朝陽科技大學 095學年度第1學期教學大綱
Customer Relationship Management 顧客關係管理

當期課號	1183	Course Number	1183
授課教師	徐茂練	Instructor	SHYU,MAW LIANN
中文課名	顧客關係管理	Course Name	Customer Relationship Management
開課單位	企業管理系(四日)四A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	本課程主要目的是了解企業應該如何與顧客之互動，方能獲得顧客的滿意及忠誠回應而產生終身價值，進而提昇企業獲利。企業欲與顧客有效互動，需要有良好的目標、流程、工具及服務介面等元件，本課程探討企業如何有效規劃及設計這些元件，以便做好顧客關係管理(CRM)。	Objectives	The purpose of this cause is to understand how the business interact with their customers. The effectiveness of customer interaction can make the customer satisfied and loyal, and established life cycle relationship with the business. The components of customer relationship management(CRM) include objective, service, tools, and, service encounter. The planning and design of these components will be discussed in our course.
教材	徐茂練(民93)，顧客關係管理，2版，全華。	Teaching Materials	Shyu, Maw-Liann(2004), Customer Relationship Management, 2th ed, OpenTech (in Chinese)
成績評量方式	課堂討論30%， 個案報告30%， 期末報告40%	Grading	Discussion topics: 30%, Case Report: 30%, Final report: 40%
教師網頁			
教學內容	本課程主要目的是了解企業應該如何與顧客之互動，方能獲得顧客的滿意及忠誠回應而產生終身價值，進而提昇企業獲利。企業欲與顧客有效互動，需要有良好的目標、流程、工具及服務介面等元件，本課程探討企業如何有效規劃及設計這些元件，以便做好顧客關係管理(CRM)。	Syllabus	The purpose of this couse is to understand how the business interact with their customers. The effectiveness of customer interaction can make the customer satisfied and loyal, and established life cycle relationahip with the business. The components of customer relationship management(CRM) include objective, service, tools, and, service encounter. The planning and design of these components eill be discussed in our course.

尊重智慧財產權，請勿非法影印。