COLLEGEWIDE COURSE OUTLINE OF RECORD

BUSN 106, CUSTOMER SERVICE

COURSE TITLE: Customer Service
COURSE NUMBER: BUSN 106
PREREQUISITES: Demonstrated competency through appropriate assessment or earning a grade of “C” or better in ENGL 083 Reading Strategies for College and ENGL 093 Introduction to College Writing, or ENGL 095 Integrated Reading and Writing or ENGL 075 Co-Requisite Integrated Reading and Writing.
SCHOOL: Business, Logistics, and Supply Chain
PROGRAM: Business Administration
CREDIT HOURS: 3
CONTACT HOURS: Lecture: 3
DATE OF REVISION: Summer, 2019
EFFECTIVE DATE OF REVISION: Fall, 2019

CATALOG DESCRIPTION: Course focuses on the importance of providing superior customer service to the organization as well as the customer service representative. Fundamental customer service techniques applicable to a variety of situations are presented.

MAJOR COURSE LEARNING OBJECTIVES: Upon successful completion of this course the student will be expected to:

1. Recognize the importance of a positive service culture in retaining customers (customer loyalty).
2. Identify techniques for treating internal and external customers in ways that meet or exceed those customers' expectations.
3. Recognize how diverse cultures and global business affect customer service practices.
4. Explain the role of privacy in building and maintaining customer relationships.
5. Discuss the importance of cooperating with members of the organizational team in order to be a good customer.
6. Demonstrate proper verbal and nonverbal communication skills for varying customer interactions when communicating face-to-face, via telephone calls, email, social media, and other web-based communication.
7. Identify the proper communication channel for varying customer interactions and the role of technology in customer service.
8. Practice ways to deal with upset customers using a positive attitude to contribute to successful resolution.
9. Interpret service breakdown situations and discuss possible ways to prevent them.

COURSE CONTENT: Topical areas of study include -
The role of customer service
Growth of the service culture
Listening skills
Fostering positive attitudes
Service breakdowns and recovery
Customer service in a diverse world
Interpersonal communication skills  Retaining customers
Customer expectations  Verbal and non-verbal communication skills
Customer behavior and loyalty  Customer satisfaction strategies
Organizational culture  Customer service via technology

HOW TO ACCESS THE IVY TECH COMMUNITY COLLEGE LIBRARY:

The Ivy Tech Library is available to students on- and off-campus, offering full text journals and books and other resources essential for course assignments. Go to http://www.ivytech.edu/library/ and choose the link for your campus.

ATTENDANCE STATEMENT:

Students are expected to attend and participate regularly in class meetings, online learning activities and other activities assigned as a part of a course of instruction. Faculty are required to report student participation in compliance with institutional policies and federal financial aid guidelines. Faculty and staff shall be sensitive to students’ religious beliefs and observances, including an expectation that instructors make reasonable arrangements when a student must miss an exam or other academic exercise due to their religious observance. When notified in advance, and when possible, faculty will make allowances for students to make up missed work.

INSTRUCTIONAL METHOD: This is a live, face-to-face or synchronous-video course.

The synchronous-video course uses live webcast technology. The course lectures can be accessed by the student via any broadband connection so they may be able to participate from an off-campus location that has these capabilities. Students and instructors can communicate synchronously with each other throughout the scheduled time of the course.

These video courses can be accessed by the student via any broadband connection so they may be able to participate from an off-campus location that has these capabilities.

Each week’s assignments are summarized on the calendar, accessed from the Calendar button in IvyLearn. Learning activities can be found within the Modules area of the course. It takes a great deal of discipline, self-motivation, and effective time management skills to successfully complete an online course. Many students find it helpful to set aside specific times each week to work on course assignments.

Students with dial-up access will not be able to participate in these classes from home and will need to arrange for viewing site on campus or at a learning center.

ACADEMIC HONESTY STATEMENT:

The College is committed to academic integrity in all its practices. The faculty value intellectual integrity and a high standard of academic conduct. Activities that violate
academic integrity undermine the quality and diminish the value of educational achievement.

Cheating on papers, tests or other academic works is a violation of College rules. No student shall engage in behavior that, in the judgment of the instructor of the class, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials and other academic work. This includes students who aid and abet as well as those who attempt such behavior.

COPYRIGHT STATEMENT:

Students shall adhere to the laws governing the use of copyrighted materials. They must insure that their activities comply with fair use and in no way infringe on the copyright or other proprietary rights of others and that the materials used and developed at Ivy Tech Community College contain nothing unlawful, unethical, or libelous and do not constitute any violation of any right of privacy.

ADA STATEMENT:

Ivy Tech Community College seeks to provide reasonable accommodations for qualified individuals with documented disabilities. If you need an accommodation because of a documented disability, please contact the Office of Disability Support Services.

If you will require assistance during an emergency evacuation, notify your instructor immediately. Look for evacuation procedures posted in your classroom.

Title IX STATEMENT:

Ivy Tech Community College is committed to providing all members of the College community with a learning and work environment free from sexual harassment and assault. Ivy Tech students have options for getting help if they have experienced sexual assault, relationship violence, sexual harassment or stalking. This information can be found at https://www.ivytech.edu/prevent-sexual-violence/index.html.

If students write or speak about having survived sexual violence, including rape, sexual assault, dating violence, domestic violence, or stalking, federal law and Ivy Tech policies require that instructors share this information with the Campus Title IX Coordinator. The Campus Title IX Coordinator will contact students to let them know about accommodations and support services at the College and in the community as well as options for holding accountable the person who harmed them. When contacted, students are not required to speak with the Campus Title IX Coordinator.

If students do not want the Title IX Coordinator notified, instead of disclosing this information to their instructor, students can speak confidentially with certain individuals at the College or in the community. A list of these individuals can be found at
https://www.ivytech.edu/prevent-sexual-violence/index.html under Confidential Employees and/or Community Resources.