THE SERVICE DIFFERENCE — SMGT 2500

A. Course Description

- Credits: 3.00
- Lecture Hours/Week: 3.00
- Lab Hours/Week: 0.00
- OJT Hours/Week: 0
- Prerequisites: None
- Corequisites: None
- MnTC Goals: None

The system's modular design allows participants to learn a range of skills in the most effective and efficient way possible. You'll see an immediate, positive and lasting difference in your efforts to improve customer loyalty and enhance customer satisfaction and how to differentiate yourself in a highly competitive market. Additionally, you will reduce transaction time, manage customer experiences and improve service provider morale and commitment. Prerequisites: None.

B. Course Effective Dates: 1/7/02 – Present

C. Outline of Major Content Areas

As noted on course syllabus

D. Learning Outcomes

As noted on course syllabus

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment

As noted on course syllabus

G. Special Information

None noted