VGC INTERNATIONAL COLLEGE

Brief Program Description

The Diploma in Managing Customer Relationships is designed to equip students with a comprehensive set of theories, skills, and practices on the most effective ways to manage customer relationships in a business environment. This primarily competency based program focuses on theories and skills of customer management include customer sales techniques, managing customer expectation, managing customer scenarios, and understanding customers in a North American business setting. Students will gain knowledge through individual as well as group based instructional models lead by instructors with professional experience in the field. Along with practical leadership skills, the customer relationship theory and practices will be particularly useful to those students who are looking to perform front facing work in organizations where there is direct interaction with customers using various sales channels. With an understanding of how to interact with the customer, this program provides and develops students to a level of competence in the skills, knowledge and attitudes needed for entering the work force and helping any organization achieve both short and long term success.

Co-Op Placement Opportunities

- *After sales service support staff*
- *Customer support in hotels, restaurants or call center*
- *Customer Service agent*
- *Retail support*
  (NOC list 6211, 6421, 6411)

Post Program Career Occupation

- *Lead sales service support*
- *Head of Customer support in service industry*
- *Sales person*
- *Customer service leader or supervisor*

Admission Requirements

- *International students must complete high school or be a matured student 18 years and above.*
- *International students must reach an IELTS 5.5 or equivalent or complete VGC level 5 intermediate program or pass VGC Placement test.*
- *Domestic students must complete high school.*

Learning Objectives

Upon completion of this program the successful student will have reliably demonstrated the ability to:

- *Recall and generalize broad information about Canadian business best practices.*
- *Prepare and execute various customer service strategies.*
- *Recall, generalize and demonstrate various techniques relating to customer sales and product requirements.*
- *Recall and generalize broad information about marketing concepts and practices for consumers in Canadian business.*
- *Conduct and demonstrate best practices in customer service and customer service situations through role-playing.*
- *Recall, generalize, and demonstrate approaches in handling various customer situations*
- *Recall, generalize and demonstrate leadership skills as it relates to staff management and customer management.*
- *Recall and demonstrate various leadership techniques through role-playing*
- *Recall and demonstrate basic business financial calculations.*
- *Demonstrate job search skills including creation of job application documents with Microsoft Office™*
- *Demonstrate effective communication skills in business writing and business presentations.*

Method(s) of Evaluation

- *In-class quizzes*
- *In-class mid terms*
- *In-class individual and team presentations*
- *In-class final examination in each course*
- *Participation*

Completion Requirements

Student must attain and maintain an 80% attendance in each course, achieve a minimum of 70% in each course, and must complete 80% of their Co-Op hours to graduate.

Program Duration

- *Instructional hours: 540 hours*
- *Co-Op: 540 hours*
- *Length of program 12 months*

Homework Hours

- *Students can expect minimum of 250 hours from the program.*

Delivery Method

☒ *In-class instruction*

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Diploma in Managing Customer Relationships with Co-Op
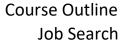
| **Required course materials** | *Textbooks:* |

1. *Business Essentials 8E - Pearson*
2. *Marketing: An Introduction 6E - Pearson*
3. *Selling Today: Creating Customer Value 7E - Pearson*
4. *Contemporary Business Mathematics 11/E - Pearson*
5. *Developing Leadership Abilities 2/E - Pearson*
6. *Customer Service: Career Success Through Customer Loyalty 6E – Pearson*
7. *Your Office: Getting Started with Business Communication - Pearson*

Computer laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready

Program Organization

Title of Course/Work Experience Component	# of Hours
Marketing Essentials	80 Hours
Applied Leadership in the Workplace	80 Hours
Practical Sales Techniques	80 Hours
Practical Business Calculations	80 Hours
Principles of Managing Customer Relations	80 Hours
Introduction to Canadian Business Management	80 Hours
Job Search	20 hours
Capstone	40 hours
Co-Op (22.50 hours/week x 24 weeks)	540 hours
Total Program Hours	1080 hours

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Brief Course Description	*The course introduces the student to employment search strategies. The strategies include job searching, understanding your strengths and weaknesses, building your professional image and researching employment opportunities. The student will use Microsoft Office to create various employment application documents. The skills learned in this course will be valuable throughout the lifetime of the student.*
Course Prerequisites	*N/A.*
Learning Objectives	Upon completion of this course the successful student will have reliably demonstrated the ability to:

- *Demonstrate how to research employment opportunities.*
- *Demonstrate how to build a professional image.*
- *Plan, design and create an effective cover letter and professional resume.*
- *Recall and describe the importance of the job interview*
- *Demonstrate how to write various letters specific to the employment search.*
- *Demonstrate business writing and presentation skills.*

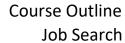|	
Required course materials*	*Textbook: Your Office: Getting Started with Business Communication – Kinser, Kosharek* *ISBN – 10: 0134480945* *ISBN -13: 9780134480947* *Pearson* *Chapter 2 – Applying Employment Search Strategies* *Equipment:* Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready
Course Duration	• *Length of course 16 hours (4 hours x 4 weeks)*
Homework Hours	• *Students can expect 20-30 hours of self study*
Delivery Methods	☒ *In-class instruction*
Teaching Methods	• *Classroom Instructor Lead: 4 hours* • *Supervised Group Work/Project Work: 8 hours* • *Student Presentations: 4 hours* • *Self study (homework): 10-20 hours*

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Method(s) of Student Evaluation	• *Assignments 4 x 15% = 60%*
	• *Presentation and Written assignment 1 x 30% = 30%*
	• *Participation 1 x 10%*
	• *Total: 100%*
Completion Requirements	• *Student must achieve a final mark of 60% for student evaluation*
	• *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Researching employment opportunities
2	Creating your professional image, Cover Letters and Resume
3	Job Interview, Job interview role play
4	Other letters

Brief Course Description	*The course is an opportunity for the student to reflect on the learnings of the diploma program and the practical job experience gained through either the co-op or the practicum. The student will be preparing and giving a final presentation to a panel demonstrating how the learnings and the application of those learning has prepared him for success in his co-op or practicum. The student will also be preparing and writing at 5 page paper on his work experience, learnings from the courses and how the learnings readied the student for the work experience.*
Course Prerequisites	*N/A.*
Learning Objectives	Upon completion of this course the successful student will have reliably demonstrated the ability to:

- *Recall and describe the co-op or practicum experience.*
- *Analyze the work experience and how the classroom learnings have prepared the student for the work place.*
- *Plan, create, deliver a final presentation using Powerpoint™ or other presentation software to a panel audience*
- *Plan and write a minimum five (5) page paper on the work experience and how the learnings from each class in the program has assisted in preparing the student for the Co-op or Practicum.*
- *Demonstrate business writing and presentation skills.*

Required course materials	*Textbook: N/A* *Equipment:* Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready
Course Duration	• *Length of course 45 hours (22.5 hours x 2 weeks)*
Homework Hours	• *Students can expect 10-20 hours of self study*
Delivery Methods	☒ *In-class instruction*
Teaching Methods	• *Classroom Instructor Lead: 2 hours* • *Demonstration: 1 hours* • *Project: 42 Hours* • *Self study (homework): 20-30 hours*
Method(s) of Student Evaluation	• *Presentation and 1 x 55% = 55%* • *Written assignment 1 x 35% = 35%* • *Participation 1 x 10%* • *Total: 100%*

Completion Requirements

- *Student must achieve a final mark of 60% for student evaluation*
- *Student must attend 80% of classroom hours.*

Week	Topics Covered
1	Review of the capstone project
2	Student Presentation