



Greater Pittston Chamber of Commerce
Innovations in Management Apprenticeship

Related/Technical Instruction Curriculum

Course Title	RTI Hours earned	Credits Earned
Introduction to Management and Supervisory Skills	12	1
First Line Supervisory Principles (LCCC BUS 253)	34	3
Office Management (LCCC BUS 263)	33	3
Human Resource Management (LCCC BUS 251)	32	3
Business Communications (LCCC BUS 209)	35	3
Introduction to Customer Service (LCCC BUS 210)	34	3
Safety Principles	12	NA
TOTALS	192	16

COURSE DESCRIPTIONS AND GOALS

MANAGEMENT/SUPERVISORY SKILLS

Course Description:

This course will be a 1 credit/12 hour online introductory course which will enable the students to develop and/or upgrade supervisory skills necessary for successfully managing employees. They will learn strategies for employee motivation, leadership styles, and the processes for coaching, counseling, hiring, evaluating performance, and terminating employees. This course will enable the student to identify the types and value of diversity in the workplace. They will learn the basics of laws that have an effect on diversity and employment. Upon completion of this course they will be able to describe the fundamentals of these laws and the job behaviors that support them. This course will also enable the student to develop and/or upgrade customer service and communication skills. Upon completing this course, the student will be able to interact professionally with customers and employees and effectively resolve difficult customer situations.

Course Goals:

This course provides students an overview of:

1. Employee Motivation and Leadership Strategies
2. Coaching & Counseling Employees – Process & Guidelines
3. Termination Process and Guidelines
4. Legalities of Hiring
5. Workplace Discrimination & Harassment
6. Performance Evaluations – Process & Guidelines
7. Communication Skills
8. Customer Service Skills

FIRST LINE SUPERVISORY PRINCIPLES

Course Description:

Practical experience and analysis of the principles of first-line management is used to assist the practitioner in becoming the successful key individual of an organization. A practical approach in the concepts and practices of organization, human behavior and managerial skills, supervisory duties, and the effects of governmental and social influences is given. The short incidents and role play are utilized as significant educational tools.

Course Goals:

This course provides students the opportunity to:

1. Learn why people form organizations and why management is needed.
2. Analyze the levels of empowerment.
3. Investigate the skills managers need.
4. Study what is meant by empowerment.
5. Investigate the factors which generate quality concerns in today's enterprises.
6. Learn the importance and the steps in planning.
7. Explore why decision making is the heart of management.
8. Gain an understanding of unity of command and span of control in a successful organization.
9. Investigate the process of delegation.
10. Explore the communication process in organizations.
11. Explore various motivational theories and how they are practiced.
12. Explore what is meant by leadership and its application in effective management.
13. Learn the difference between permissive leadership and participative leadership.
14. Assess team development.
15. Investigate the relationship between planning and control.
16. Study productivity, quality and safety issues. (2 hours for safety)
17. Explore the coaching function.
18. Learn the forces which impact on group dynamics particularly as it relates to meetings.
19. Investigate how to manage conflict and stress.
20. Learn the fundamentals of selecting, training and compensating employees.
21. Study performance appraisal techniques.
22. Learn proper disciplinary procedures.
23. Assess the relationship between the supervisor, unions and labor relations.

OFFICE MANAGEMENT

Course Description:

Modern management principles and practices in the organization, operation and control of office functions; this includes the study of physical facilities and office machines; personnel management, including analysis of supervision, training, job evaluation and wage administration as applied to the office environment.

Course Goals:

This course provides students the opportunity to:

1. Learn the inner workings of today's business office.
2. Learn the management and organizing processes needed to be successful in operating today's offices.
3. Understand the managerial decision-making process and its effect on the office worker.
4. Understand methods for effective communications.
5. Understand pros and cons of buying versus leasing buildings.
6. Understand office layout patterns relative to safety, efficiency and environmental issues. (3 hours for safety)
7. Learn recruiting, training and interviewing techniques.
8. Understand all employees' needs.
9. Learn to write job descriptions, specifications and methods of evaluation.
10. Understand the financial end of an office.

HUMAN RESOURCE MANAGEMENT

Course Description:

The relations existing between employer and employee in business and industry; policies and practices regarding personnel; organization of staff; recruitment, testing, training and placement of new personnel; job evaluation; merit rating and other incentives for employees; time and motion studies; labor relations; employee morale; public relations.

Course Goals:

This course provides students the opportunity to:

1. Understand the challenge of Human Resource Management.
2. Discuss Human Resource planning.
3. Explain how motivation is linked to individual performance.
4. Differentiate among diversity management, equal employment opportunity and affirmative action.
5. Describe how women are affected by work/family and job assignment issues in organizations.
6. Understand the four job analysis methods.
7. Discuss briefly the external recruiting sources.
8. Identify three types of selection tests.
9. Describe the four phases of the training process.
10. Identify four on the job development methods with special focus on safety and education. (2 hours for safety)
11. Describe the advantages and disadvantages of multi-source appraisals.
12. Identify the basic provisions of the Fair Labor Standards Act.
13. Explain three different ways that sales employees typically are compensated.
14. Discuss health care cost management and identify some methods of controlling it.
15. Explain the three levels of health promotions in organizations.
16. Discuss workplace monitoring including a process to monitor facility safety. (2 hours for safety)
17. Identify and discuss the stages of the unionization process.

BUSINESS COMMUNICATIONS

Course Description:

Developing skill in clear, persuasive business writing; style and correct work is supplemented by practical exercises in composing credit, collection, adjustment, inquiry and sales letters; students prepare resumes, job applications and a brief report.

Course Goals:

This course provides students the opportunity to:

1. Provide a framework for business communication.
2. Understand the organizational setting for business communication.
3. Organize and compose messages.
4. Revise and proofread messages.
5. Write effective memorandums and e-mail messages.
6. Prepare good news, routine and special letters.
7. Prepare bad news letters.
8. Write persuasive messages.
9. Understand the report process and research methods.
10. Manage quantitative data and use graphics.
11. Organize and prepare reports and proposals.
12. Design and deliver business presentations.
13. Prepare resumes and application letters.
14. Prepare for job interviews and construct employment messages.
15. Prepare training documents for new hires including documents related to workplace safety (1 hours for safety)

INTRODUCTION TO CUSTOMER SERVICE

Course Description:

This course will describe and define professional customer skills: what customer service is and what it isn't; and the rationale for improving service. Three areas of customer service will be examined in detail – decision making service (helping people decide), problem-solving service, and time-of-purchase service.

Course Goals:

This course provides students the opportunity to:

1. Learn what customer service is.
2. Understand service culture.
3. Explain the benefits of positive verbal communication
4. Understand the impact of nonverbal communication in customer service.
5. Explain the importance listening to the customer.
6. Understand how behavioral styles affect customer service.
7. Learn the techniques for handling difficult customer encounters.
8. Explore the importance of diversity as it relates to customer service.
9. Understand the benefits and drawbacks of using technology in customer service.
10. Learn how stress plays a role in the customer service environment.
11. Understand the significance of time management.
12. Learn the characteristics and strategies for developing customer loyalty.
13. Understand the cause of service breakdown and the benefits of service recovery.
14. Explore future challenges and opportunities of customer service with a specific focus on employee and customer safety. (2 hours for safety)