



2018-19 Course Descriptions

COLLEGE OF PROFESSIONAL STUDIES

Customer Relationship Management – Associate of Applied Science

(60 credit hours)

With the Associate of Applied Science 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.

TERM 1 15 semester hours

COE 1005 Online Success in Prof. Studies (3 credit hours)

This course is designed for online students only. It provides students with the necessary skills for success in a Virtual Classroom. Emphasis is placed on professional discussion in the virtual environment. Other topics cover student support services, virtual library literacy, financial aid, and academic planning.

BUS 2700 Productivity Applications (3 credit hours)

A course designed to introduce adult learners to Google Docs, Sheets, and Slides and other microcomputer applications.

ENG 1011 Composition I (3 credit hours)

The course introduces students to the fundamentals of written discourse. It focuses on developing writing skills emphasizing organization, usage, grammar, gathering of information and expository essays. Students cannot receive credit for both ENG 103 and ENG 1010. A grade of "C" or better is required.

OL 1500 Professionalism in the Workplace (3 credit hours)

Introduction to professional interaction in the workplace with an emphasis on effective communication with subordinates, peers, and supervisors. Students will understand the keys to developing and maintaining effective interpersonal relationships in the workplace.

REL 1020 Introduction to the New Testament (3 credit hours)

An introduction to the history and themes of the New Testament.

TERM 2 15 semester hours

BUS 1100 Introduction to Management (3 credit hours)

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

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.

SCI 1100 Basics in Environmental Science (3 credit hours)

An introductory course to the study of environmental issues. A general understanding of application of science to solution of contemporary environmental problems.

BUS 1150 Concepts of Business (3 credit hours)

A survey of the fundamental aspects of business. Topics covered include entrepreneurship, management/leadership, marketing, accounting, law, financial management, and global challenges to business.

MOD 1500 Introduction to Group Dynamics (3 credit hours)

This course focuses on the communication behavior of individuals within group structures. Students explore the stages of group development, decision-making techniques, group problems and problem solving, resolution skills, norms, structures, leadership, authority, membership, ethics, cultural sensitivity, and the intra-and inter-personal dynamics within small groups.

TERM 3 15 semester hours

HIS 2000 U.S. History I (3 credit hours)

Surveys the factors that contributed to the development of the United States as a new nation. It examines the major people, events, institutions, ideas, and conflicts that shaped the nation from the earliest contacts between Europeans and indigenous populations to 1860.

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 Customer Service (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 (15 credit hours)