COURSE: BUS 145 Customer Service (Web based, Moodle delivery)  DATE: Summer 2018

INSTRUCTOR: Brandon Brereton, MBA  
Email: bcbrereton@hagerstowncc.edu (will respond within 24 hours)

COURSE DESCRIPTION: This course gives an overview of customer loyalty and exceptional service; attitude and personal approach with customers; resolution of customer conflicts and complaints; skills to better manage a customer service role; importance of nonverbal communication, dress, and listening skills; and appropriate telephone, online, and written communication. Customer service profiles, tips, and case studies supplement instruction.


STUDENT LEARNING OUTCOMES:
- Define customer service.
- Actively express an understanding of the customer service industry.
- Express techniques for exceeding customers’ expectations.
- Actively illustrate steps toward problem solving.
- Discuss the relationship between strategy and empowerment in creating a culture that encourages the provision of excellent customer service.
- Design a new or improved customer service system.
- Demonstrate improved listening skills.
- Express an understanding of how to cope with those individuals whom they find to be challenging.
- Discuss the relationship between leadership and motivation in customer service.
- Demonstrate methods of showing leadership without position.
- Define customer retention and various methods of measuring customer satisfaction.
- Express in written and oral form their individual philosophies of customer service.

TOTAL HOURS OF COURSEWORK:
For most classes, students should expect to do at least 2 hours of coursework outside of class for each hour of in-class coursework. **Total Hours of Coursework for BUS 145 is 41 hours for 1 credit.**

<table>
<thead>
<tr>
<th>Assignment/Assessment</th>
<th>Clock Hours</th>
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<tbody>
<tr>
<td>3 Evaluation Exams</td>
<td>6 hours</td>
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<tr>
<td>Research Project Assignment</td>
<td>15 hours</td>
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<tr>
<td>Assigned Readings</td>
<td>12 hours</td>
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<tr>
<td>3 Forums of Discussion Board Participation</td>
<td>6 hours</td>
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<tr>
<td>5 Quizzes</td>
<td>2 hours</td>
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<tr>
<td><strong>Total hours = 41 hours</strong></td>
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Services for Students with Disabilities: Students may receive reasonable accommodations if they have a diagnosed disability and present appropriate documentation. Students seeking accommodations are required to contact the Disability Support Services (DSS) office as early as possible. Students may contact a DSS staff member for an appointment at dss@hagerstowncc.edu or at 240-500-2530.