

## Tamkang University Academic Year 114, 1st Semester Course Syllabus

Course Title	CUSTOMER RELATIONSHIP MANAGEMENT (CRM)	Instructor	WU, CHE-HAN
Course Class	TRBXB3A DEPARTMENT OF INTERNATIONAL TOURISM MANAGEMENT (ENGLISH-TAUGHT PROGRAM), 3A	Details	♦ General Course ♦ Selective ♦ One Semester ♦ 3 Credits
Relevance to SDGs	SDG4 Quality education SDG5 Gender equality SDG10 Reducing inequalities SDG16 Peace, justice and strong institutions		
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			
To develop talented managers with international competitive advantage in the tourism industry.			
Subject Departmental core competences			
A. Ability to analyze and solve problems.(ratio:30.00) B. Ability to communicate in English.(ratio:5.00) C. Proper service and work attitude.(ratio:15.00) D. Tourism management knowledge.(ratio:20.00) E. Tourism management skills.(ratio:30.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:15.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:15.00) 4. Moral integrity. (ratio:15.00) 5. Independent thinking. (ratio:15.00) 6. A cheerful attitude and healthy lifestyle. (ratio:10.00) 7. A spirit of teamwork and dedication. (ratio:15.00) 8. A sense of aesthetic appreciation. (ratio:10.00)			

Course Introduction	<p>This class will teach the basic knowledge of guest relation service (賓客服務).</p> <p>We will learn:</p> <ul style="list-style-type: none"> <li>What service is</li> <li>How to enhance guest experience</li> </ul> <p>Prerequisite: Must get approval from the department (需要系上的同意才能選課).</p>
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**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	(1) Learn the basic service (基礎服務原則) (2) Be able to create memorable experience (創造難忘的體驗).	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, Practicum, Experience	Study Assignments, Discussion(including classroom and online), Practicum, Report(including oral and written), Activity Participation

**Course Schedule**

Week	Date	Course Contents	Note
1	114/09/15 ~ 114/09/21	Course Orientation 課程介紹	
2	114/09/22 ~ 114/09/28	黃金服務七元素簡介 Introduction to the Seven Elements of Golden Service	
3	114/09/29 ~ 114/10/05	與你的顧客緊密連結 Building Close Connections with Customers	

4	114/10/06 ~ 114/10/12	National Holiday	
5	114/10/13 ~ 114/10/19	顧客故事的威力 The Power of Customer Stories	
6	114/10/20 ~ 114/10/26	National Holiday	
7	114/10/27 ~ 114/11/02	可令人信賴的：真誠的表現 Building Close Connections with Customers	
8	114/11/03 ~ 114/11/09	開啟顧客服務的機會 Creating Opportunities for Customer Service	
9	114/11/10 ~ 114/11/16	具備直覺敏感度：閱讀客人的需求 Developing Intuitive Sensitivity: Reading Customer Needs	
10	114/11/17 ~ 114/11/23	期中報告 Midterm Report	
11	114/11/24 ~ 114/11/30	設身處地為他人著想：將心比心 Putting Yourself in Others' Shoes: Empathy	
12	114/12/01 ~ 114/12/07	位位出冠軍：樂於當客人的英雄 Champion for Every Customer: Willing to Be the Customer's Hero	
13	114/12/08 ~ 114/12/14	樂於工作：提供顧客喜出望外的服務 Joy in Work: Providing Customers with Delightful Service	
14	114/12/15 ~ 114/12/21	使命必達：跟催服務的執行程度和完整性 Mission Accomplished: Following Up on Service Execution and Quality	
15	114/12/22 ~ 114/12/28	採取積極主動：做出您在乎客人感受的努力 Taking Initiative: Showing You Care About Customers' Feelings	
16	114/12/29 ~ 115/01/04	Final Week of Diverse Assessments	
17	115/01/05 ~ 115/01/11	Final Week of Diverse Assessments/Flexible Teaching Week for Teachers	
18	115/01/12 ~ 115/01/18	Flexible Teaching Week for Teachers	
Key capabilities		self-directed learning International mobility Information Technology Social Participation Humanistic Caring Problem solving Interdisciplinary	

Interdisciplinary	<p>STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)</p> <p>Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)</p> <p>In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching</p>
Distinctive teaching	<p>USR curriculum</p> <p>Industry-university collaboration courses</p> <p>Game-based learning courses</p> <p>Project implementation course</p> <p>Translation Teaching Course</p> <p>Special/Problem-Based(PBL) Courses</p> <p>Collaborative teaching (multiple teachers and business teachers in the school) course</p> <p>Learning technologies (such as AR/VR,etc.) incorporated to physical courses</p>
Course Content	<p>Gender Equality Education</p> <p>Logical Thinking</p> <p>AI application</p>
Requirement	
Textbooks and Teaching Materials	<p>Self-made teaching materials:Presentations, Videos, Worksheets</p> <p>Using teaching materials from other writers:Presentations, Handouts, Videos, Worksheets</p>
References	
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual :       %    ◆ Midterm Exam : 10.0 %</p> <p>◆ Final Exam : 20.0 %</p> <p>◆ Other 〈Participation〉 : 60.0 %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="https://web2.ais.tku.edu.tw/csp">https://web2.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>※"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>