



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – WINTER 2016**

**BA 2710 (A3): CUSTOMER SERVICE – 3(3-0-0) 45 HOURS**

**INSTRUCTOR:** Carolyn Vasileiou      **PHONE:** 780-539-2221  
**OFFICE:** C201      **E-MAIL:** cvasileiou@gprc.ab.ca  
  
Wed – 9 – 10:30am  
**OFFICE HOURS:** Thurs – 1:00-2:30pm  
or by appointment

**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.

**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:**

This is a 3 credit course with 2 lectures per week.

**DELIVERY MODE(S):**

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

## **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.

## **TRANSFERABILITY:**

Please refer to <http://alis.alberta.ca/ps/tsp/ta/transferbetweeninstitutions.html> for further details on the transferability of this course.

**\*\* 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:**

Assignments:	15% - submitted throughout the semester.
Mid-Term:	20% - written approximately at 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
Learn Smart:	10% - submitted throughout the semester.

**GRADING CRITERIA:**

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A <sup>+</sup>	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A <sup>-</sup>	3.7	80 – 84	FIRST CLASS STANDING
B <sup>+</sup>	3.3	76 – 79	
B	3.0	73 – 75	GOOD
B <sup>-</sup>	2.7	70 – 72	
C <sup>+</sup>	2.3	67 – 69	SATISFACTORY
C	2.0	64 – 66	
C <sup>-</sup>	1.7	60 – 63	
D <sup>+</sup>	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

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
Week 1-2	<ul style="list-style-type: none"> <li>Course Introduction</li> <li>The Customer Service Profession</li> </ul>	Chapter 1
Week 3	<ul style="list-style-type: none"> <li>Contributing to the Service Culture</li> </ul>	Chapter 2
Week 4	<ul style="list-style-type: none"> <li>Verbal Communication Skills</li> </ul>	Chapter 3
Week 5	<ul style="list-style-type: none"> <li>Nonverbal Communication Skills</li> </ul>	Chapter 4
Week 6	<ul style="list-style-type: none"> <li>Listening Skills</li> </ul>	Chapter 5
Week 7	<ul style="list-style-type: none"> <li>Spring Break – No classes</li> </ul>	

<b>Week 8</b>	<ul style="list-style-type: none"> <li>• Customer Service &amp; Behavior</li> </ul>	Chapter 6
<b>Week 9</b>	<ul style="list-style-type: none"> <li>• Service Breakdown &amp; Service Recovery</li> </ul>	Chapter 7
<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>• Customer Service via Technology</li> </ul>	Chapter 9
<b>Week 12</b>	<ul style="list-style-type: none"> <li>• Encouraging Customer Loyalty</li> </ul>	Chapter 10
<b>Weeks 13-14</b>	<ul style="list-style-type: none"> <li>• Final Projects</li> </ul>	
<b>Week 15</b>	Final Exam Preparation	

## STUDENT RESPONSIBILITIES:

### Attendance:

Regular classroom attendance is expected. Please do not be late. You should study each assigned reading both before and after it is discussed in class; apply your understanding by working through the required homework problems; ask questions in class; request additional sessions with your instructor during posted office hours to clear up any misunderstandings or uncertainties about the material completed in class; and demonstrate your mastery of the subject matter on the exams.

### Assignments:

Assignments must be submitted by the due date. Late submissions will be assessed a penalty of 10% per day. Once assignments have been marked and grades are posted on Moodle, no late assignments will be accepted.

### Midterm and Final Exam:

The midterm is tentatively scheduled for February 12, 2016. Final exams will be scheduled by the Registrar during the exam period from April 15 – 26, 2016. **Do not plan activities or trips outside of your college studies during this time period.** Missed exams will result in a grade of zero.

## 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/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**) \*\*Note: all Academic and Administrative policies are available on the same page.