**Business and Management, Automotive Business and**

**Hospitality, Tourism and Recreation**

Semester: Winter 2020

Course Information

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| **Course:**Customer Service  | **Course Code:**2005 |

Instructor Information

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| **Professor’s Name:** | **Jennipher Stork Ryerse** | **Email:** | **Jennipher.stork-ryerse@georgiancollege.ca** |
| **Office Hours:** | **By Appointment**  | **Office:** | **South Georgian Bay**  |
| **Phone:** | **705-445-2961** | **Class Times:** | **Thursday 4:00-6:50 p.m.**  |

General Information

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| **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. |
| **Course Resources:** | Textbook (Supplied) Lucas, R.W. (2015) Customer Service: *Skills for Success* (7thed.) New York: The McGraw – Hill Companies  |
| **Learning Outcomes:** | 1. Upon successful completion of this course, the student has reliably demonstrated the ability to:
2. deﬁne customer service and explain elements of a service culture;
3. communicate effectively in a variety of service situations;
4. discuss different behavioral styles and the impact on the customer service process;
5. explain customer diversity and discuss how to provide effective service
6. describe the conditions that will enhance customer loyalty;
7. explain the importance of service recovery and the strategies involved;
8. identify and explain appropriate strategies for dealing with various types of difﬁcult customers;
9. discuss the use of technology to enhance service delivery capabilities and explain service challenges of the future.
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Evaluation

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| Type | Learning Outcome | Marks |
| 1 | Assignment In Class Weekly  | 1,2,3,4,5 | 14% |
| 2 | Project | 1,2,3,4,5 | 12% |
| 3 | Project | 1,2,3,4,5 | 14%**Total Activites 40 %**  |
| 4 | Assignment #1  | 1,2,3,4,5 | 10% |
| 5 | Assignment # 2  |  1,2,3,4,5 | 10% |
| 6 | Assignment #3  | 1,2,3,4,5 | 10%**Total Assignment 30%** |
| 7 | Test #1  | 1,2,3,4,5 | 5% |
| 8 | Test #2  | 1,2,3,4,5 | 10% |
| 9 | Test | 1,2,3,4,5, |  15% |
| Total | 100% |

Schedule of Activities

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| Week | Content/Topic | Assessment/Activities |
| 1February 13,2020 | Welcome & Introductions Review: Orientation Computer Lab – Blackboard Review Syllabus and Course Outline Tour of Campus Health and SafetyWeekly In Class Exercise  | 3% |
| 2February 20,2020 | Review Syllabus Weekly In Class Exercise Chapter 1 Chapter 2 Review test format /sample questions  | Practicum  |
| 3February 27, 2020 | Review Syllabus Weekly In Class ExerciseTest #1 Chapter 3  | Practicum |
| 4March 5,2020 | Review Syllabus Weekly In Class ExerciseChapter 4 In Class Assignment #1  | Practicum |
| March 12, 2020  | Review Syllabus Weekly In Class ExerciseChapter 5 Review test format/ sample questions | **Practicum** |
| 5March 19,2020 | March Break No Classes  |  |
| 6March 26, 2020  | Review Syllabus Weekly In Class ExerciseTest #2Chapter 6  | Practicum |
| 7April 2, 2020  | Review Syllabus Weekly In Class ExerciseChapter 7 **Case Study #1**  | Practicum |
| 8April 9, 2020  | Review Syllabus Weekly In Class ExerciseChapter 9  | Practicum |
| 9April 16, 2020  | Review Syllabus Weekly In Class ExerciseChapter 10 Case Study #2Review test format / sample questions  | Practicum |
| 10April23,2020  | Review Syllabus Weekly In Class ExerciseTest #3 Assignment #2 Introduced  | Practicum |
| 11April 30, 2020 | Review Syllabus Weekly In Class ExerciseIn class time to research and complete Assignment #2  | Practicum |
| 12May 7, 2020  |  Review Syllabus Weekly In Class Exercise Field Trip – TBA  | Practicum |
| 13May 14, 2020  | Review Syllabus Weekly In Class ExerciseAssignment #3 Related to Field trip  | Practicum |
| 14May 21,2020 | Review Syllabus Weekly In Class ExerciseSummary and Wrap Up |  Practicum  |

This outline is subject to change.

Late Work

Business and Management, Automotive Business, and Hospitality, Tourism and Recreation have a zero tolerance policy for late assignments. Please ensure you complete and submit your work on time as failure to do so will result in a zero.

Missed Tests

Tests and exams must be written at the time scheduled. Only documented medical/family emergencies or conflicting religious observance schedules are grounds for special consideration.  Requests for an adjustment to a prescribed exam or test date must be made before the exam or test date.  For further details go to <http://www.georgiancollege.ca/admissions/academic>-regulations