## MAN 4162  Customer Relations for Managers

**Course Description:** 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. Must pass course with a grade of "C" or higher. (3-hour lecture)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will demonstrate an understanding of the importance of customer relations by: | • Communication  
• Critical thinking  
• Information Literacy  
• Cultural / Global Perspective  
• Social Responsibility  
• Ethical Issues |
| 1. Analyzing customer relations.  
2. Evaluating how supervision and management deal with customers.  
3. Assessing the process of relationship building.  
4. Concluding methods that supervisors and managers can use to build better customer relationships. | |
| **Competency 2:** The student will demonstrate a respect for customer diversity by: | • Communication  
• Critical thinking  
• Cultural / Global Perspective  
• Social Responsibility  
• Ethical Issues |
| 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: | |

*Updated Spring 2021*
1. Listing in chronological order the history of global trade.
3. Analyzing trade agreements and the influence they have on global trade.

**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.
5. Debating how global advertising differs from traditional advertising.

**Course 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. Concluding how relationships with their peers could be improved.
4. Assessing through the use of case studies the best practices for handling global customer relations.

- Critical thinking
- Information Literacy
- Cultural / Global Perspective
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