

SYLLABUS

1. Program Information

1.1 Higher education institution	Technical University of Cluj-Napoca		
1.2 Faculty	Faculty of Automation and Computer Science		
1.3 Department	Department of Automation		
1.4 Field of study	Automation, Applied Informatics and Intelligent Systems		
1.5 Cycle of studies	Bachelor		
1.6 Study Programme/Qualification	Intelligent Automation Systems (dual, in English language)		
1.7 Form of education	IF – full-time education		
1.8 Course code	53.10		

2. Course information

2.1 Course title	Customer experience training		
2.2 Course lecturer			
2.3 Seminar / Laboratory / Project Lecturer	<i>Ing. Georgiana Miclea (Emerson)</i> <i>Ing. Emanuela Mocan (Emerson)</i>		
2.4 Year of study	4	2.5 Semester	1
2.7 Course status	Formative category (DF, DS, DC)		DC
	Optionality (DOB, DOP, DFac)		DOP

3. Total estimated time

3.1 Number of hours per week	1	of which:	HEI	Lecture	0	Seminar	0	Laboratory	0	Project	0					
			CO		0		0		0		1					
3.2 Number of hours per semester	14	of which:	HEI	Lecture	0	Seminar	0	Laboratory	0	Project	0					
			CO		0		0		0		14					
3.3 Distribution of time allocation (hours per semester) for:								HEI	CO							
(a) Study based on textbook, course support, bibliography, and notes									12							
(b) Additional documentation in library, specialized electronic platforms, and fieldwork																
(c) Preparation of seminars/laboratories, assignments, papers, portfolios and essays									20							
(d) Tutoring																
(e) Examinations									4							
(f) Other activities:																
3.4 Total individual study hours (sum (3.3(a)... 3.3(f)))									36							
3.5 Total hours per semester (3.2+3.4)									50							
3.6 Number of credits per semester									2							

(HEI = Higher Education Institution, CO = Company)

4. Prerequisites (where applicable)

4.1 Curriculum Prerequisites	
4.2 Competency Prerequisites	

5. Conditions (where applicable)

5.1. Course Organization Conditions	
5.2. Seminar / Laboratory / Project organization conditions	

6. Specific Competencies Acquired

Professional Competencies	<ul style="list-style-type: none"> PC12 Gather technical information PC13 Interact professionally in research and professional environments PC18 Perform project management PC23 Synthesise information PC26 Use information technology tools
Transversal Competencies	<ul style="list-style-type: none"> TC03 Demonstrate responsibility TC04 Work in teams

7. Learning outcomes

Knowledge:	<ul style="list-style-type: none"> Define and explain the concept of customer experience and its importance in modern organizations.
Skills:	<ul style="list-style-type: none"> Apply active listening techniques and client engagement strategies. Handle difficult customer situations through structured response models.
Responsibility and autonomy:	<ul style="list-style-type: none"> Participate in simulations and apply feedback to improve real-world performance. Self-assess and adjust communication style in response to client needs

8. Course Objectives

8.1 General objective of the course	<ul style="list-style-type: none"> To develop the foundational skills and mindset required to deliver positive customer experiences in both face-to-face and remote interactions.
8.2 Specific objectives	<ul style="list-style-type: none"> Understand customer expectations and behaviors. Practice active listening and effective communication. Manage complaints and difficult scenarios constructively. Build confidence through simulations of real client interactions.

9. Contents

9.1 Lectures	No. of hours	Teaching methods	Obs.
NA			
9.2 Seminar / laboratory / project	Hours HEI	Hours CO	Teaching methods
Introduction to Customer Experience		3	Presentation, group discussion Scenario-based exercises Coaching, peer reviews
Active Listening in Client Relations		2	
Handling Complaints and Unrealistic Expectations		3	
Practice: Positive Client Interaction Simulations		2	
Practice: Negative Client Interaction Simulations		2	
Final Assessment – Group or Individual Presentation		2	
Bibliography (CO)			
[1] M. Newman, <i>The Power of Customer Experience: How to Use Customer-centricity to Drive Sales and Profitability</i> . London, UK: Kogan Page, 2016.			
[2] Emerson Internal Materials. Trainer: Emanuela Mocan – Certified Customer Experience Trainer, Emerson			

10. Correlation of course content with the expectations of the epistemic community representatives, professional associations, and major employers in the field related to the program

The course aligns with industry and academic expectations by developing essential client interaction skills. Major employers value customer-centric communication and complaint handling. Content reflects best practices from professional associations and corporate training. It prepares students for real-world, client-facing roles in technical fields.

11. Evaluation

Activity Type	Evaluation criteria	Evaluation methods	Weight in final grade
11.1 Lecture			
11.2 Seminar/ Laboratory/Project	Application of concepts, communication style, handling of simulated situations	Individual or group simulation presentations and feedback report	70%
	Clarity, professionalism, empathy, and response strategies	Evaluated by trainer and peers	30%
11.3 Minimum Performance Standard			
<ul style="list-style-type: none"> • Demonstrate basic understanding of concepts • Actively participate in at least one simulation • Apply listening and feedback strategies during evaluation 			

Date of completion: 11.05.2025	Program responsible	Conf.dr.ing. Roxana Rusu-Both	
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Date of approval by the Department of Automation Council 24.11.2025	Director of the Department of Automation Prof.dr.ing. Honoriu VĂLEAN
Date of approval by the Faculty of Automation and Computer Science Council 28.11.2025	Dean Prof.dr.ing. Vlad MUREŞAN