

Hagerstown Community College
MASTER SYLLABUS

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.

TEXTBOOK: *Customer Service, A Practical Approach*, Sixth Edition (2013), Elaine K. Harris, Pearson Prentice Hall, ISBN-13: 978-0-13-274239-9.

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.**

Assignment/Assessment	Clock Hours
3 Evaluation Exams	6 hours
Research Project Assignment	15 hours
Assigned Readings	12 hours
3 Forums of Discussion Board Participation	6 hours
5 Quizzes	2 hours
	Total hours = 41 hours

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.