

Fall Spring

Kainan University

Department of Finance Course Schedule

CRN	Course title	Instructor	Subject	grade	Credits	Hours per week
105032900	Chinese : 管理英文導讀	Anthony Y. Chan	<input checked="" type="checkbox"/> required <input type="checkbox"/> elective	3年 A、B班	3	3
105032900	English : Management English	Course prerequisites	None			
<b>Teaching goal and content</b>	Teaching Financial Marketing English to enhance the financial marketing knowledge and English proficiency.					
<b>Teaching Methods</b>	<input checked="" type="checkbox"/> Lecture ◦ <input checked="" type="checkbox"/> practical training ◦ <input checked="" type="checkbox"/> discussion ◦ <input type="checkbox"/> question-and-answer ◦ <input type="checkbox"/> others ( ) ◦					
<b>Grading and evaluation criteria</b>	midterm 30% ◦ Final 30 % ◦ Class participation 40% ◦ others ( ) grade□□% ◦					
<b>Textbooks</b>	(Author、Title、edition、publisher、publishing place、publishing year、from page to page in sequence) ◦					
	1. Philip Kotler, "Marketing Insights from A to Z", John Wiley&Sons, 2003.					

**Subject introduction (including outline and course schedule) :**

1. The Evolution of Customer Care and Customer Profiles.
2. The Importance of Customer Segmentation.
3. Customer Needs and Customer Voice.
4. Choosing Your Technology Carefully.
5. Staged Customer Management.
6. Why Customer Care Route Map Is Essential.
7. Aligning People and Process Steps.
8. The Tools and Practices Needed for Information Gathering.
9. Building the Plan with Tools and Practices in Place.
10. Destination : Success.

**Instruction :**

1. The teacher fills in this form before the semester beginning. After verified by the curriculum committee, this form should be copied to give to the conveners who is belong to the same department, the department which the class is belong to, and the office of curriculum planning. Besides, the teacher explains this syllabus to students at the beginning of a semester.
2. This form is approved by the curriculum committee at the forth time on April 23<sup>rd</sup>, 2002

Convener of the curriculum committee :

Teacher : Anthony Y. Chan

課務組辦事員 郭惠姍

課務組  
96.9.14