

Pellissippi State Community College
Master Syllabus

CUSTOMER SERVICE
BUSN 2420

Class Hours: 3

Credit Hours: 3

Laboratory Hours: 0

Revised: Spring 2017

Catalog Course Description

A practical course designed to prepare students to meet and exceed customers' expectations. The course focuses on communication, including listening, electronic, verbal, nonverbal, and telephone communication skills and communicating in difficult and diverse customer situations. Techniques for learning involve simulations, observation research and an individual skill-building project.

Prerequisites

None

Corequisites

None

Textbook

Harris, Elaine. *Customer Service: A Practical Approach*. 6th ed. (Boston: Pearson, 2013).
ISBN-13: 978-0-13-274239-9; ISBN-10: 0-13-274239-X

Week/Unit/Topic Basis

| Week | Chapter | Topic |
|-------------|----------------|------------------------------------|
| 1 | 1 | What is Customer Service? |
| 2 | 2 | Challenges of Customer Service |
| 3 | 3 | Problem Solving |
| 4 | 4 | Strategy/Planning |
| 5 | 5 | Empowerment |
| 6 | 6 | Communications in Customer Service |
| 7 | | Mystery Shopping Project |
| 8 | 7 | Challenging Customers |
| 9 | 8 | Motivation |
| 10 | | Personality Profiles |
| 11 | 9 | Leadership in Customer Service |
| 12 | 10 | Customer Retention |
| 13 | 11 | Technology and Customer Service |
| 14 | 12 | Excellence in Customer Service |
| 15 | | Final Exam |

Course Goals

NOTE: Roman numerals after course objectives reference goals of the A.A.S. Business program.

The course will

- A. Provide information on customer service concepts and the relationship between customer service and business/organization processes. (I, II)
- B. Enhance students' knowledge of customer service best practices. (I, II, III, VI)
- C. Improve students' customer service communication and problem solving skills. (I, III, V, VI)
- D. Describe customer service concerns and problems and enhance students' ability to find solutions. (I, III, IV, VI)
- E. Expand students' recognition and understanding of diversity and multicultural/global issues in customer service. (VII)
- F. Use teamwork to evaluate customer service and resolve problems. (IV)

Expected Student Learning Outcomes*

NOTE: Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

The student will

- 1. Explain customer service concepts and the relationship between customer service and current management and marketing theory and practice. (A)
- 2. Explain the reasons that customer service is a critical element in contemporary business environments. (A, E)
- 3. Discuss the impact of customer service in contemporary marketing environments. (A, E)
- 4. Analyze how marketing and customer service strategies, organizational systems, and the personnel of an organization affect customer service. (A, C)
- 5. Identify and describe an organization's internal and external customers. (A)
- 6. Explain customer needs and expectations. (A)
- 7. Discuss the costs and benefits of exceptional customer service. (A, B)
- 8. Describe and use best practices in customer service situations. (B, C)
- 9. Evaluate an organization's effectiveness in meeting customer service standards. (A, B, C, D, F)
- 10. Listen more effectively. (B, C)
- 11. Communicate effectively with customers—nonverbally and verbally. (B, C)
- 12. Communicate effectively with customers by telephone and by email. (B, C)
- 13. Communicate effectively with multicultural and other diverse customers. (B, C, E)
- 14. Apply appropriate techniques for handling customer interaction, requests, problems, and complaints. (B, C, D)
- 15. Investigate customer service issues and problems and develop solutions. (D, F)
- 16. Use customer service problem solving and conflict resolution strategies. (B, C, D, F)

Evaluation

Testing Procedures: 36% of grade

A minimum of two exams is recommended. These should include situational questions and/or case studies.

Laboratory Expectations: NA

Field Work: NA

Other Evaluation Methods: Team and individual projects – 64% of grade

Evaluation of customer service personnel's verbal and nonverbal communication and an individual communication skills practice project

Grading Scale:

| | |
|----------|----|
| 92-100 | A |
| 89-91 | B+ |
| 82-88 | B |
| 79-81 | C+ |
| 72-78 | C |
| 65-71 | D |
| Below 65 | F |

Policies

Attendance Policy

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

Academic Dishonesty

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or **computerized services, without proper documentation of the original source.**
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Disabilities

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. [Disability Services](#) (<http://www.pstcc.edu/sswd/>) may be contacted via [Disability Services email](#) or by visiting Alexander 130.