

COURSE OUTLINE

Revision: Marla Lockhart Date: April, 2009

DEPARTMENT: Business (BUS)  
CURRICULUM: Business Information Technology  
COURSE TITLE: Customer Relations  
COURSE NUMBER: BUS 140  
TYPE OF COURSE: Vocational Preparatory  
COURSE LENGTH: 1 quarter  
CREDIT HOURS: 5  
LECTURE HOURS: 55  
LAB HOURS: 0  
CLASS SIZE: 30  
PREREQUISITES: None

COURSE DESCRIPTION:

In today business world, outstanding customer relations will increase the success of an organization. In this class, you will develop the skills to identify and resolve customer complaints, handle difficult customers, utilize effective verbal and nonverbal communication methods, learn appropriate professional use of various electronic media, and learn to contribute to the service culture of an organization. Future trends and changes in work environments will be examined. Students develop leadership skills and personal initiative.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Critical Thinking and Problem Solving – Use critical thinking in reading and writing.
2. Communication – Discover, develop, and communicate one's own creative and critical ideas in writing and to respond in effective writing to the spoken, written, and visual ideas of others.

STUDENT LEARNING OUTCOMES ADDRESSED (Cont.):

3. Information Literacy – Access, evaluate, and apply information from a variety of sources and a variety of contexts.
4. Human Relations – Work and communicate effectively in groups. Deal constructively with information, ideas, and emotions associated with such issues as diversity and conflict as culture, ethnicity, race, gender, religion, age, sexual orientation, and abilities.

PROGRAM OUTCOMES ADDRESSED:

1. Apply standard business rules in clear, concise, and effective business communications.
4. Use office technology for inter- and intra-office communication.
6. Demonstrate accuracy and skill in handling the telephone.
7. Demonstrate time management and organization skills.
8. Identify and use appropriate resources for problem solving.
9. Receive, interpret, and follow both written and verbal instructions.
12. Demonstrate flexibility, motivation when faced with change.
13. Use the Internet for information searches.
15. Adapt to workplace practices and practice appropriate professional conduct.
16. Interact effectively with individuals and groups.
20. Understand career paths and advancement criteria typical of office occupations.
22. Work with others on larger scale projects.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

1. Identify internal and external customers and their role business economics.
2. Communicate effectively, verbally and non-verbally with customers in person and with various electronic media.
3. Develop time organization and goal setting skills.
4. Negotiate for customer satisfaction and resolution of customer complaints.
5. Recognize productive business ethics and good business practices.
6. Demonstrate knowledge of diverse customer service cultures and future trends and environments.
7. Practice leadership skills and styles according to the needs of diverse situations.
8. Promote personal initiative and self-motivation.
9. Implement problem-solving strategies for positive customer relations.
10. Identify and use appropriate resources for problem-solving.
11. Develop effective questions and appropriate responses.

TOPICAL OUTLINE:	APPROX. HOURS
I. An introduction to customer service	1
II. Contributing to the service culture	3
III. Customer service and behavior	5
IV. Listening to the customer	2
V. Verbal communication and customer service	5
VI. Nonverbal communication and customer service	5
VII. Customer service and electronic media	4
VIII. Handling difficult customer encounters	10
IX. Leadership in customer service	2
X. Service recovery	2
XI. Focusing on the future	1
Total	<u>55</u>

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