

MESABI RANGE COLLEGE

Course Outline

Course Title: Operations Management III: Customer Relations in a Global Environment

Submitted By: B. Skorich

Semester Course Prefix and Number: BOPM 2253

Approval Date: May 2017

Old Quarter Course Prefix and Number:

Revision Date:

Number of Credits: 3

Number of Lecture Credits: 3

Semester(s) Offered:

Number of Lab Credits: **Number of Lab Hours:**

Class Size: 30

Number of Studio/Demonstration/Internship Credits:

Negotiated by AASC on:
(date)

Course Purpose Code:

_____ 0 – Developmental Courses

_____ 1 – Non-transferable

2 – Technical course related to career programs

_____ 3 – College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)

_____ 4 – Other college course not considered a part of MNTC (e.g. computer science, health, physical education)

_____ 5 – Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements or intended for transfer.

_____ 9 – Continuing Education/Customized Training specialized credit course (not occurring in 0-5)

Catalog Description:

The course presents a practical approach to understanding, implementing, and practicing the principles of customer service within different types of organizations. Students will examine service strategies in different organizations and businesses, learn about different supporting tools and techniques to provide quality service, and analyze customer information to identify opportunities for service improvement.

Prerequisites and/or recommended entry skills/knowledge:

Course Prerequisite(s): none

Reading Prerequisite: none

Composition Prerequisite: none

Mathematics Prerequisite: none

Career Programs and Transfer Majors Accessing this Course:

Minnesota Transfer Curriculum Goal(s) partially met by this course if applicable:

(Notes: No more than two goals may be met by any one course. AASC review and the Chief Academic Officer's approval are required.)

0. None

6. _____ The Humanities and Fine Arts

1. _____ Communications

7. _____ Human Diversity

2. _____ Critical Thinking

8. _____ Global Perspectives

3. _____ Natural Sciences

9. _____ Ethical and Civic Responsibility

4. _____ Mathematical/Logical Reasoning

10. _____ People and the Environment

5. _____ History and the Social and Behavioral Sciences

Learning Outcomes: (including any relevant competencies listed in the Minnesota Transfer Curriculum)

Upon completion of this course, the student will be able to:

- Define customer service and the role of the customer service representative
- Explain ethnic and cultural diversity
- Explain customer behavior, customer loyalty and exceptional service
- Describe the activities involved in proactive problem solving
- Discuss approaches to use when handling angry customers and ways to win back customers
- Identify techniques to better manage time
- Explain the elements in the communication process
- Explain the importance of active listening
- Define the essential customer service skills needed when communicating over the phone
- Explain the impact globalization has had on customer service
- Identify different customer service technologies

Student Assessment Methods:

Assignments, projects, tests, quizzes, and discussion boards.

Use of Instructional Technology: (includes software, interactive video and other instructional technologies):

This course will require use of the Internet, the submission of electronically prepared documents and discussion boards through the college's learning management system.

Additional Special Information: (special fees, directives on hazardous materials, etc.)

Transfer Information: (Please list colleges/majors that accept this course in transfer.)

Affiliated Mesabi Range College Courses and Programs:

Approvals:

Body	Representative Signatures	Date
Faculty Association		
Academic Affairs Standards Committee		
Chief Academic Officer		

Distribution: Original – Instructional Services
Copies: Transfer Specialist, Originating Faculty Member, Records
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