



Grande Prairie Regional College

Department of Business

COURSE OUTLINE – Winter 2011

BA 2710 3 (3-0-0) Customer Service

Instructor	Jenny Head	Phone	780 539-2857 (Office)
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Office Hours	Wednesday and Friday 10:00 - 11:30am or by appointment		

Prerequisite(s)/corequisite(s):

None

Required Text/Resource Materials:

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

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.

Delivery Mode(s):

Lecture

Moodle:

Moodle is a Learning Management System used to help improve communications between the student and instructor. Important information, announcements and grades

will be posted on Moodle. The grades posted on Moodle are not final, check your GPRC account for your final term grade.

Objectives:

1. To explore the meaning of the customer service profession.
2. To understand the skills needed for success in the customer service industry.
3. To learn how to effectively build and maintain relationships.

Transferability:

BA2710 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.) Students are however *strongly advised* to check with the receiving institution for more details and to ensure transferability. ** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions.

Grading Criteria:

Professionalism	5%
Assignments	10%
Quizzes	15%
Term Test 1	20%
Research Paper	15%
Final Examination	<u>35%</u>
Total	100%

Grades will be assigned on a Letter Grading System using the following chart:

Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A+	4	90 - 100	EXCELLENT
A	4	85 - 89	
A-	3.7	80 - 84	FIRST CLASS STANDING
B+	3.3	76 - 79	
B	3	73 - 75	GOOD
B-	2.7	70 - 72	
C+	2.3	67 - 69	SATISFACTORY

C	2	64 - 66	
C-	1.7	60 - 63	
D+	1.3	55 - 59	MINIMAL PASS
D	1	50 - 54	
F	0	0 - 49	FAIL

Assignment, Quiz, Test and Exam Policies:

- Assignments will be handed in at the beginning of class on the due date. The penalty for late submission will be 5% per day. **Note:** You should think of each assignment as a professional presentation that you would prepare for a client or your immediate supervisor.
- Quizzes will be given throughout the year. It is anticipated that there will be three quizzes.
- Approved translation devices are the only electronic devices allowed during quizzes, tests or examinations.
- The midterm exam is tentatively scheduled for March 8, 2011.
- Final examinations will be written in the gym and scheduled by the Registrar during the period April 14 – April 27, 2011. **DO NOT PLAN ANY ACTIVITIES DURING THIS PERIOD.**

Student Responsibilities:

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class and apply your understanding by completing the textbook problems.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting during class is therefore strictly prohibited. Cell phones must be either *turned off* or set to *silent* mode.

Statement on Plagiarism:

Please refer to pages 49-50 of the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
January 2	Introduction	
January 9	The Customer Service Profession	Chapter 1
	Contributing to the Service Culture	Chapter 2
January 16	Contributing to the Service Culture	Chapter 2
	Quiz #1	
January 23	Verbal Communication Skills	Chapter 3
January 30	Nonverbal Communication Skills	Chapter 4
February 6	Quiz #2	
	Listening to the Customer	Chapter 5
February 13	Listening to the Customer	Chapter 5
	Customer Service and Behaviour	Chapter 6
February 20	Winter Break	
February 27	Customer Service and Behaviour	Chapter 6
March 6	Term Test #1	Chapters 1-6
	Service Breakdowns and Service Recovery	Chapter 7
March 13	Service Breakdowns and Service Recovery	Chapter 7
	Customer Service in a Diverse World	Chapter 8

March 20	Customer Service in a Diverse World Quiz #3	Chapter 8
March 27	Customer Service via Technology	Chapter 9
April 3	Encouraging Customer Loyalty	Chapter 10
April 10	Review	
April 14-27	FINAL EXAM	COMPREHENSIVE Final Exam will include all chapters covered.