



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2015

BA2710 CUSTOMER SERVICE – 3(3-0-0) UT 45 HOURS

INSTRUCTOR: Doris Hoveland **PHONE:** 780-539-2205
OFFICE: C408 **E-MAIL:** dhoveland@gprc.ab.ca

OFFICE HOURS: Monday & Friday 8:30 – 10:00 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, in-class exercises, and student presentations.

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	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

EVALUATIONS:

In Class	10%
Projects	30%
Midterm	30%
Final Exam	<u>30%</u>
	<u>100%</u>

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 10, 2015. Final exams will be scheduled by the Registrar during the exam period from April 16 – 27, 2015. **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.

TENTATIVE TIMELINE:

	Topic	Required Reading
Week 1	The Customer Service Profession	Chapter 1
Week 2	Contributing to the Service Culture	Chapter 2
Week 3	Verbal Communication Skills	Chapter 3
Week 4	Nonverbal Communication Skills	Chapter 4
Week 5	Listening to the Customer	Chapter 5
Week 6	Midterm (Feb 10)	
Week 7	READING WEEK	
Week 8	Customer Service and Behavior	Chapter 6
Week 9	Service Breakdowns and Service Recovery	Chapter 7
Week 10	Customer Service in a Diverse World	Chapter 8
Week 11	Customer Service via Technology	Chapter 9
Week 12	Encouraging Customer Loyalty	Chapter 10
Week 13	Student Presentations	
Week 14	Review	
Week 15	Final Exam (TBA)	