MCCA COURSE OUTLINE

Program: Certificate in Applied Management: Customer Service Specialization

Organization: Manitoba Customer Contact Association (MCCA)

Course Title: Customer Relationship Management (CRM)

Course Length: 36 hours

Course Description:

This course will provide a comprehensive examination of Customer Relationship Management (CRM) in a customer contact centre by introducing students to fundamental concepts, theories and practices of CRM. The course will provide the student with the opportunity to develop strategies to work as a leader within his or her own organization.

Learning Objectives:

- Identify the dynamics and economics of customer acquisition, retention, value and access.
- Understand how to evaluate the effectiveness of service delivery and its impact on customers.
- Understand relationship-building strategies.
- Demonstrate an understanding of how to execute a strategy that aligns human resources, business processes, and technology to assure positive customer experience.

Evaluation Criteria:

Item	Due/ Administration Date	% of course grade	Description
Mid-Term Exam		25%	Short Answer /Multiple Choice
Learning Log	Interim submission – minimum 4 entries.	30%	A record of the progress of learning and the application of those learnings to the situational perspective of the student. The purpose of keeping a learning log is not a test of knowledge in which the students display correct answers, but rather a means of stimulating dialogue and discussion to explore thoughts and ideas and providing room to address the kinds of uncertainty that accompanies new learning. 20-25 pages of journal entries based on 10 class discussions, learning activities and individual reading. Self-evaluated against the provided rubric, subject to instructor review.
Class Participation and Call Presentation	Throughout Course	10%	Class Participation/class presentation
Final Exam		35%	Short Answer /Multiple Choice

Grading Scheme:

A+	90% and above	A	80-89%	B+	75 – 70%
B	70 – 74%	C+	67 – 69	C	60 – 66
D	50 – 59%	F	49% and below		

Weekly Discussions:

You will be expected to participate by contributing your experiences or viewpoints in formal class discussions. "Participation" includes sharing your viewpoints and experiences in class, as well as questioning, clarifying and otherwise contributing to the nature and level of discussions during class. Weekly discussion questions/scenarios will be introduced to facilitate discussions. Class participation will be measured by considering the following factors:

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- Preparation for class

MCCA COURSE OUTLINE

Program: Certificate in Applied Management: Customer Service Specialization

Organization: Manitoba Customer Contact Association (MCCA)

Course Title: Skills for Managing Customer Service

Course Length: 36 hours

Course Description:

During this course you will work towards the skills needed for managing customer service. By the end of this course, you will be able to: define what employees need to be successful, learn how to set clear expectations for employees, be able to link corporate goals to employee goals, understand how and when to use effective feedback, and understand your effectiveness as a leader.

As a leader, you have been given the responsibility and opportunity to create an atmosphere where your employees can thrive and become their best. Through effective communication, successful leadership, and personal accountability, you will be able to lead your team through change, challenges, and successes.

Through the application of the principles presented in this course, your team will grow and you may find increased employee engagement and a more productive, and positive, environment.

Learning Objectives:

- Define what employees need to be successful and build a comprehensive understanding of various factors that contribute to their performance, satisfaction, and overall effectiveness within an organization.
- Learn how to set clear expectations for employees to enhance productivity, foster accountability, and create a positive work environment.
- Be able to link corporate goals to employee goals in a way that fosters alignment and drives overall organizational success. This process involves understanding the broader vision and strategic objectives of the corporation and then translating those into specific, measurable, achievable, relevant, and time-bound (SMART) goals for employees at all levels.
- Establishing a clear connection between what the organization aims to achieve and the individual contributions of its employees, companies can enhance motivation, accountability, and performance.

- Learn when and how to provide effective feedback, and assess your effectiveness as a leader. Providing feedback is a crucial aspect of leadership that can significantly influence team dynamics and individual performance. Understanding the appropriate moments to deliver feedback, whether during regular performance reviews, after a specific project, or even in informal settings, is essential for fostering a culture of continuous improvement.

Evaluation Criteria:

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MCCA COURSE OUTLINE

Program: Certificate in Applied Management: Customer Service Specialization

Organization: Manitoba Customer Contact Association (MCCA)

Course Title: Leadership Skills for Customer Service Management

Course Length: 36 hours

Course Description:

The purpose of this course is to introduce and reinforce the concept of leadership. We will explore different leadership models and theories that will help you understand the behaviors of effective leaders. You will have the opportunity to rate your strengths as a leader and identify opportunities to increase your leadership effectiveness. In addition, we will explore effective communication, giving feedback, on the job coaching, building trust, leading through change. All these topics will provide tools, when used effectively, will help build your skills as a leader.

Learning Objectives:

- Understand the impacts of leadership styles
- Use effective leadership styles to build trust and inspire others
- Demonstrate self-control, adaptability, empathy, and positive communication skills
- Incorporate new time management practices; prioritizing tasks, extend planning horizon, and maintain momentum
- Demonstrate an understanding of emotional intelligence
- Understand the delegation process and how to select tasks and overcome barriers preventing the ability to delegate
- Conduct phases of performance management including setting expectations, assessing performance and providing ongoing coaching and feedback
- Recognize signs of engagement, disengagement and select strategies for increasing employee engagement
- Assess and adapt to varying communication styles
- Understand the use of empowering questions and strategic communication

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MCCA COURSE OUTLINE

Program: Certificate in Applied Management: Customer Service Specialization

Organization: Manitoba Customer Contact Association (MCCA)

Course Title: Seven Sacred Teachings as Guiding Principles in Leadership

Course Length: 36 hours

Course Description:

This series is designed for Indigenous and Non-Indigenous leaders with a focus on collaboration towards the return to Indigenous values through the 7 Sacred Teachings.

The 7 Sacred Teachings are also known as the Teachings of the Seven Grandfathers and is a set of teachings on human behaviour.

Each module will explore how to apply each of these teachings in the context of leadership roles. This course is for anyone transitioning to a leadership role or for those currently in leadership to help bolster their skills with the additional benefit of Indigenous teachings.

The Seven Teachings as Guiding Principles in Leadership

- Humility is a key characteristic of Leadership
- Wisdom in Communication and accepting Accountability
- Respect in navigating Conflict
- Courage through Emotional Intelligence
- Honesty foundational qualities to Building Trust as a leader and within teams
- Truth never changes. Truth teaches the ability to Adapt to Change.
- Love – The drive for stronger Employee Enablement/Engagement and the invitation to be a better leader.

Learning Objectives:

- The meaning of the 7 Sacred Teachings and How these teachings apply to leadership attributes
- Create connection with other leaders
- Explore different leadership models
- Identify behaviors of effective leaders
- Rate your strengths as a leader and identify opportunities to increase your leadership effectiveness
- Ability to adapt to different communication styles
- Identify your listening barriers
- Use effective questioning techniques
- Explain the importance of body language in communication

- Recognize causes of workplace conflict and Identify symptoms of workplace conflict
- Self-assess conflict response style
- Acknowledge a variety of conflict response styles that are useful in minimizing negative outcomes
- Define and discuss emotional intelligence and why it is critical in leadership
- Identify ways of building your own EI skills
- Discuss empathy and the importance of seeing multiple perspectives
- Participate in an EI self-assessment and develop an action plan to work on self-awareness and Emotional Intelligence.
- Define the 5 waves of trust
- Explain the difference between the 2 components of trust – character and competence
- Recognize and address team conflict
- Explain how low trust societies have a trust tax and how it relates to cost and productivity
- Identify factors that cause an organization to change
- Explain the importance of change
- Use a model to understand and manage the stages of change
- Identify your personal “change” style
- Define what employees need to be successful
- Set clear expectations for employees and Link corporate goals to employee goals
- Understand how and when to use effective feedback

Evaluation Criteria:

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