# Tamkang University Academic Year 113, 1st Semester Course Syllabus

| Course Title | CUSTOMER RELATIONSHIP MANAGEMENT (CRM) | Instructor | CHIH-TE YANG |
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| Course Class | TLCXB3P<br>DEPARTMENT OF BUSINESS ADMINISTRATION, 3P | Details | ◆ General Course<br>◆ Selective<br>◆ One Semester<br>◆ 2 Credits |
| Relevance to SDGs | SDG3 Good health and well-being for people<br><br>SDG8 Decent work and economic growth<br><br>SDG9 Industry, Innovation, and Infrastructure<br><br>SDG17 Partnerships for the goals | | |

## Departmental Aim of Education

Ⅰ. Understand specialized knowledge.

Ⅱ. Train practical capabilities.

Ⅲ. Develop team work spirits.

Ⅳ. Deepen professional ethics.

## Subject Departmental core competences

A. To understand basic knowledge of business administration.(ratio:30.00)

B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data.(ratio:10.00)

C. To communicate, negotiate, and collaborate to acomplish business projects by team work. (ratio:30.00)

D. To integrate management and techology capabilities to solve business problems. (ratio:20.00)

E. To recognize professional ethics and social responsibilities.(ratio:10.00)

## Subject Schoolwide essential virtues

1. A global perspective. (ratio:10.00)

2. Information literacy. (ratio:30.00)

3. A vision for the future. (ratio:5.00)

4. Moral integrity. (ratio:5.00)

5. Independent thinking. (ratio:10.00)

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)

7. A spirit of teamwork and dedication. (ratio:30.00)

| | 8. A sense of aesthetic appreciation. (ratio:5.00) |
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| Course Introduction | 1.This course adopts a holistic approach towards CRM by providing the concepts, explaining the tools, and developing relevant strategies. 2.This course introduces key concepts and metrics needed to understand and implement CRM strategies. 3.This course describes the process of successful CRM implementation. 4.This course presents techniques to aid in strategic marketing decisions using the concept of customer lifetime value. |

**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 | The objectives of this course by the end of this semester for a student to be able to: 1. understand and describe CRM application. 2. understand how it has been implemented in various organizations and what does it take to ensure a successful implementation. 3. understand how to implement CRM for a business. | Cognitive |

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

| No. | Core Competences | Essential Virtues | Teaching Methods | Assessment |
|---|---|---|---|---|
| 1 | ABCDE | 12345678 | Lecture, Discussion | Testing, Study Assignments, Report(including oral and written) |

Course Schedule

| Week | Date | Course Contents | Note |
|---|---|---|---|
| 1 | 113/09/09 ~ 113/09/15 | Course introduction | |
| 2 | 113/09/16 ~ 113/09/22 | Introduction to CRM | |

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| 3 | 113/09/23～113/09/29 | Concepts of Customer Value | |
| 4 | 113/09/30～113/10/06 | Concepts of Customer Value | |
| 5 | 113/10/07～113/10/13 | Strategic CRM | |
| 6 | 113/10/14～113/10/20 | Implementing the CRM Strategy | |
| 7 | 113/10/21～113/10/27 | Implementing the CRM Strategy | |
| 8 | 113/10/28～113/11/03 | Customer Analytics Part I | |
| 9 | 113/11/04～113/11/10 | Midterm Exam Week | |
| 10 | 113/11/11～113/11/17 | Customer Analytics Part II | |
| 11 | 113/11/18～113/11/24 | Data Mining | |
| 12 | 113/11/25～113/12/01 | Data Mining (Continued) | |
| 13 | 113/12/02～113/12/08 | Using Databases | |
| 14 | 113/12/09～113/12/15 | Presentation | |
| 15 | 113/12/16～113/12/22 | Presentation | |
| 16 | 113/12/23～113/12/29 | Presentation | |
| 17 | 113/12/30～114/01/05 | Final Exam Week | |
| 18 | 114/01/06～114/01/12 | Flex week, learning activities should be arranged. | |

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| Key capabilities | Information Technology<br>Problem solving |
| Interdisciplinary | Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics) |
| Distinctive teaching | Special/Problem-Based(PBL) Courses |
| Course Content | Computer programming or Computer language (students have hands-on experience in related projects)<br>Sustainability issue |
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| Requirement | |
| Textbooks and Teaching Materials | Self-made teaching materials:Handouts |
| References | Customer Relationship Management Concept, Strategy, and Tools Third Edition, Springer<br>黃明蕙譯，顧客關係管理 觀念、策略與工具，雙葉書廊 |
| Grading Policy | ◆ Attendance： 30.0 % ◆ Mark of Usual：10.0 % ◆ Midterm Exam： 30.0 %<br>◆ Final Exam： 30.0 %<br>◆ 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 .<br>※ **Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.** |