



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2018

BA 2710 (A3): CUSTOMER SERVICE – 3(3-0-0) 45 HOURS

INSTRUCTOR: Carolyn Vasileiou **PHONE:** 780-539-2221
OFFICE: C201 **E-MAIL:** cvasileiou@gprc.ab.ca
OFFICE HOURS: Mon – 11:30-1:00pm
Wed – 2:30 – 4:00pm

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS:

Lucas, R. W. (2015). *Customer service: Skills for success* (6th ed.). New York, NY: McGraw-Hill Education.

CALENDAR 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.

CREDIT/CONTACT HOURS: This is a 3 credit course with 2 lectures per week.

DELIVERY MODE(S):

The class work will include lectures, class discussions, group work, volunteer work, and student presentations, both written and oral. Plan to participate wholeheartedly in the various activities.

COURSE OBJECTIVES:

In this course, students will gain further knowledge about the customer service profession, what skills are required to create successful customer service interaction, and how they personally can build and maintain relationships.

LEARNING OUTCOMES:

Upon successful completion of the course, students will be able to:

- Identify and articulate the principles of excellent customer service.
- Create strategies for positive customer service interactions.
- Communicate more clearly and effectively in both oral and written formats.
- Recognize the importance of great customer service in all business relationships.

TRANSFERABILITY:

In addition to institutions with a block transfer agreement with GPRC's Business Administration Certificate and Diploma, there is a transfer agreement with the following institution and course:

MacEwan University: BUSN 2xx (3)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineearch.html?SearchMode=S&step=2>

**** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Participation	5%	Project/Presentation	20%
Quizzes	20%	Volunteer Activity	5%
Mid-Term	20%	Final	30%

GRADING CRITERIA:

Grades will be assigned on the Letter Grading System.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
Week 1-2	<ul style="list-style-type: none">• Course Introduction• The Customer Service Profession	Chapter 1
Week 3	<ul style="list-style-type: none">• Contributing to the Service Culture	Chapter 2
Week 4	<ul style="list-style-type: none">• Verbal Communication Skills	Chapter 3
Week 5	<ul style="list-style-type: none">• Nonverbal Communication Skills	Chapter 4
Week 6	<ul style="list-style-type: none">• Listening Skills	Chapter 5
Week 7	<ul style="list-style-type: none">• Customer Service & Behavior	Chapter 6
Week 8	<ul style="list-style-type: none">• Reading Week – No classes	
Week 9	<ul style="list-style-type: none">• Service Breakdown & Service Recovery	Chapter 7
Week 10	<ul style="list-style-type: none">• Customer Service in a Diverse World	Chapter 8
Week 11	<ul style="list-style-type: none">• Customer Service via Technology	Chapter 9
Week 12	<ul style="list-style-type: none">• Encouraging Customer Loyalty	Chapter 10
Weeks 13 - 15	<ul style="list-style-type: none">• Final Projects & Presentations	

Please note that dates are approximate and may be changed by the instructor to meet the needs of the class.

STUDENT RESPONSIBILITIES:

- Your attendance and participation are important to the success of this course. As well, you are responsible for obtaining any notes or handouts you may have missed due to an absence.
- Missing five classes will result in your expulsion from the group for the final project and you will be required to complete the project on your own.
- Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor beforehand.
- **No rewrites will be given on missed quizzes and the Mid-term. If there is an excusable absence for missing the Mid-term, and made known to the instructor prior to the exam, the weighting of the missed exam will be added onto the final exam weighting.**

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

**Note: All Academic and Administrative policies are available on the same page.