# 8/11/2020

# brcc keystone logo

Baton Rouge Community College

*Academic Affairs Master Syllabus*

Date Approved: 1 September 2020

Term and Year of Implementation: Fall 2020

**Course Title:** Customer Service for Business Professionals

**BRCC Course Rubric:** BUSN 1303

**Previous Course Rubric**: BUSN 130

**Lecture Hours per week-Lab Hours per week-Credit Hours**: 3-0-3

**Per semester: Lecture Hours-Lab Hours-Instructional Contact Hours**: 45-0-45

**Louisiana Common Course Number:**

**CIP Code:** 52.0411

**Course Description:** Provides students with training and practice in providing the highest level of customer service for both external and internal customers. This course will provide students with a foundation of knowledge regarding customer service that will prepare them to sit for the National Retail Federation Customer Service Exam.

**Prerequisites:**  None

**Co-requisites:** None

**Suggested Enrollment Cap:** 25

**Learning Outcomes.** *Upon successful completion of this course, the students will be able to:*

1. Relate the importance of Customer Service inside and outside retail industries.

2. Demonstrate the ability to analyze customers’ spoken and unspoken needs through the use of effective communication strategies for listening, speaking, and observing customers.

3. Utilize interpersonal skills to assist customers and work cooperatively with others.

4. Develop customer relationships to strengthen customer loyalty.

5. Solve difficult situations involving customers and coworkers.

6. Model appropriate customer service skills in the community and workplace.

**Assessment Measures.** Assessment of all learning outcomes will be measured using the following methods:

1. Homework, projects, presentations, and/or class work

2. Exams and/or quizzes

3. Common questions will be administered by all sections of the course at the end of the semester assessing the student's knowledge of the learning outcomes.

**Information to be included on the Instructor’s Course Syllabi:**

* ***Disability Statement*:** Baton Rouge Community College seeks to meet the needs of its students in many ways. See the Office of Disability Services to receive suggestions for disability statements that should be included in each syllabus.
* ***Grading:*** The College grading policy should be included in the course syllabus. Any special practices should also go here. This should include the instructor’s and/or the department’s policy for make-up work. For example in a speech course, “Speeches not given on due date will receive no grade higher than a sixty” or “Make-up work will not be accepted after the last day of class”.
* ***Attendance Policy*:** Include the overall attendance policy of the college. Instructors may want to add additional information in individual syllabi to meet the needs of their courses.
* ***General Policies*:** Instructors’ policy on the use of things such as beepers and cell phones and/or hand held programmable calculators should be covered in this section.
* ***Cheating and Plagiarism*:** This must be included in all syllabi and should include the penalties for incidents in a given class. Students should have a clear idea of what constitutes cheating in a given course.
* ***Safety Concerns:*** In some courses, this may be a major issue. For example, “No student will be allowed in the lab without safety glasses”. General statements such as, “Items that may be harmful to one’s self or others should not be brought to class”.
* ***Library/ Learning Resources:*** Since the development of the total person is part of our mission, assignments in the library and/or the Learning Resources Center should be included to assist students in enhancing skills and in using resources. Students should be encouraged to use the library for reading enjoyment as part of lifelong learning.

**Expanded Course Outline:**

I. Know Why Service Matters

II. LIFE: Little Things

A. Use Behaviors that Engage your Customers

B. Listen to Your Customer

C. Use the Telephone Well for Good Service

D. Use Friendly Web Sites and Electronic Communication

III. LIFE: Insight

A. Recognize and Deal with Customer Turnoffs

B. Insight into Emerging Trends in Customer Service

IV. LIFE: Feedback

A. Get Customer Feedback

B. Recover the Potentially Lost Customer