

BUSAD204 : Customer Service Skills

General Information

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Attachments:	DE Addendum_BUSAD_204 COR_05_26_2023 CoDE_09_26_2023.pdf
Course Code (CB01) :	BUSAD204
Course Title (CB02) :	Customer Service Skills
Department:	BUSAD
Proposal Start:	Spring 2025
TOP Code (CB03) :	(0518.00) Customer Service
CIP Code:	(52.0411) Customer Service Support/Call Center/Teleservice Operation.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000522474
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 204 offers instruction and hands-on practice of customer service skills for selected workplace environments in a culturally diverse, e-commerce, globally competitive business climate. The course will teach students to effectively accommodate guests, clients, customers, patrons, patients, and other types of clientele in various types of businesses. Activities and examples will be used from business areas such as medical offices, public and government entities, restaurants, grocery establishments, and a variety of other retail businesses, and may be taught on campus or on site of such businesses (see ticket notes in schedule for the focus and location for any listed ticket number).
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Business
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Not transferable

Transferability Status

Not transferable

Units and Hours

Summary

Minimum Credit Units (CB07) 1

Maximum Credit Units (CB06) 1

Total Course In-Class (Contact) Hours 18

Total Course Out-of-Class Hours 36

Total Student Learning Hours 54

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	1	2
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	18
Laboratory	0
Studio	0

Total	18
Course Out-of-Class Hours	
Lecture	36
Laboratory	0
Studio	0
Total	36

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Studio

Methods of Instruction

Discussion

Methods of Instruction

Multimedia

Methods of Instruction

Collaborative Learning

Out of Class Assignments

- Case studies (e.g. restaurant survival strategies, E-service, Hilton's and Marriott's strategies for guest satisfaction)

Methods of Evaluation**Rationale**

Presentation (group or individual)

Oral and written assignments (e.g. case studies and role-playing of customer service-related issues such as Costco's customer relationship strategies)

Exam/Quiz/Test

Midterm examinations

Exam/Quiz/Test

Final examination

Textbook Rationale

No Value

Textbooks**Author****Title****Publisher****Date****ISBN**

No Value

No Value

No Value

No Value

No Value

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives**Course Objectives**

Define all facets of the Customer Service process.

Define service excellence.

Describe the decision-making and problem-solving methods.

Demonstrate quality customer service in action.

SLOs

Explain basic competency skills essential for effective customer service.

Expected Outcome Performance: 70.0

<i>MOA</i> ADMINISTRATIVE MEDICAL ASSISTANT - Certificate	Apply HIPAA rules in regard to privacy and display ethical, responsible, and professional behavior.
	Communicate effectively with patients, physicians, and co-workers and serve as a liaison between the physician and others.
	Perform administrative duties such as scheduling appointments, maintaining patient records (paper and electronic), and utilization of computer software.
<i>MOA</i> ADMINISTRATIVE MEDICAL ASSISTANT A.S. Degree Major	Apply HIPAA rules in regard to privacy and display ethical, responsible, and professional behavior.
	Communicate effectively with patients, physicians, and co-workers and serve as a liaison between the physician and others.
	Perform administrative duties such as scheduling appointments, maintaining patient records (paper and electronic), and utilization of computer software.
<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>BUSAD</i> Marketing - A.S. Degree Major	Recognize and develop an appreciation for customer need.
<i>BUSAD</i> Marketing - Certificate	Recognize and develop an appreciation for customer need.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.

Use decision-making and problem-solving methods in dealing with clientele.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>MOA</i> ADMINISTRATIVE MEDICAL ASSISTANT - Certificate	Apply HIPAA rules in regard to privacy and display ethical, responsible, and professional behavior.
	Communicate effectively with patients, physicians, and co-workers and serve as a liaison between the physician and others.
<i>MOA</i> ADMINISTRATIVE MEDICAL ASSISTANT A.S. Degree Major	Apply HIPAA rules in regard to privacy and display ethical, responsible, and professional behavior.
	Communicate effectively with patients, physicians, and co-workers and serve as a liaison between the physician and others.
<i>BUSAD</i> Marketing - A.S. Degree Major	Recognize and develop an appreciation for customer need.
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<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
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Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No Value

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Overview of Customer Service (4 hours)

- Definition
- Consumer behavior shifts
- Culture and communication
- Changes in the diversity of customers
- Quality customer service

Customer Service Skills (6 hours)

- Verbal communication
- Customer-focused listening
- Non-verbal communication, dress, and manners
- Effective telephone communication (when necessary)
- Fundamentals of customer-focused business writing
- Assertive vs. aggressive customer service
- Role of teamwork in quality customer service

Business Relationships with Clientele (8 hours)

- Behavioral styles of customers and potential customers
- Communication with each style
- Attracting customers
- Preventative measures to avoid customer dissatisfaction
- Developing and maintaining customer loyalty
- Working with internal customers/coworkers
- Winning back dissatisfied customers
- Training and motivation for customer-centered behavior
- Training for quality customer service

Total Hours: 18

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value