

GENERAL INFORMATION			
Name: Christopher Rogers	Phone #: 7-2469		
Course Prefix/Number: MAN 4162	Course Title: Customer Relations For Managers		
Number of Credits: 3			
Degree Type	<input type="checkbox"/> B.A. <input type="checkbox"/> B.S. <input checked="" type="checkbox"/> B.A.S. <input type="checkbox"/> A.A. <input type="checkbox"/> A.S. <input type="checkbox"/> A.A.S. <input type="checkbox"/> C.C.C. <input type="checkbox"/> A.T.C. <input type="checkbox"/> V.C.C.		
Date Submitted/Revised: 3-20-08	Effective Year/Term: 2009-2		
<input checked="" type="checkbox"/> New Course Competency <input type="checkbox"/> Revised Course Competency			
Course to be designated as a General Education course (part of the 36 hours of A.A. Gen. Ed. coursework): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
The above course links to the following Learning Outcomes: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Communication <input type="checkbox"/> Numbers / Data <input checked="" type="checkbox"/> Critical thinking <input type="checkbox"/> Information Literacy <input checked="" type="checkbox"/> Cultural / Global Perspective </td> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Social Responsibility <input type="checkbox"/> Ethical Issues <input type="checkbox"/> Computer / Technology Usage <input type="checkbox"/> Aesthetic / Creative Activities <input type="checkbox"/> Environmental Responsibility </td> </tr> </table>		<input checked="" type="checkbox"/> Communication <input type="checkbox"/> Numbers / Data <input checked="" type="checkbox"/> Critical thinking <input type="checkbox"/> Information Literacy <input checked="" type="checkbox"/> Cultural / Global Perspective	<input checked="" type="checkbox"/> Social Responsibility <input type="checkbox"/> Ethical Issues <input type="checkbox"/> Computer / Technology Usage <input type="checkbox"/> Aesthetic / Creative Activities <input type="checkbox"/> Environmental Responsibility
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Course Description (limit to 50 words or less, must correspond with course description on Form 102): The student in this course will learn by exploring the dynamics of building solid and lasting relationships with customers. Topics will include doing business in a global environment, cultural diversity, the diversity of customs and global etiquette, negotiation tactics, global promotional tactics, and acceptable professional and corporate behaviors in a global business environment.			
Prerequisite(s): Senior status or permission of department chair.	Corequisite(s): N/A		

Course Competencies: (for further instruction/guidelines go to: <http://www.mdc.edu/asa/curriculum.asp>)

Competency 1: The student will demonstrate an understanding of the importance of customer relations by:

1. defining customer relations.
2. describing how supervision and management entwine with customer relations.
3. describing the process of relationship building.
4. explaining how supervisors and managers can build better customer relationships.

Competency 2: The student will demonstrate a respect for customer diversity by:

1. defining customer diversity.
2. describing how a respect for diversity can create a win-win scenario.
3. elaborating the current issues in customer diversity.

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Competency 3: The student will demonstrate knowledge of the global environment of business by:

1. providing a brief history of global trade.
2. describing the trends in global business.
3. describing the trade agreements and their influence on global trade.
4. explaining how politics influence issues in global business.

Competency 4: The student will exhibit knowledge of supervision and management in global customer relations by:

1. describing the importance of cultural customs.
2. explaining how respect for a culture is good business.
3. describing the importance of etiquette in a global environment.
4. defining negotiations.
5. describing how global advertising differs from traditional advertising.

Competency 5: The student will demonstrate an understanding of respectful and professional behavior in a global environment by:

1. describing special issues that could create a challenge for supervisors and managers when attempting to behave ethically and professionally in global affairs.
2. developing a set of respectful, ethical and professional behaviors.
3. building relationships with their peers.

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