

Tamkang University Academic Year 108, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	CHEN, SHU-CHUAN
Course Class	TQTXB3P DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3P	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Departmental Aim of Education			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
<ul style="list-style-type: none"> A. Ability to analyze and solve problems.(ratio:20.00) B. Ability to communicate in English.(ratio:20.00) C. Proper service and work attitude.(ratio:30.00) D. Tourism management knowledge.(ratio:10.00) E. Tourism management skills.(ratio:20.00) 			
Subject Schoolwide essential virtues			
<ul style="list-style-type: none"> 1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:10.00) 3. A vision for the future. (ratio:20.00) 5. Independent thinking. (ratio:20.00) 7. A spirit of teamwork and dedication. (ratio:30.00) 			
Course Introduction	<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 correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
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.	Cognitive
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.	Psychomotor
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.	Affective

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDE	12357	Lecture, Discussion, guest speaker	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation
2	ABC	135	Lecture, Discussion, guest speaker speech	Testing, Study Assignments, Discussion(including classroom and online), Activity Participation

3	ABC	1357	Lecture, Discussion, guest speaker speech	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written), Activity Participation
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Course Schedule

Week	Date	Course Contents	Note
1	108/09/09 ~ 108/09/15	Introduction to CRM	
2	108/09/16 ~ 108/09/22	Understanding relationships	
3	108/09/23 ~ 108/09/29	Customer behavior and CRM	
4	108/09/30 ~ 108/10/06	The strategies of planning a CRM project	
5	108/10/07 ~ 108/10/13	Case studies_by guest speaker	
6	108/10/14 ~ 108/10/20	Case studies_by guest speaker	
7	108/10/21 ~ 108/10/27	Case studies_by guest speaker	
8	108/10/28 ~ 108/11/03	Case studies_by guest speaker	
9	108/11/04 ~ 108/11/10	Review and group discussion	
10	108/11/11 ~ 108/11/17	Midterm Exam Week	
11	108/11/18 ~ 108/11/24	CRM in international tourism management_by guest speaker	
12	108/11/25 ~ 108/12/01	CRM lifecycle management_by guest speaker	
13	108/12/02 ~ 108/12/08	CRM tools_by guest speaker	
14	108/12/09 ~ 108/12/15	CRM and customer service_by guest speaker	
15	108/12/16 ~ 108/12/22	Case study __by guest speaker	
16	108/12/23 ~ 108/12/29	Review and group presentation	
17	108/12/30 ~ 109/01/05	Group presentation	
18	109/01/06 ~ 109/01/12	Final Exam Week (Date:109/1/3-109/1/9)	

Requirement	No food and drink during the course hours. Cell phone can only be used with permission.

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	
References	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)	3 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other (group presentation) : 20.0 %
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.