



## 2017-18 Course Descriptions

COLLEGE OF PROFESSIONAL STUDIES

### Organizational Leadership – Bachelor of Science with Customer Relationship Management Concentration

(45 credit hours)

*The Customer Relationship Management concentration puts the importance of customer care into real-world perspective. Courses selected for this concentration bring into focus different aspects of the customer experience, thereby bringing service to the forefront of business.*

#### **TERM 1** 15 semester hours

##### **OL 3051 Introduction to Adult Online Learning (3 credit hours)**

This course is an introduction to learning in the online environment. Topics include the learning management system, library resources, and other support mechanisms within the program.

##### **OL 3100 Management (3 credit hours)**

Provides a general understanding of the managerial functions of planning, organizing, leading and controlling from the viewpoint and needs of the professional manager.

##### **OL 3230 Organizational Theory (3 credit hours)**

The course is an investigation of the theoretical models of organization and how organizations can be structured for maximum efficiency.

##### **OL 3210 Principles of Managerial Accounting (3 credit hours)**

This course is an introduction to concepts in accounting from the manager's perspective. Topics include cost-volume-profit analysis, costing and budgeting.

##### **OL 3225 Survey of Marketing (3 credit hours)**

Survey of Marketing introduces students to the nature, scope and economic importance of marketing. The 4 P's of marketing; product, price, promotion, and place will be discussed.

#### **TERM 2** 15 semester hours

##### **OL 3390 Organizational Analysis (3 credit hours)**

This course addresses contemporary challenges arising from managing organizations in the face of complex environmental conditions, new technological developments, and increasingly diverse workforces. It focuses on providing a systematic approach for analyzing, diagnosing, and responding to organizations problems. It also provides an opportunity for students to enhance their communication and writing skills.

##### **OL 4000 Understanding the Economics of Business (3 credit hours)**

This introductory course provides management students with basic tools to analyze a wide variety of economic problems.

**OL 4240 Strategic Management****(3 credit hours)**

The course examines the development and deployment of strategy as a critical factor in organizational success.

**OL 4245 Human Resources****(3 credit hours)**

This course examines the role of the human resource professional as a strategic partner in managing today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined.

**MOD 2150 – Business Communications****(3 credit hours)**

Introduction to various types of professional communication, both written and oral. Students practice skills in communication styles such as memos, email, research reports, proposals, presentations, and interviews.

**TERM 3** 15 semester hours @ \$362.00 per hour**\$5430.00****CRM3500 Customer Relationship Management (3 hours)**

This course develops the student's understanding of the importance and value created by customer relations. Some of the concepts learned in this course include the impact of relationship marketing, its connection with technology, strategy cycles, and customer loyalty

**CRM 3800 Customer Service (3 hours)**

Customer Service is typically the defining factor in a customer's decision to buy products and services or do business with an organization. Students will discover tips, techniques, and strategies for successfully interacting with a variety of customers in various situations and organizations

**CRM4200 Services Management (3 hours)**

This course focuses on providing value to the customer in a services industry through management. By managing the customer experience, companies are taking a more active role in the way their business is perceived. Concepts learned in this course include service operations, competitive strategies, multiple stakeholders, and management of the customer experiences.

**OL 4300 Consumers and Marketing (3 hours)**

This course focuses on the examination and application of consumer behavior principles to the development and implementation of marketing strategies.

**CRM4600 Services Marketing (3 hours)**

This course emphasizes the implementation of a customer-centered marketing plan in service-based businesses. Service businesses make up an ever-growing segment of the economy and students will learn important marketing strategies to incorporate in order to retain customers. Taught with a managerial focus, some of the concepts taught in this course include service innovation, service delivery, integrated marketing communications, and the financial side of service.

\*128 credit hours are required to graduate with a Bachelor of Science degree. The balance of the credits needed after the major coursework is completed can be fulfilled with electives, previous transferred credit, and other advanced standing credit options. Contact your recruiter or advisor for details.