

CUSTOMER RELATIONS

Certificate of Completion

Program #3P44229

The Customer Relations certificate is designed, as the second level in a series of certificate options, to prepare students for office and administrative support in a variety of fields or businesses. Students can be expected to learn the following: basic computer application skills, including QuickBooks, database, and presentation, fundamentals of electronic record keeping, and introduction to customer relation management. With a solid software foundation, students will be better prepared to meet the workforce demands of today's business environment. Students completing this program will be eligible to take the Microsoft Office Specialist (MOS) certifications in PowerPoint.

Prerequisites: - **Completion of Office Assistant, Introduction certificate.** To earn a certificate, students complete the required and elective courses as listed with a grade of P (pass). The exception is for WFPR 100 Career Skills and Resource Lab and/or WFPR 101 Virtual Career Skills and Resource Lab courses. If one of these two courses is chosen as the elective, it must be completed with at least 36 hours. For programs/courses that allow credit for prior learning, at least 75% of all course work must be completed at North Orange Continuing Education. (Contact the CTE Office to learn more about which courses offer credit for prior learning).

| Code | Title | Hours |
|--|---|----------------|
| Required Core Courses (312 Hours) | | |
| COMP 685 | Computer Keyboarding - Beginning | 36 |
| O TEC 100 | Office Essentials | 24 |
| O TEC 105 | Microsoft Outlook Fundamentals | 12 |
| BMGR 415 | Written Communication-Business | 18 |
| O TEC 110 | Business Math for Office Technology | 24 |
| O TEC 218 | Databases and Presentations for Business | 36 |
| O TEC 230 | Electronic Records Management | 54 |
| BMGR 431 | Finance for the Non-Financial Manager | 18 |
| COMP 650 | Quickbooks Fundamentals for Financial Office Applications | 36 |
| O TEC 111 | Customer Relation Management (CRM), Introduction | 18 |
| O TEC 225 | MS Office Integrated Projects | 36 |
| Required Option (Hours 72-96) | | |
| <i>Must select Option 1 or Option 2</i> | | 72-96 |
| OPTION 1 | | |
| O TEC 216 | Windows and Word for Business | 36 |
| O TEC 217 | Excel for Business | 36 |
| OPTION 2 | | |
| O TEC 215 | Computer Concepts and Applications IBEST | 96 |
| Electives Courses (30-36 Hours) | | |
| Must choose 1 of 3 Courses | | 30-36 |
| COMP 510 | Computer Keyboarding, Mastery I | 30 |
| WFPR 100 | Career Skills and Resource Lab | 36 |
| WFPR 101 | Virtual Career Skills and Resource Lab | 36 |
| Total Hours | | 414-444 |

Plan of Study

Option 1

| First Year | | | |
|---------------------------------|-------|-----------------|------------|
| First Semester | Hours | Second Semester | Hours |
| COMP 685 | | 36 BMGR 415 | 18 |
| O TEC 100 | | 24 O TEC 110 | 24 |
| O TEC 105 | | 12 O TEC 217 | 36 |
| O TEC 216 | | 36 | |
| | | | 78 |
| 108 | | | |
| Second Year | | | |
| First Semester | Hours | Second Semester | Hours |
| O TEC 218 | | 36 BMGR 431 | 18 |
| O TEC 230 | | 45-54 COMP 650 | 36 |
| COMP 510, WFPR 100, or WFPR 101 | | 30-36 O TEC 111 | 18 |
| | | | |
| | | | O TEC 225 |
| | | | 36 |
| | | | 108 |
| 111-126 | | | 108 |

Total Hours 405-420

Option 2

| First Year | | | |
|---------------------------------|-------|-----------------|------------|
| First Semester | Hours | Second Semester | Hours |
| COMP 685 | | 36 BMGR 415 | 18 |
| O TEC 100 | | 24 O TEC 215 | 96 |
| O TEC 105 | | 12 | |
| O TEC 110 | | 24 | |
| | | | 114 |
| 96 | | | |
| Second Year | | | |
| First Semester | Hours | Second Semester | Hours |
| O TEC 218 | | 36 BMGR 431 | 18 |
| O TEC 230 | | 54 COMP 650 | 36 |
| COMP 510, WFPR 100, or WFPR 101 | | 30-36 O TEC 111 | 18 |
| | | | |
| | | | O TEC 225 |
| | | | 36 |
| 120-126 | | | 108 |

Total Hours 438-444

List of Courses

| | |
|--|-----------------|
| BMGR 415 | 18 Hours |
| Written Communication-Business | |
| Provides extensive hands-on experience with all types of written business communications including letters, resumes, cover letters, memos, and reports. (<i>Apportionment</i>) | |
| BMGR 431 | 18 Hours |
| Finance for the Non-Financial Manager | |
| This course introduces students to the basics of business finance for the non-financial manager. Financial statements will be covered along with discussions on sales and expenses, assets and liabilities, budgeting and planning, and financial analysis. (<i>Apportionment</i>) | |

| | | | |
|--|-----------------|--|---------------------|
| COMP 510 | 30 Hours | OTEC 217 | |
| Computer Keyboarding, Mastery I | | Excel for Business | |
| <i>Prerequisite(s): The student must be able to key 35 net words per minute (nwpm) timed writing or have completed COMP 685 Computer Keyboarding - Beginning with a pass grade.</i> | | <i>Advisory: Completion of OTEC 216 Windows and Word for Business.</i> | |
| The first of two keyboarding courses designed to increase keying speed and accuracy to employment levels of 50+ nwpm. (Apportionment) | | This is the second course in a series of three courses (OTEC 216, 217, 218) that serves as a foundation for working in the office environment and focuses on the entry level skills students need to succeed in the workforce. Part II introduces students to fundamental workforce skills in Microsoft Excel. The course series will also help prepare students for the Microsoft Office Specialist (MOS) and IC3 Digital Literacy certifications. (Apportionment) | |
| COMP 650 | 36 Hours | OTEC 218 | 36 Hours |
| Quickbooks Fundamentals for Financial Office Applications | | Databases and Presentations for Business | |
| Teaches students the basics of using the QuickBooks software to develop customized financial application for business. The course covers special techniques for reducing data entry time, eliminating errors and getting consistent results. Upon completion students will understand the basics of QuickBooks to simplify financial tasks. (Apportionment) | | <i>Prerequisite(s): OTEC 211 Computer Concepts and Applications II or OTEC 215 Computer Concepts and Applications IBEST or OTEC 216 Windows and Word for Business and OTEC 217 Excel for Business.</i> | |
| COMP 685 | 36 Hours | | |
| Computer Keyboarding - Beginning | | | |
| Stop hunting and pecking at the keyboard with this short course. Learn the keyboard layout to build speed and accuracy. Course covers proper technique at the computer keyboard as well as 10-key keyboarding. Textbook Required. (Apportionment) | | This is the third course in a series of three courses (OTEC 216, OTEC 217, and OTEC 218) that serves as a foundation for working in the office environment and focuses on the entry level skills students need to succeed in the workforce. Part III introduces students to fundamental workforce skills in using a database and presentations. The course series also helps prepare students for the Microsoft Office Specialist (MOS) and IC3 Digital Literacy certifications. (Apportionment) | |
| OTEC 100 | 24 Hours | OTEC 225 | 36 Hours |
| Office Essentials | | MS Office Integrated Projects | |
| A course that prepares students for an entry-level position in an office. Includes units on the office environment, becoming a professional, work ethics, and several elements of customer service. Textbook Required. (Apportionment) | | <i>Prerequisite(s): OTEC 211 Computer Concepts and Applications II, and OTEC 212 Computer Concepts and Applications III or OTEC 215 Computer Concepts and Applications IBEST or OTEC 216 Windows and Word for Business, OTEC 217 Excel for Business and OTEC 218 Databases and Presentations for Business.</i> | |
| OTEC 105 | 12 Hours | | |
| Microsoft Outlook Fundamentals | | This course is designed to apply knowledge and skills gained from Computer Concepts and Applications II and III to the business environment by giving students the opportunity to work in real world simulations. This is the capstone course for those students completing the Administrative Professional certificate program. (Apportionment) | |
| This course introduces students to Microsoft Outlook. Students will learn how to organize and manage emails, schedule appointments, create and manage task and contact records, and customize Outlook. (Apportionment) | | | |
| OTEC 110 | 24 Hours | OTEC 230 | 45-54 Hours |
| Business Math for Office Technology | | Electronic Records Management | |
| Provides coverage of personal and business-related mathematics as well as reviewing the basic operations of arithmetic. (Apportionment) | | <i>Prerequisite(s): OTEC 100 Office Essentials.</i> | |
| OTEC 111 | 18 Hours | | |
| Customer Relation Management (CRM), Introduction | | This course introduces the fundamentals of traditional and electronic records and information management. Topics include the principles of records and information management (RIM) such as the roles within the RIM environment, the selection of filing systems and the major types of indexing (alphabetic, subject, numeric, and geographic filing systems) along with the selection of systems, equipment, and supplies; design, control, and maintenance of inactive records will be identified. (Apportionment) | |
| This course introduces students to customer relationship management (CRM) and its application in marketing, service, and sales. Topics will include CRM strategies aligned with business processes with using people, technology, and knowledge. The use of CRM to optimize acquisitions, customer growth and retention, gain a competitive advantage, and maximize profit. (Apportionment) | | | |
| OTEC 215 | 96 Hours | WFPR 100 | 18-180 Hours |
| Computer Concepts and Applications IBEST | | Career Skills and Resource Lab | |
| This course introduces fundamental workforce skills in computers and information processing, hardware, system software; networks, security, and privacy; troubleshooting and maintenance; application software; the Internet, digital ethics and awareness, cloud computing, Windows, Microsoft Word and Excel. It also prepares students for the Microsoft Office Specialist (MOS) and IC3 Digital Literacy certifications. (Apportionment) | | Free, flexible scheduling to complete and receive help on homework and training on computer, industry related and employability skills. (Apportionment) | |
| OTEC 216 | | WFPR 101 | 36 Hours |
| Windows and Word for Business | | Virtual Career Skills and Resource Lab | |
| Recommended Preparation: Basic keyboarding skills This course introduces students to fundamental workforce skills necessary to succeed in an office environment: Windows operating system and Microsoft Word. This is the first of three courses (OTEC 216, 217, 218) and prepares students for the Microsoft Office Specialist (MOS) certification. (Apportionment) | | Lab designed for online students to have access to seminars, assistance, and resources related to Career Technical Education and/or employment skills. (Apportionment) | |