VALENCIACOLLEGE

COURSE SYLLABUS

Course: MAN 4162 Customer Relations for Managers
Campus: Online
Semester/Term: Fall, 2023 (H1)
Prerequisites: *None*
Credit Hours: *3*

Professor: Laurie Youngman
Email: *lyoungman@valenciacollege.edu*
Office Hours: via email or Zoom appointment

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:

You are not required to purchase a textbook for this course.

Instead, we will be using information from the following free Open Education Resources ebook:

Customer Centric StrategyLinks to an external site.

https://www.open.umn.edu/opentextbooks/textbooks/customer-centric-strategy

You may also download the offline version Links to an external site.. (PDF format).
This resource was developed by Professor Kerri Shields.

In this course we will be covering the following chapters from this ebook:

- Chapter 1: Defining Customer Centricity
- Chapter 2: Being a Customer Service Representative
- Chapter 3: Managing a Customer Service Team
- Chapter 6: Managing a Customer Contact Center
- Chapter 7: Designing Products, Services, and Processes with Customers in Mind
- Chapter 8: Leading a Customer Centric Strategy

In addition to the eBooks, we may be discussing current events and using supplemental resources such as journal articles and videos.

Course Organization:

The course assignments/points will be divided into the following categories that will comprise the final grade.

❑ Attendance Quiz (10) 3%
❑ Discussion (90).....................23%
❑ Assignments (150) 38%
❑ Quizzes (40) 10%
❑ <u>Reflection Paper (100) ....26%</u>
100%

General Grading Scale:
A: 297-330 pts. 90% -100%
B: 264-296 pts. 80% - 89%
C: 231-263 pts. 70% - 79%
D: 198-230 pts. 60% - 69%
F: Below 198   59%-below

CLASSROOM POLICIES

Academic Honesty Policy:

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. **Cell phones will not be permitted** to be used as calculators or for any other reasons **during exams**. Anyone accessing their phone during an exam will receive a zero for that exam. Students may not leave the classroom for any reason during exams.

 Course assignments will be checked for plagiarism using the "Unicheck" 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, view the** Valencia College Academic Dishonesty Policy.

Discussion Instructions:

Discussion board posts require an initial response of substance. 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 one (1) peer response to potentially earn full credit for the assignment. Peer responses must be at least 50 words for each response, in order to receive full credit. Discussions must be the student's original thoughts based on the topics from the **class readings** 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.

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

Late submissions are not accepted for discussions.

Discussion Posting Rules

- 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.
- Be sure to proof your postings to eliminate offensive references, poor sentence syntax, misspelled words, etc.

Assignment Instructions:

In this course, there will be 3 assignments. Each of these will be detailed in the course. In general, assignments will be approximately 1 to 1.5 pages in length and be based on research and/or analysis of real-world challenges or scenarios.

Late submissions will not be accepted.

Quiz Instructions:

Quizzes may contain multiple choice, matching, true/false, and fill in the blank questions based on the related module.

Students will have 1 attempt to complete the quiz. Please plan on completing the entire quiz in the attempt (If the exam or the web browsers is closed - the exam is considered completed).

Reflection Paper:

The reflection paper is the final assignment in the course and is worth 100 points.

Write a paper reflecting on the top **five** things you learned in the course. The paper needs to be at least two full pages, each of the five items/concepts need to be thoroughly explained in your own words, and you should include why you think these items/concepts are important. How have you applied these concepts in your personal/professional life and how might you use these concepts in your future?

Make-up Exams:

Make-up exams will only be given in emergency situations provided the instructor is notified in advance (prior to the absence). Upon approval of your absence, the exam will be placed in the testing center. Exams must be made up before the next class meeting. Any test missed will have an adverse effect on your grade, and make-up test will not be given unless approved by the professor prior to the date of the scheduled test. Proof of absence is required for make-up exams.

Homework and Quizzes:

If a student is absent, it is his/her responsibility to contact a class member, obtain the assignment and come to the next class meeting prepared. If a student is absent the day of a quiz, they will receive a zero. See "Assignments" for late submission information.

Expected Student Conduct:

Valencia College is dedicated, not only to the advancement of knowledge and learning, but is concerned with the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility of becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty. Students who engage in any prohibited or unlawful acts that result in disruption of a classroom or Valencia's rules may lead to disciplinary action up to and including expulsion from Valencia. Disciplinary action could include being withdrawn from class, disciplinary warning, probation, suspension, expulsion or other appropriate and authorized actions. You will find the student code of conduct in the current Policy & Procedures Manual at **https://valenciacollege.edu/about/general-counsel/policy/**

Attendance Policy

For Online Class Attendance

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.

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

Please contact me as soon as possible whenever you are unable to complete your assignments or an exam due to illness of yourself or a family member for which you are a caregiver and/or a family emergency, etc., so we can work together to establish a plan and ensure your continued success in the course.

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. This should take place before leaving campus, during an illness or upon return to campus.
For more information on Valencia College "**Attendance Policy**"

For more information on Valencia College "Attendance Policy" Click Here: Attendance Policy

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.

Student Technology in the Classroom

I understand there are many good reasons to have laptops, mobile phones, and other wireless communication devices. Many of us have work and family responsibilities that sometimes cannot wait until the end of class.

Recognizing that it may be necessary on occasion to communicate with others during class, please do not text, email, surf, or talk on electronic devices while class is in session. Feel free to leave the classroom for a moment to take care of any necessary communications. If I find you are not engaged in the class due to the use of a device, I may ask you to put your electronic device away for the remainder of the class session and/or semester.

Florida is a "two consent" state concerning recording conversations. Students may not record their instructors, either in conversation or in class, without their consent. If you want to record a classroom conversation, you must first receive permission from everyone in the room.

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.

Valencia College is committed to supporting students. The college offers various services to meet student needs.

Learning Support Centers

Learning Support Services provides students with academic support through distance tutoring, face to face tutoring at the campuses, writing consultations, library services, and resources. Tutoring is offered in most academic disciplines including math, science, foreign languages, English for academic purposes (EAP), computer programming and writing assistance for any course. Assistance with library research can be accessed online through Atlas or the tutoring LibGuide. For more information on how to access tutoring and library research assistance, please visit the college-wide Learning Support Services LibGuide.

Please note: Brainfuse is our new 24/7 online tutoring and learning hub, which is available to all of Valencia's students. This service is best used as a back-up to Valencia's Distance Tutoring service, not as a replacement. Brainfuse is accessible through Canvas.

Academic Advising:

- Call: 407-582-1507
- Email: advising@valenciacollege.edu

- Visit https://valenciacollege.edu/students/student-services/support.php for links and information on how to get connected to each of the following:
    - **Virtual Answer Center or Virtual Advising Center** (online Zoom access): Monday-Thursday 10a-7p, Fridays 9a-5p; Virtual Answer Center only – Saturdays 9a-1p
    - **Make an appointment** (in person): Monday-Thursday 8a-5p, Fridays 9a-5p (East, West, and OSC only), Fridays - virtual only (DTC, LNC, WP, PNC).

Withdrawal Policy

The withdrawal policy deadline for the semester – See Academic Calendar "Important Dates & Deadlines" **Academic 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 Canvas course to access the point of contact for Valencia College Technical Support. Canvas Chat Support and the Canvas Support Hotline (407) 582-5600 are available to you 24/7. You may also view the Canvas Resources Website.

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.

See Course Summary Last Page

Course Summary:

Date	Details	Due
	🗨 Introduction Discussion	due by 11:59pm
Sat Aug 26, 2023	📝 Module 1 Assignment	due by 11:59pm
	📝 Required Attendance Quiz	due by 11:59pm
Sat Sep 2, 2023	🗨 Module 2 Discussion	due by 11:59pm
Sat Sep 9, 2023	🗨 Module 3 Discussion	due by 11:59pm
	📝 Module 3 Assignment	due by 11:59pm
Sat Sep 16, 2023	🗨 Module 4 Discussion	due by 11:59pm
	🚀 Module 4 Quiz: Managing a Customer Service Team	due by 11:59pm
Sat Sep 23, 2023	🗨 Module 5 Discussion	due by 11:59pm
	📝 Module 5 Assignment	due by 11:59pm
Sat Sep 30, 2023	🗨 Module 6 Discussion	due by 11:59pm
Sat Oct 7, 2023	🚀 Module 7 Quiz: Leading a Customer Centric Strategy	due by 11:59pm
Wed Oct 11, 2023	📝 Reflection Paper	due by 11:59pm