



## MASTER COURSE OUTLINE

A. BUSO 1655 Customer Relationship Management

B. COURSE DESCRIPTION:

This course is designed to focus on the importance of customer service and client information management for office professionals. Focus will be given to tools, techniques, and applications to assist in identifying potential clients and opportunities for service improvement while managing and inputting client data. Topics include problem-solving, promoting a positive service culture, projecting a professional image, communicating with customers, handling complaints, and working with culturally-diverse clients. Co-requisite: BUSO 1620. BUSO 1620 may be taken concurrently; it is recommended that students complete BUSO 1620 prior to taking BUSO 1655.

**(3 Cr – 2 lect, 1 lab)**

C. \*Core Theme: Critical Thinking

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):

- ILO 1: critical thinking (*Core Theme Goal 2*)
- ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Customer service terminology
- Stages of customer service
- Customer service communication opportunities
- Communication tools and techniques
- Customer identification and information management
- Continuous improvement
- Email and calendar management

F. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

<u>GOAL</u>	<u>OBJECTIVES</u>	<u>OUTCOMES</u>
*Critical Thinking	<b>Students will be able to</b> imagine and seek out a variety of possible goals, assumptions, interpretations, or perspectives which can give alternative	<b>The student will successfully</b> 1. learn processes and techniques for communicating with a variety of customers in a variety

	meanings or solutions to given situations or problems.	of situations and role-play appropriate responses.
<u>CS</u>	utilize a variety of tools and applications for customer information management.	1. complete assignments using industry-leading applications to find and view electronic mail, create personal and group calendars, and input and organize task and contact management information.
<u>CS</u>	identify potential customers.	1. apply concepts to segment and target potential customers.
<u>CS</u>	develop customer service skills.	1. identify and address customer service issues.

#### G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

#### H. COURSE CODING INFORMATION:

Course Code D/Class Maximum 30; Letter Grade

Revision date: 03/20/16; 03/05/24

AASC Approval date: 04/20/16; 04/16/24

\*These five MnTC Goals have been identified as Riverland Community College Core Themes. Every course in the Riverland Community College curriculum shall meet outcomes from one of these themes.

\*\*These five MnTC Goals have been identified as Riverland Community College Disciplines. Riverland's MnTC courses also shall meet outcomes from a Discipline Area.

NOTE: The Minnesota Transfer Curriculum "10 Goal Areas of Emphasis" are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.

<b>*Riverland Community College Core Themes</b>	<b>MnTC Goal Number</b>
Critical Thinking (CT)	<b>2</b>
Human Diversity (HD)	<b>7</b>
Global Perspective (GP)	<b>8</b>
Ethical and Civic Responsibility (EC)	<b>9</b>
People and the Environment (PE)	<b>10</b>

<b>**Riverland Community College Discipline Areas</b>	<b>MnTC Goal Number</b>
Communication (CM)	<b>1</b>
Natural Sciences (NS)	<b>3</b>
Mathematics/Logical Reasoning (MA)	<b>4</b>
History and the Social & Behavioral Sciences (SS)	<b>5</b>
Humanities and Fine Arts (HU)	<b>6</b>

Riverland