



**DEPARTMENT BUSINESS & OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2019**

**BA2710 EC: Customer Service – 3 (3-0-0) 45 Hours for 15 Weeks**

**INSTRUCTOR:** Breianne Renyk                      **PHONE:** 780-539-2093  
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**OFFICE HOURS:** Tuesday 2:30 PM – 4:30 PM & Friday 9:00 AM – 11 AM

**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.

**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.

**DELIVERY MODE(S):**

Distance Education: using the course textbook and supplementary materials posted on the GPRC Moodle learning site for the course, you will read, complete learning activities, take online tests, participate in discussion forums, and submit written assignments.

**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.
- Deliver more effective customer service.

**TRANSFERABILITY:**

|   |   |
|---|---|
| Bow Valley College: MGMT 1201 (3)             | Concordia University: BUS unspecified (3) |
| Grant MacEwan University: BUS unspecified (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/onlineSearch.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:**

|                        |     |
|------------------------|-----|
| Learn Smart Exercises  | 10% |
| Learn Smart Quizzes    | 20% |
| Discussion Forums      | 15% |
| Video Project          | 20% |
| Secret Shopper Project | 15% |
| Final Exam             | 20% |

**GRADING CRITERIA:**

Grades will be assigned on a Letter Grading System using the following chart. Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

| 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:**

Dates will vary. Please consult Moodle for timeline and deadlines. The final exam will be scheduled by the registrar and will be written before or on December 20<sup>th</sup>, 2019.

## **STUDENT RESPONSIBILITIES:**

### **Submissions:**

Please note that there are NO rewrites or late assignments accepted after the deadline specified in Moodle without written permission from your instructor. If a deadline in Moodle is missed, you will receive 0 on the assignment/exam/etc.

### **Time Management:**

The expectation for this course is that students read the material and attempt the exercises independently. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so students are encouraged to plan their schedule accordingly. It is difficult for students to catch up once they fall behind schedule.

## **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 <http://www.gprc.ab.ca/about/administration/policies/>

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

## **Plagiarism**

Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when:

- The work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)
- Parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- Students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- Clinical or laboratory reports are falsified or fabricated.
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While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

## **Cheating**

Cheating on tests or examinations includes, but is not limited to, the following:

- Dishonest or attempted dishonest conduct such as speaking to other students or communicating with them under any circumstances whatsoever
- Bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- Writing an examination, or part of it, outside the confines of the examination room without permission to do so
- Consulting any person or materials outside the confines of the examination room without permission to do so
- Leaving answer papers exposed to view, or any attempts to read other students' examination papers
- Tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- Impersonation of another student in an examination or other class assignment.
- Absolutely no examination materials may be removed from the examination room. All papers, answer forms and examination question sheets must be returned to the instructor. If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.

Please note, working in study groups is an efficient and effective way for students to learn, however; each student must submit his/her own original work. Duplication of one assignment for the whole group is considered plagiarism and will result in a grade of zero for all students involved.