COMMON COURSE OUTLINE: Course discipline/number/title: SMGT 1235: Planning and Project Management within A Customer Service Culture

A. CATALOG DESCRIPTION
1. Credits: 2
2. Hours/Week: 2
3. Prerequisites (Course discipline/number): None
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course provides an overview of methods used managing a project on either large or small projects. Students will review the tools and procedures for designing, planning, scheduling, and managing individual, departmental, and organizational projects. Students will also learn to create a culture supportive of making customer-focused decisions and to lead others to excellence in customer service. Students will plan a leadership project that creates, maintains, or enhances a customer-service culture.

B. DATE LAST REVISED (Month, year): December, 2008

C. OUTLINE OF MAJOR CONTENT AREAS:
1. Introduction to Project Management Tools and Procedures:
   a) Project management defined
   b) Project planning and control tools
   c) Critical path, Work Breakdown Structure, PERT diagram, Gantt chart
   d) Project life cycle
   e) Planning stage
   f) Quality, Time and cost dimensions
   g) Implementation steps
   h) Project completion and evaluation
   i) Network diagrams

2. Customer Service Culture
   a) Customer and Service Value Defined
   b) Culture Defined
   c) Customer driven service quality
   d) Cross-functional networks
   e) Customer-centered systems
   f) Supervisor's customer service and training roles
   g) Integrated product concept
   h) Customer requirements research tools
   i) Anticipating and responding to customer service challenges
   j) Quality service triangle
   k) Service cycle flow-chart
   l) Service excellence barriers
   m) Problem solving methods in customer service
   n) Feedback and follow up

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Explain and identify project management opportunities, stages of planning and the project life cycle.
2. Identify implementation steps to a successful project including triple constraint, testing, quality, time and cost dimensions and evaluation.
3. Write project goals.
4. Prepare and use project planning tools.
5. Create a project budget.
6. Identify the critical path of a project.
7. Explain the supervisor's role in managing customer service and how to capitalize on customer service opportunities.
8. Define customer driven service quality, the quality service triangle, customer service management grid, service cycle flowchart, service excellence barriers and problem solving methods.
D. LEARNING OUTCOMES (GENERAL): Continued. . . The student will be able to:
9. Identify how to track and measure customer service results, set goals, determine action plans and explain dissatisfied customer economics.
10. Design a customer driven process.
11. Develop a customer service action plan.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Tests
2. Oral Presentations
3. Textbook Problems
4. Group Activities
5. Individual Projects
6. Worksheets
7. Application Papers

G. SPECIAL INFORMATION (if any): None