



DEPARTMENT OF BUSINESS
COURSE OUTLINE – WINTER 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:

- Assignments: 15% - submitted throughout the semester. (3% each)
- Mid-Term: 20% - written approximately at the end of Week 7
- Final Exam: 30% - scheduled during the exam week by the registrar’s office.
- Secret Shopper project: 25% - Due the last week of classes
- Video Project 10% - Due date set by the instructor

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
Week 1	<ul style="list-style-type: none"> • The Customer Service Profession 	Chapter 1
Week 2	<ul style="list-style-type: none"> • Contributing to the Service Culture 	Chapter 2
Week 3	<ul style="list-style-type: none"> • Verbal Communication Skills 	Chapter 3
Week 4	<ul style="list-style-type: none"> • Nonverbal Communication Skills 	Chapter 4
Week 5	<ul style="list-style-type: none"> • Listening Skills 	Chapter 5
Week 6	<ul style="list-style-type: none"> • Mid-Term Exam 	Ch. 1 - 5
Reading Week		
Week 7	<ul style="list-style-type: none"> • Customer Service & Behavior 	Chapter 6
Week 8	<ul style="list-style-type: none"> • Customer Service & Behavior 	Handouts
Week 9	<ul style="list-style-type: none"> • Service Breakdown & Service Recovery • Customer Service in a Diverse World 	Chapter 7 Chapter 8
Week 10	<ul style="list-style-type: none"> • Customer Service via Technology 	Chapter 9
Week 11	<ul style="list-style-type: none"> • Customer Service via Technology 	Video Projects Due
Week 12	<ul style="list-style-type: none"> • Encouraging Customer Loyalty 	Chapter 10
Week 13	<ul style="list-style-type: none"> • Student Presentations • Review 	Final Project Due All Chapters