



DEPARTMENT OF BUSINESS
COURSE OUTLINE – FALL 2014
BA2710 CUSTOMER SERVICE – 3(3-0-0) 45 HOURS

INSTRUCTOR: Carly McLeod **PHONE:** 780-539-2946
OFFICE: C307 **E-MAIL:** cmcleod@gprc.ab.ca
Tuesday & Thursday
OFFICE HOURS: 1pm – 2:20pm
Or by appointment

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS: Customer Service: Skills for Success; Fifth Edition.
Robert W. Lucas. McGraw-Hill Ryerson.

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:

BA 2710 is a 3 credit course consisting of 45 hours of instruction.

DELIVERY MODE(S):

The course work includes lectures, class discussions, group work, online practice exercises, in-class exercises, and student presentations, both written and oral.

OBJECTIVES:

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

- Identify and articulate the principles of customer service.
- Create strategies for positive customer service interactions.
- Communicate clearly and effectively, both orally and in writing.
- Recognize the relationship between customer service, personal relationships and selling.

TRANSFERABILITY:

** 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

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
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
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

Group Assignments: 30% - submitted throughout the semester.
 Customer Service Policy: 10% - submitted at the end of the semester
 Mid-Term: 25% - written approximately at the end of Week 7
 Final Exam: 35% - scheduled during the exam week by the registrar’s office.

STUDENT RESPONSIBILITIES:

- Mid-terms and finals will be written as scheduled.
- If there is an excusable absence to miss the Mid-Term exam weighting of the exam will be added onto the final exam.
- Projects/assignments are due on the date specified by the instructor. Late projects will have a 10%-per-day late penalty applied to the assigned grade.

STATEMENT ON PLAGIARISM AND CHEATING:

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.

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
September 4	• Welcome / Introductions	
September 8	• The Customer Service Profession	Chapter 1
September 15	• Contributing to the Service Culture	Chapter 2
September 22	• Verbal Communication Skills	Chapter 3
September 29	• Nonverbal Communication Skills	Chapter 4 Communication Activity
October 6	• Listening Skills	Chapter 5 Non-Verbal Activity
October 15	• <i>Thanksgiving</i>	Listening Activity
October 20	• Mid-Term Exam	Ch. 1 - 5
October 27	• Customer Service & Behavior	Chapter 6
November 3	• Customer Service & Behavior	Handouts
November 10 <i>(Fall Break)</i>	• Service Breakdown & Service Recovery	Chapter 7
November 17	• Customer Service in a Diverse World	Chapter 8 Service Breakdown Activity
November 24	• Customer Service via Technology • Encouraging Customer Loyalty	Policies Due Chapter 9 & 10
December 1	• Manuals	Manuals Due Loyalty Activity
December 8	• Review	All Chapters