朝陽科技大學 096學年度第1學期教學大綱
Special Topics of Customer Relationship 顧客關係管理專題

當期課號	7067	Course Number	7067
授課教師	田靜婷	Instructor	TIEN,CHING TING
中文課名	顧客關係管理專題	Course Name	Special Topics of Customer Relationship
開課單位	保險金融管理系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	1.使學生了解組織知識與顧客關係管理本質與內容之相關知識 2.使學生能應用知識管理技能於保險業顧客關係發展上 3.使學生具備組織知識、組織價值與顧客價值三贏的態度 4.可做爲學生邏輯分析與思考能力的培養	Objectives	1.Enabling students to understand knowledge of nature and content of organization knowledge abd customer relation management. 2.Enabling students to apply knowledge management skills in customers relation development in insurance industry. 3.Enabling students to have attitudes on benefits on organization knowledge, organization values and customer values. 4.Helping students to foster logic thinking ability.
教材	知識管理學理與實證。楊政學著。揚智文化。2005年。 顧客關係管理	Teaching Materials	Knowledge Management Customer Relationship Management
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	本課程主要目的藉由知識管理內涵，了解企業應該如何與顧客之互動，方能獲得顧客的終身價值，提高企業永續競爭能力。	Syllabus	The purpose of this cause is to understand how the business interact with their customers based on the content of Knowledge Management (KM). The effectiveness of customer interaction can make the customer satisfied and established life cycle relationship with the business to improve sustained competition capacity.

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