

Liverpool John Moores University

Title: MANAGING STAFF AND CUSTOMERS
Status: Definitive
Code: **7072BEPG** (119148)
Version Start Date: 01-08-2015

Owning School/Faculty: Built Environment
Teaching School/Faculty: Technology & Environment

Team	Leader
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Academic Level: FHEQ7 **Credit Value:** 20.00 **Total Delivered Hours:** 28.00
Total Learning Hours: 200 **Private Study:** 172

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	27.000
Workshop	1.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report on real world scenario	50.0	
Report	AS2	Report on real world scenario	50.0	

Aims

This module aims to enable students to develop and implement strategies for improving customer service and relationships. It enables the learner to be able to motivate, engage and empower staff to optimise the capabilities and opportunities for enhancing the relationships both internally and externally across the business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Develop, implement and critically review strategies for improving performance measurement and customer service
- 2 Develop, implement and critically review strategies for improving customer relationships
- 3 Motivate, engage and empower staff within the facilities management function
- 4 Apply appropriate leadership and management styles to encourage customer satisfaction and engagement
- 5 Critically analyse and interpret the wider context that affect relationships with colleagues stakeholders, suppliers and specialists

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report 1	1	2	4
Report 2	3	5	

Outline Syllabus

Types of stakeholders in facilities management, internal and external, suppliers and specialists, an organisation's board members, customer base, staff and team members

The ways in which internal and external customer relationships are managed, evaluated and improved.

Key issues that define a service culture

Techniques, concepts, principles and theories of customer relationship management

Assessing customer requirements and satisfaction levels

Collaborative innovation

Different theories, models and styles of leadership and how to select and successfully apply them to different people and situations

Leadership culture and capability of own organisation

Types of challenges and difficulties that may arise, including conflict, diversity and inclusion issues within an organisation and how to identify and overcome them

Internal and external stakeholders and how to communicate with them

Leadership styles common to the facilities management industry, their strengths and limitations

How to select and successfully apply different methods and techniques for motivating, rewarding, influencing and persuading people

How to utilize personal performance feedback from subordinates peers, customers and other stakeholders.

The organisational benefits and how to create a culture which encourages and recognises creativity and innovation

Professional standards of conduct

Learning Activities

The module will be delivered via a series of key-note lectures which are archived in the Wimba classroom, live on line seminars and a portfolio of project-based tasks. The learner will have an induction session where the approach will be introduced; typically a series of archived "lectures" will be followed by a live seminar. A workshop will be held at the University to act as a summative discussion on the learner's assessment of their organisation.

Notes

The key themes covered in this module include customer service and relationships, motivation, engagement and empowerment of staff to optimise the capabilities and opportunities for enhancing the relationships both internally and externally across the business.