

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	顧客關係管理	Serial No. / ID	2040 / BAM4132
Dept.	企業管理學系	School System / Class	大學日間部3年1班
Lecturer	莊銘洲	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)678 / B307	Language	Chinese

Introduction
<p>This course has main purpose on improvement of professional ability of our students in The Department of Business Administration. Students will learn to get:(1)the capability of Problem-solving (2)the capability of Cooperation and Creativity (3)the Communication (4)the Ethics Concernment (5)the Modern and Professional Management skill through lecture on the class, case study, team work discussion etc. And the other hand, to help students opening their mind for build up their human relationships, make progress on the communion of each other and response repidly.</p>

Outline
S-Problem-solving
C-Commnication
I-Inovation
E-Ethics Concernment
P-Profession Capability
Week 1 : SCEP
Week 2 : SP
Week 3 : SP
Week 4 : SCP
Week 5 : SCP
Week 6 : SCP
Week 7 : SCP
Week 8 : SCP
Week 9 : SP
Week 10 : SCP
Week 11 : CEP
Week 12 : SEP
Week 13 : SEP
Week 14 : SP
Week 15 : SCP
Week 16 : SEP
Week 17 : SEP
Week 18 : SP

Prerequisite

None