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Course Outcomes Guide
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Directions: Please complete this form to document your progress toward improving student learning. For each item, indicate your progress and your anticipated next steps. Thank you!

Course/Program Title: BUS 145 Customer Service   **Date: Spring, 2018**

Course/Program Team: James Pierne

Expected Learning Outcomes:
1. Understand and define the key concepts that are vital to the understanding of the field of customer service.
2. Understand the different needs of customers in a customer-oriented service environment.
3. Identify the skills required for delivering a quality service
4. Use effective communication skills
5. Handle customer dissatisfaction and refocus efforts on ways to meet customer expectations

Assessment (How do or will students demonstrate achievement of each outcome?)
        Students demonstrate achievement of the outcomes through exams, discussion boards, an interview project, and a challenge activity to assess their performance.

Validation (What methods have you used or will you use to validate your assessment?)
        Validation will occur through tracking the results to specific questions that are tied to the expected learning outcomes from tests given in class. The selected questions will be incorporated into all tests administered for this course so that the results can be appropriately gathered to measure student performance. In addition, it is assumed that the publisher validates these questions and tests them for reliability.

Results (What do your assessment data show? If you have not yet assessed student achievement of your learning outcomes, when is assessment planned?)
        This data can be used to determine whether the students are achieving the expected levels of understanding relative to the learning outcomes established for the course. The collection of the data is expected to begin in the Fall Semester 2018.

Follow-up (How have you used or how will you use the data to improve student learning?)
        Based upon the data, we will make the appropriate adjustments to the materials presented in the class to ensure student understanding. We will also utilize more web-based demonstrations of text content to help the student learning process.

Budget Justification (What resources are necessary to improve student learning?)
        None at this time