



CUSTOMER SERVICE

Course Syllabus

Date 1/5/12

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COURSE NUMBER: AOT 180

PREREQUISITE(S): RDG 100 and ENG 100

CO-REQUISITE(S): None

COURSE DESCRIPTIONS This course is a study of issues in the workplace relating to effective customer service. The course includes topics such as oral, written, verbal and nonverbal communication skills, effective telephone techniques and cultural diversity in the workplace.

TEXTBOOK(S): Gibson, Pattie. The World of Customer Service. 3rd Edition. South-Western Cengage Learning, 2012. (ISBN: 978-0-8400-6424-0)

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: 1 USB flash drive

METHOD OF INSTRUCTION: This course will be taught by lecture, demonstration and role play and numerous class exercises.

GRADING SYSTEM:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

GRADE CALCULATION METHOD:

Tests	=	40%
Assignments	=	30%
Class Participation	=	10%
Final Project	=	20%
	=	<u>100%</u>

Everyone is expected to be present when tests are scheduled.

No make-up tests will be given. If you have an excused absence (this means you see the instructor PRIOR to the absence) and miss a test, this test grade will be replaced with the grade you receive on your final project. If you do not see the instructor PRIOR to the test date, the instructor reserves the right to record a grade of zero for the test missed. This is a one-time occurrence.

In order to successfully complete the class, each student must complete the final project.

Assignments will not be accepted late. Tardiness of assignments, projects, and tests will result in a grade of zero (0).

Employers set certain professional expectations for their employees with regard to participation, attitude, absenteeism, and tardiness. For this reason, you are expected to attend class regularly, to arrive to class on time, and to be prepared for class. This portion of your course average begins at 100. The following deductions will be made from this participation grade:

Absent per 1 hr. 20 min. class period (without approved written documentation) → 2 points

Tardy more than 10 minutes → 2 points

Tardy 10 minutes or less → 1 point

Unprepared for class discussion → 1 point each occurrence

Unprofessional behavior → 1 point each occurrence

**ATTENDANCE
POLICY:**

The student is responsible for punctual and regular attendance in all classes, laboratories, clinical, practica, internships, field trips, and other required class activities. The College does not grant excused absences; therefore, students are urged to reserve their absences for emergencies. When illness or other emergencies occur, the student is responsible for notifying instructors and completing missed work if approved for late submission by instructors.

The student is tardy if not in class at the time the class is scheduled to begin and is admitted to class at the discretion of the instructor.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student enrolling in and attending at least one course session remains enrolled until the student initiates a withdrawal.

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

Absences for Religious Holidays: Students who are absent from class in order to observe religious holidays are responsible for the content of any activities missed and for the completion of assignments occurring during the period of absence. Students who anticipate their observance of religious holidays will cause them to be absent from class and do not wish such absences to penalize their status in class should adhere to the following guidelines:

1. Observance of religious holidays resulting in three or fewer consecutive absences: Discuss the situation with the instructor and provide written notice at least one week prior to the absence(s). Develop (in writing) and instructor-approved plan which outlines the make up of activities and assignments.
2. Observances of religious holidays resulting in four or more consecutive absences: Discuss the situation with the instructor and provide the instructor with written notice within the first 10 days of the academic term. Develop an instructor-approved plan with outlines the make up of activities and assignments.

**CLASSROOM
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct

codes, please refer to the Student Handbook.

CELLULAR PHONES AND PAGERS/BEEPERS: Cellular phones, pagers and beepers are not permitted to be turned on or used within the classroom. Use of these devices during classroom time will be considered a violation of the student code as it relates to “disruptive behavior.”

CLASS/LAB PROCEDURES:

The Learning Center, located in the rooms E-2 & E-5 of the East Building, provides computers for your use. Check the website <http://www.sccsc.edu/resources/tutoring/tlc> or call 592-4968 for current semester operating hours.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services by calling (864) 592-4818, toll-free 1-800-922-3679; via email through the SCC web site at www.sccsc.edu/resources/disabilities; or by visiting the office located in the East Building Room 30-B on the SCC Central campus. Contacting Student Disability Services early in the semester gives the College an opportunity to provide necessary support services and appropriate accommodations.

Inclement Weather Schedule:

- Check SCC Web Site: www.sccsc.edu
- Tune to **Channel-7** Local T.V. Station (CBS)
- Tune to an FM/AM Local radio station

Program Director

Mrs. Kathy Locke
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Program Chair

Mrs. Karen Ravan
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**COURSE OUTCOMES
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Explain the concept of customer service
 1. Define customer service
 2. Describe the key difference between external and internal customer needs
 3. Summarize the customer service environment

- II. Describe the delivery process of customer service
 1. Identify the critical workplace skills
 2. Summarize problem solving techniques
 3. Describe customer service retention tools

- III. Describe essential communication skills
 1. Define customer-focused listening
 2. Distinguish between nonverbal communication, dress, and manners
 3. Demonstrate telephone and digital communication techniques

- IV. Analyze a firm's customer service delivery
 1. Analyze a customer service experience and recommend areas of improvement