



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2017

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 – 2:30 – 4:00pm
OFFICE HOURS: Fri – 10:00-11:30am
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. You will need to have a text with an access code or order the code separately.

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 class work will include lectures, class discussions, group work, volunteer work, and student presentations, both written and oral. Plan to participate wholeheartedly in the various activities.

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:

In addition to institutions with a block transfer agreement with GPRC's Business Administration Certificate and Diploma, there is a transfer agreement with the following institution and course:

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:

Online Quizzes:	15% - Best 4 out of 5
Practical experience and written follow up:	10% - Volunteer activity
Mid-Term:	20% - Written approximately at Week 7
Secret Shopper project:	25% - Due near the end of classes
Final Exam:	30% - Scheduled during the Final exam period

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	77 – 79	
B	3.0	73 – 76	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C ⁻	1.7	60 – 62	
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

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week</u>	<u>Topic</u>	<u>Required Reading / Assignments</u>
Week 1-2	<ul style="list-style-type: none"> • Course Introduction • The Customer Service Profession 	Chapter 1
Week 3	<ul style="list-style-type: none"> • Contributing to the Service Culture 	Chapter 2
Week 4	<ul style="list-style-type: none"> • Verbal Communication Skills 	Chapter 3
Week 5	<ul style="list-style-type: none"> • Nonverbal Communication Skills 	Chapter 4
Week 6	<ul style="list-style-type: none"> • Listening Skills 	Chapter 5

Week 7	<ul style="list-style-type: none"> • Customer Service & Behavior 	Chapter 6
Week 8	<ul style="list-style-type: none"> • Spring Break – No classes 	
Week 9	<ul style="list-style-type: none"> • Service Breakdown & Service Recovery 	Chapter 7
Week 10	<ul style="list-style-type: none"> • Customer Service in a Diverse World 	Chapter 8
Week 11	<ul style="list-style-type: none"> • Customer Service via Technology 	Chapter 9
Week 12	<ul style="list-style-type: none"> • Encouraging Customer Loyalty 	Chapter 10
Weeks 13, 14, 15	<ul style="list-style-type: none"> • Final Projects 	

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 17 – 27, 2017. **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/** ****Note: all Academic and Administrative policies are available on the same page.**