BUSI 2005: CUSTOMER SERVICE

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

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

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

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

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

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

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

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

Key: 2229