



DEPARTMENT OF BUSINESS
COURSE OUTLINE – FALL 2012
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: 10am – 11:20am
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:

Assignments: 15% - submitted throughout the semester. (3% each)
 Mid-Term: 15% - written approximately at the end of Week 7
 Final Exam: 25% - scheduled during the exam week by the registrar's office.
 Secret Shopper project: 25% - Due the last week of classes
 Video Project 15% - Due March 19th.
 Professionalism: 5% - In order to get the most out of class regular attendance and active participation is encouraged. Repeated lateness will be viewed similar to an absence in class. More than 5 absences will be in jeopardy of receiving a zero for professionalism. Disruptive classroom behavior will also be viewed as "not professional"... i.e. excessive/disruptive talking, texting, taking phone calls, ect.

STUDENT RESPONSIBILITIES:

- **Mid-terms and finals** will be written as scheduled.
- **No rewrites** will be given on missed quizzes or midterms. If there is an excusable absence the weighting of the missed quiz/exam will be added onto the final exam weighting.
- **Assignments** are due at the beginning of class on the dates set by the instructor. Late assignment will not be accepted and will receive a grade of zero.
- **Final Project** is due the last week of class. 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:

Week	Topic	Required Reading / Assignments
Jan 8 th	<ul style="list-style-type: none"> • The Customer Service Profession 	Chapter 1
Jan 14 th	<ul style="list-style-type: none"> • Contributing to the Service Culture 	Chapter 2
Jan. 21 st	<ul style="list-style-type: none"> • Verbal Communication Skills 	Jan. 22 nd Assignment #1 Due Chapter 3
Jan 28 th	<ul style="list-style-type: none"> • Nonverbal Communication Skills 	Jan. 29 th Assignment #2 Due Chapter 4
Feb 4 th	<ul style="list-style-type: none"> • Listening Skills 	Chapter 5
Feb 11 th	<ul style="list-style-type: none"> • Customer Service & Behavior 	Feb. 12th Mid-Term Ch. 1 - 5 Chapter 6 Feb. 14 th Assignment #3 Due
Feb 18 th	Reading Week	
Feb 25 th	<ul style="list-style-type: none"> • Customer Service & Behavior • Service Breakdown & Service Recovery 	Chapter 6 / 7
Mar. 4 th	<ul style="list-style-type: none"> • Service Breakdown & Service Recovery • <i>Work on Final Project</i> 	Chapter 7
Mar. 11 th	<ul style="list-style-type: none"> • Customer Service in a Diverse World 	Mar. 12 th Assignment #4 Due Chapter 8
March. 18 th	<ul style="list-style-type: none"> • Customer Service via Technology 	Video Projects Due March 19th Chapter 9
Mar. 25 th	<ul style="list-style-type: none"> • Encouraging Customer Loyalty 	Mar. 26 th Assignment #5 Due Chapter 10
Apr. 1 st	<ul style="list-style-type: none"> • Student Presentations 	Final Project Due April 2nd
Apr. 9 st	<ul style="list-style-type: none"> • Review 	All Chapters