國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：蘇秋紅

Instructor:Chiu Hung Su

課程名稱：顧客關係管理

Course Title：Customer Relationship Management

2026/11/3

課程代號： MI4107701 Course Code 學分數： 3 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	M10(TR-412-2) M8(TR-412-2) M9(TR-412-2)
專業核心能力： Core Professional Competencies	
課程網址： Course Website	
課程宗旨： Course Objectives	顧客關係管理是當代管理重要議題之一，其主目的在於維繫良好顧客關係、產生顧客價值，進而創造企業競爭力與利益。本課程期望對修課學生提供顧客關係管理相關的理論，並針對實務相關議題進行分析與討論。學習本課程後，學生亦將瞭解如何運用資訊科技來達成顧客關係管理。 本課程包含有顧客關係管理的基礎概念、電子化顧客關係建構、顧客策略發展，顧客關係與行銷策略、顧客生命週期管理、資訊科技與顧客關係、協同顧客關係管理、顧客關係分析與專案管理等議題。課程將透過課堂講解與實務個案來培養學生對顧客關係管理的知識與觀念，並了解資訊科技對於顧客關係管理之影響與如何發展成的顧客關係管理策略。 CRM is the process of activities conducted by enterprises aiming to identify, select, acquire, develop, and retain increasingly loyal and profitable customers. This course deals directly with managerial issues of CRM in terms of both technological and social perspectives by case studies. Topics include foundations of relationship management, CRM strategy, call center management and CRM outsourcing decisions, and CRM system development policy. The course has included examples and selected papers from the business area in order to illustrate each topic.
課程大綱： Outline of Lectures	本課程包含有顧客關係管理的基礎概念、電子化顧客關係建構、顧客策略發展，顧客關係與行銷策略、顧客生命週期管理、資訊科技與顧客關係、協同顧客關係管理、顧客關係分析與專案管理等議題。課程將透過課堂講解與實務個案來培養學生對顧客關係管理的知識與觀念，並了解資訊科技對於顧客關係管理之影響與如何發展成的顧客關係管理策略。 This course deals directly with managerial issues of CRM in terms of both technological and social perspectives by case studies. Topics include foundations of relationship management, CRM strategy, call center management and CRM outsourcing decisions, and CRM system development policy. The course has included examples and selected papers from the business area in order to illustrate each topic.
授課方式： Method of Instruction	講授 Lecture：50% 分組討論 Group discussion：25% 案例研討 Case study：10% 操做練習 Practical exercises：5% 講授 Lecture：每周反思撰寫 Reflection Writing ：10%%

教科書： Textbooks	Customer Relationship Management: Concepts and Technologies，Francis Buttle, Stan Maklan
參考書目： References	The CRM Handbook: A Business Guide to Customer Relationship Management, Jill Dyché Harvard Business Review on Customer Relationship Management,Harvard Business Review
修課須知： Notice	TA + Key words list Lecture slides
評量方式： Grading	Course Assignments 1. Midterm paper (Individual, 20%) 2. Class Participation & Classroom Activities (Individual, 30%) 3. Weekly Assignments (Individual, 20%)
備註說明： Notes	In general, the class activities will take the following activities: Hands-on and minds-on activities: Students will participate in group activities such as discussing, brainstorming, reflecting, sharing, and critiquing CRM-related topics based on the weekly readings. These activities are designed to enhance students' understanding of CRM concepts and strategies through active engagement. Students will be able to receive material before class, students will be able to complete weekly readings .