MESABI RANGE COMMUNITY & TECHNICAL COLLEGE

Course Outline

Course Title:	**Operations Management III: Customer Relations in a Global Environment**	**Submitted By:**	**C. Karpik**
Semester Course Prefix and Number:	**EOM 2253**	**Approval Date:**	
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
__x__ **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:

Executive Office Management

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. Curriculum Committee review and the Chief Academic Officer's approval are required.)

0. __x__ None
1. _____ Communications
2. _____ Critical Thinking
3. _____ Natural Sciences
4. _____ Mathematical/Logical Reasoning
5. _____ History and the Social and Behavioral Sciences
6. _____ The Humanities and Fine Arts
7. _____ Human Diversity
8. _____ Global Perspectives
9. _____ Ethical and Civic Responsibility
10. _____ People and the Environment

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
- Demonstrate a customer-oriented service attitude
- Describe the activities involved in proactive problem solving
- Discuss approaches to use when handling angry customers
- Identify ways to win back angry customers
- Identify techniques to better manage time
- Discuss the importance of stress management
- Explain the elements in the communication process
- Explain the importance of active listening
- Explain the importance of having a dress code in the workplace
- 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:

The student will be assessed through projects, tests, quizzes, and role playing

Use of Instructional Technology: (includes software, interactive video and other instructional technologies):
This course may require use of the Internet, the submission of electronically prepared documents and the use of the course management software program Microsoft Office 2010. Hardware may include projectors, interactive white boards, computers, printers, and other supporting technologies.

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

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

Course Outline Revision History:

Approvals:

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

Distribution: Original – Instructional Services
Copies: Transfer Specialist, Originating Faculty Member, Records
Revised: March 2010