



Associate of Arts in Business: (60 credit hours)

Customer Relationship Management Concentration

With the Associate of Arts in Customer Relationship Management program students learn to enhance an organization's competitive position by developing and sustaining customer relationships. Students become prepared to immediately enter this dynamic field while also preparing to pursue a four-year bachelor's degree.

TERM 1

COE 1010 Introduction to College Experience (3 credit hours)

Opportunity for first year liberal arts students to learn about themselves and adjust to college life. This course sets the groundwork for meeting educational goals in academic, social, physical, emotional, and spiritual dimensions. Topics include study skills, financial aid, library orientation, college catalog, and curriculum, registration overview, campus life, and social issues. Training on computers and computer software..

BUS 2550 Microcomputer Applications (3 credit hours)

A course designed to introduce students to the world of microcomputer applications as it applies to the world of business. The concentration will be on familiarizing students with the different types of applications for businesses, both off the shelf and specialized.

ENG 1010 Expository Writing (3 credit hours)

Threshold course in writing. Pre-writing, writing, and revising paragraphs, essays, and documented papers. Reading, discussing, and analyzing rhetorical models. A grade of C or better is required before proceeding to ENG 111. Prerequisites: A grade of C or better in ENG 010 or a minimum ACT sub score of 18 in English or permission of the instructor.

BUS1110 Introduction to Business (3 credit hours)

Survey of business disciplines including economics, management, finance, accounting, marketing, and business law. Does not fulfill requirements for a major in Business Administration.

SCI 1150 Environmental Science (3 credit hours)

Investigation of the interrelationships between the biotic and abiotic environments, which form the natural world. Topics include structure and function of ecosystems, the causes and consequences of human population growth, environmental pollution, and the importance of balancing utilization and conservation of natural resources.

TERM 2

HIS 2110 History of the United States I (3 credit hours)

Survey of United States history to 1860; Colonial origins, colonial development, independence and revolution, evolution of American democracy and the seeds of disunion.

MOD2500 Introduction to Group Organizational Dynamics (3 credit hours)

A study of group behavior and how group functioning affects organizational effectiveness. Emphasis is placed on decision-making and resolving conflict in groups. Adult learners develop strategies for efficient and productive group management techniques.

HUM 1040 Survey of Literature (3 credit hours)

Reading, analyzing and writing about a variety of literary genres including poetry, drama and the short story from the classic to the contemporary. Students will be asked to express and defend their thoughts both orally and through the written word.

COM 1000 Communication in the Workplace (3 credit hours)

This course will prepare students to communicate effectively and professionally within the workplace both through written and spoken means. The course will include verbal and non-verbal communication.

REL 1110 Understanding the Old Testament (3 credit hours)

Content and interpretation of selected portions of the Old Testament.

TERM 3**BUS 1100 Introduction to Management (3 credit hours)**

This course is an overview of the management function within an organization.

CRM 1200 Introduction to Retailing (3 credit hours)

This course is an overview of basic principles, concepts, and practices in the operation of retail organizations.

CRM 2000 Introduction to Customer Service (3 credit hours)

This course is an introduction to basic customer service management including handling difficult customers and managing customer expectations.

CRM 2100 Leadership in Customer Service (3 credit hours)

This course focuses on leadership in the customer service industry including interpersonal relationships and team building.

CRM 2500 Professionalism in the Workplace (3 credit hours)

This is the capstone course in customer relationship management. The course focuses on an applied approach to managing relationships to achieve maximum profitability and efficiency.

ADDITIONAL COURSES REQUIRED**Concentration Electives (6 credit hours)****Social Science (3 credit hours)****Religion (3 credit hours)****ENG 1020 English Composition II (3 credit hours)**

This course continues English Composition I by extending students' skills in communicating the results of research and analysis across a variety of disciplines. Students will develop a documented essay and longer research paper. The course emphasizes critical thinking, critical reading and the writing process.