



# THE MYRDDIN MENTOR

The Myrddin Group is offering online courses covering several subjects critical to running a successful business.

*There are no travel, hotel, meal, or “away from the job” expenses with this format.* Each course is seven weeks in duration with a new module of that course starting each week. These are in depth courses requiring serious work on the part of the student and students can expect to spend 4 to 6 hours a week on each course with:

- Reading assignments
- Writing assignments
- Weekly “lectures”
- Discussion questions
- Course projects
- Case studies
- Mid course and final validation tests

The courses are asynchronous and can be started at any time. Upon completion, the student receives a certificate that can be customized to the organization with signatures from both the instructor and designated company executive(s) to link this important work with staff development efforts. There is also the flexibility to work with organizations to create and integrate selected courses into specific certificate programs.

The fee for each course is \$585 per student plus the cost of the texts that are available at Amazon.com. These are the courses that are currently offered.

<b>FIN1 - Basic Accounting</b>	<b>ECN 2 - Microeconomics</b>
<b>MKT3 - Advertising</b>	<b>MGT 7 - Motivation and Leadership</b>
<b>FIN 2 - Budgeting and Forecasting</b>	<b>MKT 4 - Product Development</b>
<b>MGT 5 - Business Law</b>	<b>MGT 3 - Operations Strategy</b>
<b>MGT 1 - Business Basics</b>	<b>MGT 2 - Principles of Management</b>
<b>HRM3 - Compensation &amp; Benefits</b>	<b>MTL 2 - Procurement</b>
<b>HUM 2 - Critical Thinking</b>	<b>MGT 6 - Project management</b>
<b>CRM 1 - Customer Relations &amp; Sales</b>	<b>HUM 1 - Psychology Introduction</b>
<b>ECN 1 - Economics</b>	<b>CRM 2 - Salesmanship</b>
<b>HRM 2 -Employment law</b>	<b>MTH 1 - Statistics</b>
<b>MGT 4 - Global Business</b>	<b>MGT 8 - Strategy</b>
<b>HRM 1 - Human Resource Mgmt</b>	<b>MTL 1 - Supply Chain Management</b>
<b>MKT 1 - Marketing</b>	<b>TQM 1 - Total Quality Management</b>
<b>MKT 2 - Marketing research</b>	<b>HRM 4 - Training and development</b>

**Online learning** allows students to set their own pace and accommodate their own schedule. Students will be provided with a comprehensive e-learning experience that will enable them to master the course content as thoroughly as if they had attended a class onsite. The courses are delivered primarily through e-mail and attached files but we can also use faxes with follow up phone calls.

THE MYRDDIN GROUP LLC.  
2135 Encino Loop, San Antonio, TX 78259  
[www.myrddingroup.com](http://www.myrddingroup.com)

Phone: (210) 347-9943

Fax: (210) 497-7253



## About Adults As Learners

Malcom Knowles pioneered the field of adult learning. He identified the following characteristics of adult learners that we have brought into the development of these courses:

- Adults are *autonomous* and *self-directed*. They need to be free to direct themselves. Their teachers have to be sure to act as facilitators, guiding participants to their own knowledge rather than supplying them with facts.
- Adults have accumulated a foundation of *life experiences* and *knowledge* that may include work-related activities, family responsibilities, and previous education. They need to connect their learning to this knowledge/experience base.
- Adults are *goal-oriented*. Upon enrolling in a course, they usually know what goal they want to attain. They appreciate an educational program that is organized and has clearly defined elements.
- Adults are *relevancy-oriented*. Learning has to be applicable to their work or other responsibilities to be of value to them. This means, also, that theories and concepts must be related to a setting familiar to participants.
- Adults are *practical*, focusing on the aspects of a lesson most useful to them in their work. They may not be interested in knowledge for its own sake.
- As do all learners, adults need to be shown *respect*. Instructors must acknowledge the wealth of experiences that adult participants bring to the classroom.

## Barriers against participating in learning

Unlike children and teenagers, adults have many responsibilities that they must balance against the demands of learning. Because of these responsibilities, adults have *barriers against participating in learning*. Some of these barriers include lack of time, money, confidence, interest, lack of information about opportunities to learn, scheduling problems, "red tape," and problems with childcare and transportation. ***The online format for these courses was constructed in a way to eliminate or minimize all of these barriers.***

## Motivation

Motivation factors can also be a barrier. What motivates adult learners? Typical motivations include a requirement for competence or licensing, an expected (or realized) promotion, job enrichment, a need to maintain old skills or learn new ones, a need to adapt to job changes, or the need to learn in order to comply with company directives. ***These courses are attractive to the adult learner because they are directly connected to the skills required of tomorrow's business leaders.***

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## Course Subject of the Month

### *CRM 1 - Customer Relations and Sales*

#### Course Description

This course covers what is found in an effective customer-relations program and develops the student's ability to be an effective participant in such a program. Students develop skills in interpersonal communication, listening, and conflict-resolution techniques. They also explore good customer relations as an effective sales technique.

#### Learning Objectives

At the completion of this course, students will be able to:

- Recognize and address customer issues of dissatisfaction.
- Identify how to use customer expectations to enhance the service environment.
- Analyze how personality, behavior and timeliness affect customer relations.
- Demonstrate active listening skills such as paraphrasing and feedback techniques.
- Demonstrate proper telephone, written and face-to-face customer techniques.
- Demonstrate effective techniques of "fixing" the customer and the problem in an upset customer situation.
- Demonstrate appropriate recovery strategies for a "lost customer,".
- Analyze how electronic communications impact customer satisfaction.

#### Course Topics

- Developing Customer Service Attitudes and Values
- Recognizing and Identifying Customer Issues of Satisfaction & Dissatisfaction
- Using Communications Skills & Dealing with Customer Dissatisfaction
- Dealing with Customer Expectations and Building Customer Loyalty
- Managing Customer Service Efforts
- Communicating with Customers
- Changing Conventions in Customer Service

**Fee:** \$585 plus the cost of the text available at Amazon.com

#### Required Text:

Timm, Paul R., *Customer Service Career Success Through Customer Satisfaction*, 2nd Edition, Prentice Hall, 2001, available at Amazon.com

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**Application Process:**

1. Complete and return this application to Myrddin by mail to:  

THE MYRDDIN GROUP LLC.  
 2135 Encino Loop  
 San Antonio, TX 78259
2. or **Fax** the application to: **(210) 497-7253**
3. **Your payment of \$585 must be received before the course can begin.**  
**(payable to: “The Myrddin Group LLC”)**
4. You will receive the start date and syllabus for the course.
5. You confirm the dates, order your text, and begin the course
6. Questions? Phone or Fax below or e-mail to: [paul@myrddingroup.com](mailto:paul@myrddingroup.com)

**If you elect to withdraw from the course before the end of the first week, Myrddin will refund your tuition fee less a \$50 administrative fee.**

<b>Student Name:</b>		
<b>Address:</b>		
<b>City</b>	<b>State</b>	<b>Zip</b>
<b>Phone:</b>	<b>Fax:</b>	
<b>e-mail:</b>		

Course(s) Applied for:

Course Number	Description
<b>Requested Start Date</b>	

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