



**DEPARTMENT BUSINESS & OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2017**

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

**INSTRUCTOR:** Cibylla Rakestraw      **PHONE:** 780-539-2873  
**OFFICE:** C205      **E-MAIL:** [crakestraw@gprc.ab.ca](mailto:crakestraw@gprc.ab.ca)

**ONLINE OFFICE HOURS:** Wednesdays 2:30 – 4:00 and Fridays 1:30 – 3:00

**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:

- MacEwan University: BUSN 2xx (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% - Due date set by the instructor.
Secret Shopper project:	35% - Final project.

## 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:

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
<b>Weeks 1-2</b>	<ul style="list-style-type: none"><li>• Course Introduction – introduce yourself online; read through course information.</li><li>• The Customer Service Profession</li></ul>	Chapter 1
<b>Week 3</b>	<ul style="list-style-type: none"><li>• Contributing to the Service Culture</li></ul>	Chapter 2
<b>Week 4</b>	<ul style="list-style-type: none"><li>• Verbal Communication Skills</li></ul>	Chapter 3
<b>Week 5</b>	<ul style="list-style-type: none"><li>• Nonverbal Communication Skills</li></ul>	Chapter 4
<b>Week 6</b>	<ul style="list-style-type: none"><li>• Listening Skills</li></ul>	Chapter 5
<b>Week 7</b>	<ul style="list-style-type: none"><li>• Customer Service &amp; Behavior</li></ul>	Chapter 6
<b>Week 8</b>	<ul style="list-style-type: none"><li>• Service Breakdown &amp; Service Recovery</li></ul>	Chapter 7
<b>Week 9</b>	<ul style="list-style-type: none"><li>• Work on video project and Secret Shopper project</li></ul>	
<b>Week 10</b>	<ul style="list-style-type: none"><li>• Customer Service in a Diverse World</li></ul>	Chapter 8
<b>Week 11</b>	<ul style="list-style-type: none"><li>• Fall Break</li></ul>	<b>Submit your Video Projects Nov 15th</b>
<b>Week 12</b>	<ul style="list-style-type: none"><li>• Customer Service via Technology</li></ul>	Chapter 9
<b>Week 13</b>	<ul style="list-style-type: none"><li>• Encouraging Customer Loyalty</li></ul>	Chapter 10
<b>Weeks 14-15</b>	Final Project – Secret Shopper Project Due	<b>Final Project Due Dec 11<sup>th</sup></b>

**(Dates may vary at the discretion of the instructor.)**

## STUDENT RESPONSIBILITIES:

First off, it is very important that you read through all the online course material on Moodle to get a “feel” for the course. Due dates and deadlines are listed for each of the activities under each chapter. There is a window of opportunity to complete these and after that the online submission will close. The online activities include discussion forums and Moodle activities, as well as Learn Smart exercises and quizzes for each of the chapters. **No rewrites will be given on missed online material. You will have a time frame to complete the online exercises, quizzes, and discussion forums, and if you miss that time frame, you will receive a zero.**

Planning out your semester with a day timer or electronic calendar is very important with online courses. Plot out your semester and make note of all due dates.

## 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.