**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. |

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