

Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	CHIH-TE YANG
Course Class	TLCXB3P DEPARTMENT OF BUSINESS ADMINISTRATION, 3P	Details	♦ General Course ♦ Selective ♦ One Semester ♦ 2 Credits
Relevance to SDGs	SDG3 Good health and well-being for people SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure SDG17 Partnerships for the goals		
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.			
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 accomplish business projects by team work. (ratio:30.00) D. To integrate management and technology 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)				
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.			
<p>The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.</p> <p>Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.</p> <p>I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.</p> <p>II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.</p> <p>III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.</p>				
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	114/09/15 ~ 114/09/21	Course introduction		
2	114/09/22 ~ 114/09/28	Introduction to CRM		

3	114/09/29 ~ 114/10/05	Concepts of Customer Value	
4	114/10/06 ~ 114/10/12	Concepts of Customer Value	
5	114/10/13 ~ 114/10/19	Strategic CRM	
6	114/10/20 ~ 114/10/26	Implementing the CRM Strategy	
7	114/10/27 ~ 114/11/02	Implementing the CRM Strategy	
8	114/11/03 ~ 114/11/09	Customer Analytics Part I	
9	114/11/10 ~ 114/11/16	Midterm Exam Week	
10	114/11/17 ~ 114/11/23	Customer Analytics Part II	
11	114/11/24 ~ 114/11/30	Data Mining	
12	114/12/01 ~ 114/12/07	Data Mining (Continued)	
13	114/12/08 ~ 114/12/14	Using Databases	
14	114/12/15 ~ 114/12/21	Presentation	
15	114/12/22 ~ 114/12/28	Presentation	
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments	
17	115/01/05 ~ 115/01/11	Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities		Information Technology 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) Sustainability issue	

Requirement	This course encourages students to use AI for collaboration and mutual learning to enhance course outcomes based on the principles of transparency and responsibility.
Textbooks and Teaching Materials	Self-made teaching materials:Handouts
References	Customer Relationship Management Concept, Strategy, and Tools Third Edition, Springer 黃明蕙譯・顧客關係管理 觀念、策略與工具・雙葉書廊
Grading Policy	<p>◆ Attendance : 30.0 % ◆ Mark of Usual : 10.0 % ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other () : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at https://web2.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>※"Adhere to the concept of intellectual property rights" and "Do not illegally photocopy, download, or distribute." Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>