

# BUSI 2005: CUSTOMER SERVICE

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Course outlines are reviewed annually as part of continual quality improvement. This course was last updated for the effective term below.

**Effective Term**

Fall 2018

**Full Course Title**

Customer Service

**Subject Code**

BUSI - PS Business

**Course Number**

2005

**Academic Level**

Post Secondary

**Grade Mode**

Numeric

**PLAR Applicable**

Yes

**Total Hours**

42

**Course Description**

Building an awareness of the critical need for a high level of customer service in any organization is necessary for success. Differentiated customer service can be the basis for building a sustainable competitive advantage. Topics will include giving and receiving effective feedback, the importance of service quality standards and customer relationship management, and communication skills including listening.

**Equivalent(s) Courses (One-Way)**

BUS 2223 - Customer Service

**Equivalent(s) Courses (Two-Way)**

BUSI 1015 - Building and Maintaining Customer Relations (ODE)  
TOUR 1004 - Professional Customer Service

**Course Content**

- What is Customer Service and the Service Culture?
- Communication: verbal, nonverbal, listening
- Customer service and behaviour, handling difficult customers
- Managing time and stress in the service environment
- Encouraging customer loyalty and providing service recovery
- Future trends in customer service

**Course Evaluation**

The passing grade for this course is 50% unless otherwise noted below. The evaluation is comprised of:

- Tests 30%
- Assignments 30%
- Activities 40%

Tests/examinations/assignments must be written/submitted at the time specified. Requests for adjustments to that schedule must be made before the test/exam/assignment date to the faculty member. Failure to do so will result in a mark of "0", unless an illness/emergency can be proven with appropriate documentation at no cost to the College.

The passing grade for all courses is 50%, or letter grade of P (Pass) or S (Satisfactory) unless otherwise noted below. The passing weighted average for promotion through each semester of a program is 60% and is a requirement to graduate.

### Course Learning Outcomes

Upon successful completion of this course, the student has reliably demonstrated the ability to:

1. define customer service and explain elements of a service culture;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication  
EES2: Response to communication  
EES5: Critical thinking to solve problems  
EES6: Organization of information  
EES7: Application of research and information  
EES9: Interaction and collaboration  
EES10: Time and resource management  
EES11: Responsibility for actions

#### Evaluation

Introduced  
Assessed

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Upon successful completion of this course, the student has reliably demonstrated the ability to:

2. communicate effectively in a variety of service situations;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication  
EES2: Response to communication  
EES4: Approaches to problem solving  
EES5: Critical thinking to solve problems  
EES6: Organization of information  
EES7: Application of research and information  
EES8: Respect for others  
EES9: Interaction and collaboration  
EES10: Time and resource management  
EES11: Responsibility for actions

#### Evaluation

Introduced  
Assessed

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Upon successful completion of this course, the student has reliably demonstrated the ability to:

3. discuss different behavioural styles and the impact on the customer service process;

This learning outcome meets the following Essential Employability Skills(s):

EES1: Communication  
EES2: Response to communication  
EES4: Approaches to problem solving  
EES5: Critical thinking to solve problems  
EES6: Organization of information  
EES7: Application of research and information  
EES8: Respect for others  
EES9: Interaction and collaboration  
EES10: Time and resource management  
EES11: Responsibility for actions

#### Evaluation

Introduced  
Assessed

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Upon successful completion of this course, the student has reliably demonstrated the ability to:

4. explain customer diversity and discuss how to provide effective service;

**This learning outcome meets the following Essential Employability Skills(s):**

EES1: Communication  
EES2: Response to communication  
EES4: Approaches to problem solving  
EES5: Critical thinking to solve problems  
EES6: Organization of information  
EES7: Application of research and information  
EES8: Respect for others  
EES9: Interaction and collaboration  
EES10: Time and resource management  
EES11: Responsibility for actions

**Evaluation**

Introduced  
Assessed

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

5. describe the conditions that will enhance customer loyalty;

**This learning outcome meets the following Essential Employability Skills(s):**

EES1: Communication  
EES2: Response to communication  
EES4: Approaches to problem solving  
EES5: Critical thinking to solve problems  
EES6: Organization of information  
EES7: Application of research and information  
EES8: Respect for others  
EES9: Interaction and collaboration  
EES10: Time and resource management  
EES11: Responsibility for actions

**Evaluation**

Introduced  
Assessed

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

6. explain the importance of service recovery and the strategies involved;

**This learning outcome meets the following Essential Employability Skills(s):**

EES1: Communication  
EES2: Response to communication  
EES4: Approaches to problem solving  
EES5: Critical thinking to solve problems  
EES6: Organization of information  
EES7: Application of research and information  
EES8: Respect for others  
EES9: Interaction and collaboration  
EES10: Time and resource management  
EES11: Responsibility for actions

**Evaluation**

Introduced  
Assessed

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

7. identify and explain appropriate strategies for dealing with various types of difficult customers;

**This learning outcome meets the following Essential Employability Skills(s):**

EES1: Communication  
EES2: Response to communication

EES4: Approaches to problem solving  
EES5: Critical thinking to solve problems  
EES6: Organization of information  
EES7: Application of research and information  
EES8: Respect for others  
EES9: Interaction and collaboration  
EES10: Time and resource management  
EES11: Responsibility for actions

**Evaluation**

Introduced  
Assessed

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**Upon successful completion of this course, the student has reliably demonstrated the ability to:**

8. discuss the use of technology to enhance service delivery capabilities and explain service challenges of the future.

**This learning outcome meets the following Essential Employability Skills(s):**

EES1: Communication  
EES2: Response to communication  
EES4: Approaches to problem solving  
EES5: Critical thinking to solve problems  
EES6: Organization of information  
EES7: Application of research and information  
EES8: Respect for others  
EES9: Interaction and collaboration  
EES10: Time and resource management  
EES11: Responsibility for actions

**Evaluation**

Introduced  
Assessed

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Key: 2229