COMMON COURSE OUTLINE: Course discipline/number/title: BTEC 2614: Customer Service Skills and Concepts

A. CATALOG DESCRIPTION
   1. Credits: 3
   2. Hours/Week: 3
   3. Prerequisites (Course discipline/number): College level reading and writing skills.
   4. Co-requisites (Course discipline/number): None
   5. MnTC Goals (if any): NA

   This course will present effective functioning in a service economy. Students will define and describe the nature, and characteristics, ways services need to be presented using basic customer service terminology. Students will learn skills to create positive customer relations.

B. DATE LAST REVISED (Month, year): November, 2014

C. OUTLINE OF MAJOR CONTENT AREAS:
   1. Role of Customer Service professional and how they contribute to the service culture
   2. Effective verbal, nonverbal, and written communication
   3. Listening to the customer
   4. Customer service and behavior
   5. Customer service and technology
   6. Difficult customer encounters in a stressful environment
   7. Customer service and diversity
   8. Personal behavioral effects on customer service role
   9. Customer loyalty
   10. Customer service recovery

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
   1. Define and describe job responsibilities of a customer service provider.
   2. Understand the difference between the internal and external customer.
   3. Identify the socioeconomic and demographic changes that have customer service.
   4. Recognize the factors responsible and integrate strategies for a positive shift to a service culture.
   5. Describe the job responsibilities of a typical service provider.
   6. Explain the effect that gender and culture have on customer service.
   7. Project a customer focused image through the effective use of verbal and nonverbal clues.
   8. Develop strategies for communicating effectively with customers and their different behavioral styles.
   9. Understand the extent to which customer service is facilitated by the effective use of technology.
  10. Delivery quality service through effective telephone techniques.
  11. Recognize the importance of writing messages and correspondence that will enhance service.
  12. Create a problem-solving model in handling difficult customers.
  13. Identify a variety of factors that make people diverse and that help to better service them.
  14. Comply with legal requirements of assisting customers with disabilities.
  15. Identify leading causes of stress in the customer service environment.
  16. Define and discuss the causes of a service breakdown and the implementation of service recovery strategies.
  17. Identify service challenges of the future.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
   1. Assignments
   2. Projects
G. RRTC CORE OUTCOME(S) ADDRESSED:

- Communication
- Critical Thinking
- Global Awareness/Diversity
- Civic Responsibility
- Personal/Professional Accountability
- Aesthetic Response

H. SPECIAL INFORMATION (if any):
Normal fees that are charged for other computer classes and for online classes.