



Course Description

MAN4162 | Customer Relations for Managers | 3.00 credits

Students will learn Customer Relations for Managers skills 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.

Course Competencies:

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

1. Analyzing customer relations.
2. Evaluating how supervision and management deal with customers
3. Assessing the process of relationship building
4. Evaluating methods supervisors and managers can use to build better customer relationships

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

1. Interpreting and identifying customer diversity
2. Assessing how respect for diversity can create a win-win scenario for an organization
3. Appraising the current issues in customer diversity

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

1. Listing in chronological order the history of global trade
2. Analyzing the trends in global business
3. Analyzing trade agreements and the influence they have on global trade
4. Analyzing how politics influences global business

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

1. Analyzing the importance of cultural customs
2. Considering how respect for a culture is beneficial to business
3. Weighing the importance of etiquette in a global environment
4. Designing methods for global business negotiations
5. Debating 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. Analyzing special issues that could create challenges 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. Evaluating how relationships with their peers could be improved
4. Assessing the best practices for handling global customer relations through case studies

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Create strategies that can be used to fulfill personal, civic, and social responsibilities