

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
OTEC 100	Office Essentials	24
OTEC 105	Microsoft Outlook Fundamentals	12
BMGR 415	Written Communication-Business	18
OTEC 110	Business Math for Office Technology	24
OTEC 218	Databases and Presentations for Business	36
OTEC 230	Electronic Records Management	54
BMGR 431	Finance for the Non-Financial Manager	18
COMP 650	Quickbooks Fundamentals for Financial Office Applications	36
OTEC 111	Customer Relation Management (CRM), Introduction	18
OTEC 225	MS Office Integrated Projects	36
Required Option (Hours 72-96)		
<i>Must select Option 1 or Option 2</i>		72-96
OPTION 1		
OTEC 216	Windows and Word for Business	36
OTEC 217	Excel for Business	36
OPTION 2		
OTEC 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
OTEC 100		24 OTEC 110	24
OTEC 105		12 OTEC 217	36
OTEC 216		36	
		108	78
Second Year			
First Semester	Hours	Second Semester	Hours
OTEC 218		36 BMGR 431	18
OTEC 230		45-54 COMP 650	36
COMP 510, WFPR 100, or WFPR 101		30-36 OTEC 111	18
		OTEC 225	36
		111-126	108

Total Hours 405-420

Option 2

First Year			
First Semester	Hours	Second Semester	Hours
COMP 685		36 BMGR 415	18
OTEC 100		24 OTEC 215	96
OTEC 105		12	
OTEC 110		24	
		96	114
Second Year			
First Semester	Hours	Second Semester	Hours
OTEC 218		36 BMGR 431	18
OTEC 230		54 COMP 650	36
COMP 510, WFPR 100, or WFPR 101		30-36 OTEC 111	18
		OTEC 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****Computer Keyboarding, Mastery 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.

The first of two keyboarding courses designed to increase keying speed and accuracy to employment levels of 50+ nwpm. (Apportionment)

COMP 650**36 Hours****Quickbooks Fundamentals for Financial Office Applications**

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)

COMP 685**36 Hours****Computer Keyboarding, Beginning**

Keyboarding is a basic skill that is mandatory for most industries. Our keyboarding class teaches the alpha/numeric keyboard with emphasis on correct technique, speed, and accuracy. Topics include speed and accuracy, using home keys alpha keys, punctuation, and number keys. Textbook Required. (Apportionment)

OTEC 100**24 Hours****Office Essentials**

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)

OTEC 105**12 Hours****Microsoft Outlook Fundamentals**

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****Business Math for Office Technology**

Provides coverage of personal and business-related mathematics as well as reviewing the basic operations of arithmetic. (Apportionment)

OTEC 111**18 Hours****Customer Relation Management (CRM), Introduction**

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****Computer Concepts and Applications IBEST**

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)

OTEC 216**Windows and Word for Business**

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)

OTEC 217**Excel for Business**

Advisory: Completion of OTEC 216 Windows and Word for Business.

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)

OTEC 218**36 Hours****Databases and Presentations for Business**

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.

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 225**36 Hours****MS Office Integrated Projects**

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.

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)

OTEC 230**45-54 Hours****Electronic Records Management**

Prerequisite(s): OTEC 100 Office Essentials.

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)

WFPR 100**18-180 Hours****Career Skills and Resource Lab**

Free, flexible scheduling to complete and receive help on homework and training on computer, industry related and employability skills. (Apportionment)

WFPR 101**36 Hours****Virtual Career Skills and Resource Lab**

Lab designed for online students to have access to seminars, assistance, and resources related to Career Technical Education and/or employment skills. (*Apportionment*)