

Grande Prairie Regional College – Department of Business – Course Outline
BA 2710 Customer Service
Fall 2010

Credits: 3

Hours: 45 hours (3-0-0)

Description: This course prepares students to focus on customer service. Topics include the understanding of the principles of customer service and relationship building, how to develop a positive philosophy of selling as determined by customer service principles, and the understanding of how relationship building, customer service and selling interrelate.

Pre-requisite: None

Transferability: BA 2710 can be used to fulfill the requirements of a Business Administration Diploma which may be accepted as part of a block transfer arrangement (e.g. Athabasca University 2+1 and 2+2, University of Lethbridge 2+2, etc.) Other institutions may, or may not, accept BA 2710 for transfer credit; contact the receiving the institution .

Instructor: Bill Corcoran

Contact: Room C 412 – 780-539-2735 – bcorcoran@gprc.ab.ca

Office Hours: MW 1 p.m to 2:30 p.m. or by appointment. Appointment is usually better since I’m very prone to wandering.

Text: Lucas, Robert W. *Customer Service: Skills for Success, 4th edition*. New York, NJ: McGraw-Hill , 2009.

Text Usage: We’ll use the text extensively in the course; you need to have access to a copy.

Grading: 45% Content Quizzes (4 @ 15% - best 3 of 4 to count)
 25% Group Project – Video and Class Presentation
 30% Individual Paper – Customer Service Applied Research Paper and Presentation
Please note: There will not be a Final Exam scheduled by the Registrar for this course.

Final Grade: This course will use the standard GPRC grading scheme

A+	4.0	90-100	Excellent
A	4.0	85-89	
A-	3.7	80-84	First Class Standing
B+	3.3	76-79	
B	3.0	73-75	Good
B-	2.7	70-72	
C+	2.3	67-69	Satisfactory
C	2.0	64-66	
C-	1.7	60-63	
D+	1.3	55-59	Minimal Pass
D	1.0	50-54	
F	0.0	0-49	Fail

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Course Schedule:

Week 1 - Sept. 8

- Introduction and Course Outline
- What is Customer Service?

Week 2 – Sept. 13 and 15

- Chapter 1 – The Customer Service Profession
- Chapter 2 – Customer Service Culture

Week 3 – Sept. 20 and 22

- Chapter 2 - continued
- Chapter 6 – Customer Service and Behaviour

Week 4- Sept 27 and 29

- Chapter 6 - continued
- DUE: Quiz #1 – September 29

Week 5 – Oct. 4 and 6

- Chapter 7 – Service Breakdown and Recovery
- Chapter 3 – Verbal Communication Skills

Week 6 – Oct. 13

- Holiday Monday – no class
- Chapter 3 – continued
- Chapter 4 – Non Verbal Communication Skills

Week 7 – Oct. 18 and 20

- Chapter 4 - continued
- DUE: Quiz #2 – October 20

Week 8 – Oct. 25 and 27

- Chapter 5 – Listening to the Customer

Week 9 – Nov. 1 and 3

- Student Presentations – Group Video Project

Week 10 – Nov. 8 and 10

- Chapter 8 – Customer Service in a Diverse World

Week 11 – Nov. 15 and 17

- DUE: Quiz #3 – November 15
- Chapter 9 – Customer Service Technology

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Course Schedule (continued):

Week 12 – Nov. 22 and 24

- Chapter 9 - Continued
- Chapter 10 – Encouraging Customer Loyalty

Week 13 – Nov. 29 and Dec. 1

- DUE: Individual Paper (Nov. 29 or Dec. 1)
- Student Presentations – Customer Service Applied Research

Week 14 – Dec. 6

- DUE: Quiz #4

Bill Corcoran
September 2010
Grande Prairie Regional College