

BUSINESS 1111
Customer Service

This is an information sheet only, not the course syllabus

COURSE DESCRIPTION

Interacting with customers and responding to customer concerns in-person, on the telephone, and electronically. Customer service throughout the organization and as a system for meeting customer expectations. Verbal and nonverbal communications as they relate to customer service. Methods for responding to different types of customers. (3 credit hours)

COURSE MATERIALS

Customer Service: Building Successful Skills for the Twenty First Century, 4th Edition, Robert W. Lucas, McGraw-Hill Irwin, N.Y.C., N.Y., 2009. **ISBN: 978-0-07-354544-8.**

COURSE OUTLINE

Unit 1	Chapter 1 – The Customer Service Profession Chapter 3 – Verbal Communication Skills Chapter 4 – Nonverbal Communication Skills Chapter 5 – Listening to the Customer
Unit 2	Chapter 6 – Customer Service and Behavior Midterm Exam – Chapters 1, 3, 4, 5, and 6 Chapter 8 – Customer Service in a Diverse World Chapter 9 – Customer Service Via Technology
Unit 3	Chapter 2 – Contributing to the Service Culture Chapter 7 – Service Breakdowns and Service Recovery Chapter 10 – Encouraging Customer Loyalty Final Exam – Chapters 8, 9, 2, 7, and 10

EVALUATION/GRADING

The following grading scale is used for this course.

Grade	Percent
A	100% - 90%
B	89% - 80%
C	79% - 70%
D	69% - 60%
F	59% - 0%

SATISFACTORY/FAIL OPTION

The S/F grade option is available to student in this course. Contact the instructor or refer to the syllabus for details and conditions, including timeframe for applying for this option.

INCOMPLETE GRADE POLICY

Contact your instructor and refer to the course syllabus for details, including timeframe for requesting an Incomplete and the requirement for work completed.