRM	
4	107/10/01 ~ 107/10/07	The strategies of planning a CRM project	
5	107/10/08 ~ 107/10/14	Case studies	
6	107/10/15 ~ 107/10/21	Managing processes in CRM	part 1
7	107/10/22 ~ 107/10/28	Managing processes in CRM	part 2
8	107/10/29 ~ 107/11/04	Sales force automation	
9	107/11/05 ~ 107/11/11	Review and group discussion	
10	107/11/12 ~ 107/11/18	Midterm Exam Week	
11	107/11/19 ~ 107/11/25	CRM in international tourism management	
12	107/11/26 ~ 107/12/02	CRM lifecycle management	

13	107/12/03 ~ 107/12/09	CRM tools	
14	107/12/10 ~ 107/12/16	CRM and customer service	
15	107/12/17 ~ 107/12/23	Review and group discussion	
16	107/12/24 ~ 107/12/30	Case study and group presentation	
17	107/12/31 ~ 108/01/06	Group presentation	
18	108/01/07 ~ 108/01/13	Final Exam Week	
Requirement	No food and drink during the course hours. Cell phone can only be used with permission.		
Teaching Facility	Computer, Projector		
Textbook(s)			
Reference(s)	Gerhard Raab (2008). Customer Relationship Management: A Global Perspective. Gower Publishing, Ltd. Zerres, C., Zerres, M., and Baran, R. (2012). Customer Relationship Management. BookBoon.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 20.0 %   ◆ Mark of Usual : 20.0 %   ◆ Midterm Exam : 20.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other &lt; group presentation &gt; : 20.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		