



**DEPARTMENT BUSINESS & OFFICE ADMINISTRATION**

**COURSE OUTLINE – SPRING 2020**

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

**INSTRUCTOR:** Carolyn Vasileiou      **PHONE:** 780-539-2221  
**OFFICE:** C201      **E-MAIL:** [cvasileiou@gprc.ab.ca](mailto:cvasileiou@gprc.ab.ca)  
**OFFICE HOURS:** Virtual, by appointment. Please email me during business hours

\*Please send all email correspondence from your GPRC student email account, include all details relevant to your query in your email (e.g. assignment / page numbers), and practice your business writing skills (i.e. clear subject line, professional greeting, correct spelling and grammar check); it is more courteous and makes it easier for me to assist you.

**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. (2019). *Customer service: Skills for success* (7th ed.). New York, NY: McGraw-Hill Education.

We will use the text extensively. Connect, the online learning site associated with this text, will be required in this course. You will need to purchase an access code, which can be purchased from the publisher's website or from the GPRC Bookstore. Instructions to log onto Connect are on the course Moodle site. You will also need a reliable internet access for course material access and for testing.

**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. It is a paced online self-study course. You will work through the course in the order presented, completing the assigned readings, tests, and assignments. You can also connect with the instructor on informal Zoom sessions as scheduled by the instructor. The overall schedule may be adjusted, if necessary.

## 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 can personally 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:

Grant MacEwan University: BUS unspecified (3)	
(Information retrieved from <a href="http://www.transferalberta.ca">http://www.transferalberta.ca</a> on April 14, 2020)	

**\*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:

Spring Term: May 4, 2020 to Jun 26, 2020 **This is a compressed, 8-week spring session course. The course moves at a fast pace. Please plan your study time accordingly.**

Please consult Moodle for timeline and deadlines.

## 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 complete 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.

### Recording

Recording lectures or taking photos in zoom meeting is prohibited unless advance permission is obtained from the instructor. In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed, or displayed in any public manner.

### Student Conduct

As a student, it is your responsibility to read, understand and comply with the college's academic policies, which are reviewed regularly, updated and posted on our college website. If you have any questions regarding these policies, please contact Student Services. **Turnitin, plagiarism software, may be used in this class.**

## **Academic Grievance**

If you feel the actions of an academic staff member are affecting your academic standing, you are encouraged to seek advice and follow the procedures detailed in the Student Academic Grievance Policy. All discussions regarding your concerns are bound by a code of professional ethics that demands confidentiality unless you specifically give permission in writing for the information to be shared.

Normally, you will be encouraged to approach the instructor to share your concern. If satisfaction is not achieved as a result of the discussion with the instructor, you are encouraged to carry the concern to the Chair of the Department. The Chair will normally meet with you and the instructor to facilitate a timely resolution to the issue. You may request the presence of an advocate at this stage or at any other stage in the grievance process.

If your concerns are not resolved by these informal processes, the Chair of the Department will ask you to prepare a written statement of the grievance which clearly indicates the outcome you expect and the appropriate Academic Dean shall try to negotiate the resolution. This step normally moves your concern into the formal grievance processes. At this stage you will want to ensure that you have a complete copy of the Student Academic Grievance Policy.

Students have the right to fair and equitable procedures for resolving matters affecting academic standing. The Student Academic Grievance Policy is available on the College website at [www.gprc.ab.ca](http://www.gprc.ab.ca).

## **Copyright**

Students must obey the Canadian Copyright Act. If you require specific information about copyright, please consult the Library Digital Production Technician or the Library Reference person on duty. GPRC's policy and guidelines for academic use of copyright-protected works may be found on the Library website.

## **Academic Dishonesty**

The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor. Please also see the following page of the outline.

## **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.
- 

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.