

I. Course Overview:

Upon successful completion of this course, the students should be able to describe the overall on-the-job training and development process and how it relates to customer service, as well as identify the factors and nature of career planning and the career planning process.

II. Units:

Unit 1. Job Analysis

General Outcome:

- 1.0 The students should be able to conduct a job analysis of their job.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Identify the physical and mental tasks the worker accomplished.
- 1.2 Describe where the job is accomplished.
- 1.3 Explain why the job is done.
- 1.4 Describe the qualifications needed for the performance of the job.

Unit 2. Organizing People Relations

General Outcome:

- 2.0 The students should be able to report on the structure of relationships for accomplishing service at a profit and gaining maximum satisfaction for both clientele and employees.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 2.1 Explain the objectives of the enterprise.
- 2.2 Detail and describe the lines of communication, authority, responsibility and accountability.
- 2.3 Describe the manner in which their jobs are related to other jobs.

Unit 3. Training and Development

General Outcome:

3.0 The students should be able to report on the planned effort of management to improve competency levels and the organizational performance as it relates to productivity, profitability, service, and customer satisfaction.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 3.1 Describe the primary purpose of training and development.
- 3.2 Describe how employees' skills can be upgraded in anticipation of their achieving higher positions in the organization.
- 3.3 Identify and describe the goals and objectives of a training and development program and how the program is evaluated to see if the goals and objectives are being met.
- 3.4 Describe how to determine training and development needs.

Unit 4. Career Planning and Development

General Outcome:

4.0 The students should be able to report on the flexible lines of progression through which employees typically move (career paths) and the formalized approach (career development) taken by the organization to ensure that people with the proper qualifications and experience are available when needed.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 4.1 Describe how employees' personal development needs are satisfied.
- 4.2 Identify career alternatives.
- 4.3 Describe educational and experience requirements for a career change.
- 4.4 Describe how effective development of available talent may be achieved.

Unit 5. The Character of Service

General Outcome:

5.0 The students should be able to report on the nature of the service transaction and how it affects the customers' understanding of quality.

Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 5.1 Describe the impact of service on repeat sales and referrals.
- 5.2 Describe staffing strategies to meet the expectations of customers.
- 5.3 Describe how the quality of service can be controlled by specifying service levels and standards.
- 5.4 Identify the organization's "service persona."

Special Student Projects:

Five (5) written reports (one for each unit).