

VALENCIA COLLEGE

COURSE SYLLABUS

Course: MAN 4162 Customer Relations for Managers

Course Description:

This course is a study of customer relations, which is key to understanding customer motivation. Topics covered include, but are not limited to, building and maintaining relationships, communication skills, and developing a service culture.

Course Major Learning Outcomes:

Students will be able to:

- Demonstrate an understanding of the customer service profession.
- Identify and understand the internal and external demands on business for cultural and ethnic diversity in building the customer relationship.
- Explain the importance of effective communications in a customer service environment.
- Identify strategies for dealing with and preventing customer service breakdowns.
- Describe how customer service is facilitated through technology.
- Discuss strategies to enhance customer satisfaction and build customer relationships.

Required Text:

The Open Educational Resources (OER) used for the duration of this course (**No Textbook Fee**) Courtesy of Open Texts books – **The Power of Selling**

<https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=42>

Course Organization:

This course will be divided into four categories that will comprise the final grade.

<input type="checkbox"/> Discussion	20%
<input type="checkbox"/> Company Analysis	25%
<input type="checkbox"/> Exams/Quizzes	30%
<input type="checkbox"/> <u>Program Portfolio Project</u>	25%
	100%

General Grading Scale:

A:	90-100
B:	80-89
C:	70-79
D:	60-69
F:	60-below

CLASSROOM POLICIES

Attendance, Assignments and Grading Information

Schedule and Deadlines. You may view the assignment schedule, along with assignment deadlines, in our course assignment page in Canvas. Course assignments will be checked for plagiarism using the "Uni-Check" Plagiarism software, which is embedded into each assignment. All forms of academic dishonesty are prohibited

at Valencia College. Academic dishonesty includes, but is not limited to, acts or attempted acts of plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty, and misuse of identification with intent to defraud or deceive. **For more information on Academic Dishonesty Click Here: [Valencia College Academic Dishonesty Policy](#)**

Discussion Instructions (Initial Post is Required before “Viewing” Peer Posts): You are required to submit a substantial response. A substantial response is one that stays on topic and fully addresses the assignment in a clear, concise, and meaningful manner. Substantial Content refers to providing relevant content toward the actual topic of the discussions. This includes quality input, questions and information in your discussion posts and responses to peers.

The deliverable length of initial posting must be at least 150 words. After the initial posting, students are required to respond to at least two (2) peers responses. Peer responses must be at least 50 words for each response, in order to receive full credit. Discussions must be the students original thoughts based on the topics from the **"Open Educational Resource" (OER)** Course Textbook and/or other referenced sources. Direct quotes from references must be less than 10 words. Please review postings for sentence structure, grammar and punctuation errors.

Some of the discussions will be video based, using Flipgrid. For these discussions, the initial post should be approximately 1 minute, with responses of approximately 20 seconds or more. Further instructions will be available within these assignment pages.

Plagiarized discussions will result in a "0" for the submission of this assignment.

Late submissions are not accepted.

Discussion Posting Guidelines

- Personal attacks of other students because of their posts will not be tolerated.
- Provide clear analysis and insight into the topic or questions.
- Post original thoughts to avoid plagiarism and the penalties for plagiarism
- Zero or minimal credit will be given to students with very FEW or NO SUBSTANTIVE postings or who post all posts within a matter of minutes or all on the last day.
- Proof postings to eliminate offensive references, poor sentence syntax, misspelled words, etc.

Company Analysis Instructions: In this assignment, you will be choosing a company to research and analyze as related to their customer service policies and practices. The preferred format for this item is in the form of a presentation file submission. Some discussion topics may also relate to the company analysis. The company analysis will be worth 25% of the overall course grade.

Late submissions are not accepted.

Exam Instructions: Mid-Term/Final Exam contains “critical thinking” randomly selected essay questions. Students will be instructed in and will apply critical thinking skills to include creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information. Students will be instructed in and will apply knowledge, skills and ability to include development, interpretation, and expression of ideas through written communication.

Students will have 1 attempt to complete the exam (no time limit). Students must complete the entire exam in the attempt (If the exam or the web browsers is closed - the exam is considered completed).The

exam consists of 5 randomly selected essay questions based on the related chapter(s) learning objectives of each module covered thus far.

Students are required to read and fully answer the essay questions in order to receive full points. Students are required to submit substantial responses to each essay question. A substantial response is one that stays on topic and fully addresses the essay question in a clear, concise, and meaningful manner. Some essay questions required the student to provide examples to support the essay question being answered. The deliverable length of answer must be at least 150 words. Please review your answers for grammar and punctuation errors.

All exam questions derive from the OER Textbook. Each essay question must include at least 1 APA formatted reference(s) from the OER Textbook.

Late submissions are not accepted.

Program Portfolio (Capstone) Project – Course MAN 4162: Create a customer service policy for your business of choice. Address potential consumers needs in the business environment. Include your business client structure, and motivational factors for retaining customers. Provide research examples to support the development of your Program Portfolio Project overview.

You are required to submit a 3-Page (**Title Page and 2 Pages of Content**), APA formatted paper with substantial content. Substantial content requires staying on topic and fully addresses the assignment in a clear, concise, and meaningful manner. The deliverable length of your posting responses must be at least 3-page (**Title Page and 2 Pages of Content**), APA format. Please review your paper for grammar and punctuation errors.

Submission must be the students original thoughts based on the topics from the "Open Educational Resource" (OER) Course Textbook and/or other referenced sources. Direct quotes from references must be less than 20 words. Plagiarized submissions may result in a "0" for the submission of this assignment. Please review for sentence structure, grammar and punctuation errors.

Late submissions are not accepted.

For academic purposes, at least 1 APA formatted reference is required pertaining to the topic(s).

Attendance Policy

For online attendance, students are required to log on weekly, review the week's course material and submit appropriate assignments/exams. Student assignments within Canvas are due for each module of the online course. Attendance will be taken based on your submitting assignments weekly. If a student fails to submit an assignment when due, the student will be marked absent for that week.

The instructor may automatically drop the student from a class when the student has missed 25 percent of the class meetings (In-Class or Online).

Excused vs. Unexcused Absences

Student absences are defined as excused or unexcused. Unexcused absences are those that occur without adequate reason. Unexcused absences may be used in the computation of grades.

Excused absences are defined as absences stemming from (a) participation in college sponsored activities and (b) compelling and extenuating circumstances beyond a student's control. Documented excused absences may

not be used in the computation of grades. Instructors must allow students to make up missed examinations, quizzes, writing assignments, and other course work for documented excused absences. Examples of excused absences include, but are not limited to, the following:

- Student's documented illness
- Student's documented injury
- Documented death in a student's immediate family
- Documented illness or injury in a student's immediate family
- Documented student's required military duty
- Documented student's required jury duty

Professors are not obligated to excuse an absence if a student fails to provide requested documentation after the due dates have expired. Professors also reserve the right to determine when the number of excused absences exceeds a reasonable limit to the extent that it significantly interferes with a student's satisfactory mastery of course content/skills. Excused absences do not exempt a student from course requirements, and therefore in circumstances that entail excessive excused absences the professor may reasonably recommend that a student consider withdrawal from a course.

Procedures for Reporting Absences

It is the responsibility of the student, where possible, to notify instructors regarding absences for whatever reason or period of time. **For more information on Valencia College "Attendance Policy" Click Here:**
<http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/>

For additional clarification, contact your professor.

Email Policy

Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.

Academic Honesty

Each student is expected to do his or her own work, unless otherwise specified. Cheating will not be tolerated and will result in an automatic "zero" on that exam or assignment.

Academic Accommodations

"Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities. See the appropriate office for more information:

- East Campus Bldg. 5, Rm. 216 Ph: 407-582-2229 Fax: 407-582-8908 TTY: 407-582-1222
- West Campus SSB, Rm. 102 Ph: 407-582-1523 Fax: 407-582-1326 TTY: 407-582-1222
- Osceola Campus Bldg. 1, Rm. 140A Ph: 407-582-4167 Fax: 407-582-4804 TTY: 407-582-1222
- Winter Park Campus Bldg. 1, Rm. 212 Ph: 407-582-6887 Fax: 407-582-6841 TTY: 407-582-1222

Student Assistance Program

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. This number is also located on the back of your Valencia Student ID. Free face to face counseling is also available.

Withdrawal Policy

The withdrawal policy deadline for the semester – See Academic Calendar “Important Dates & Deadlines”

<http://valenciacollege.edu/calendar/>

A student who withdraws from class before the established deadline for a particular term will receive a grade of “W”. A student is not permitted to withdraw after the withdrawal deadline. After this date, the grade assigned will be based on the student’s academic achievement in class and the actual work completed.

Technical Support

If you need Canvas Technical Support, click on "Help" on the left side of the course to access the point of contact for Valencia College Technical Support or click on: [Valencia College Canvas Support](#)

If you have any questions, please make sure to contact your professor/advisor immediately.

Institutional Core Competencies

The following Valencia Student Competencies will be reinforced throughout the entire course:

- **THINK** – Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.
- **VALUE** – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others values from a global perspective in the process of learning the discipline.
- **COMMUNICATE** – Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.
- **ACT** – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.

Disclaimer:

Changes in this syllabus, schedule, and or college policy may be made at any time during the course per instructor discretion. Students are responsible for staying abreast of these changes.