BUHM 031: CUSTOMER SERVICE MANAGEMENT

Originator
ybender

Justification / Rationale
Most every type of business and service agency provides customer service or support, and workers may need to develop specialized knowledge in a particular field such as banking, public utilities, consumer electronics, computer software, etc. In a retail store employees often help customers learn how to use a product, or handle a return for defective or unsatisfactory purchases. This course provides the tools needed to successfully navigate customer service in a wide range of businesses. This class will make use of an OER textbook to make it affordable for students in many disciplines to take advantage of learning this valuable skill.

Effective Term
Fall 2023

Credit Status
Credit - Degree Applicable

Subject
BUHM - Business/Hotel & Restaurant

Course Number
031

Full Course Title
Customer Service Management

Short Title
CUSTOMER SERVICE MGMT

Discipline

Disciplines List
Business Education

Modality
Face-to-Face
100% Online

Catalog Description
This course provides an in-depth study of the methods and techniques employed by the hospitality and tourism industry to accomplish effective and efficient customer service operation. Includes combined discussions of management theory, systems, decision-making, and leadership directly relevant to any profession with emphasis on the hospitality industry. Also covers the business facets of human resource management, finance, ethics, and total quality management within a business environment.

Schedule Description
This course is designed to teach you about the customer service work environment, methods for successful customer relations, and career advancement tactics.

Lecture Units
3
Lecture Semester Hours
54

In-class Hours
54

Out-of-class Hours
108

Total Course Units
3
Total Semester Hours
162

Required Text and Other Instructional Materials

Resource Type
Book
Open Educational Resource
Yes

Formatting Style
MLA

Author
Steven R. Van Hook, PhD

Title
Customer Service Management

Edition
N/A

City
The Saylor Foundation

Publisher
Saylor Academy

Year
2019

College Level
Yes

ISBN #
N/A

Class Size Maximum
45

Course Content
 1. The Customer Service Workplace
 2. Creating Favorable Impressions
 3. Understanding the Customer
 4. Verbal and Nonverbal Communication
 5. Extraordinary Customer-Service Situations
 6. Handling Challenging Customers
 7. Emotional Labor
 8. Working with Customer Diversity
 9. Customer Service Telephone Skills
10. Customer Service through E-mail and the Internet
11. Customer Service Teamwork
12. Customer Service Worker Self-Care
13. Careers in Customer Service

14. Customer Service Career Development
15. Professional Social Network

Course Objectives

	Objectives
Objective 1	Describe how to create favorable impressions with customers.
Objective 2	Illustrate how to maintain a professional attitude even when handling difficult customers.
Objective 3	Detail the verbal and nonverbal processes of communication.
Objective 4	Formulate steps to work effectively on a team.
Objective 5	Recognize how to conduct customer service through electronic media such as email and the Internet.
Objective 6	Describe methods to anticipate, prevent and solve problems and complaints posed by customers.
Objective 7	Outline methods of service to diverse customers, including those with different cultural backgrounds.
Objective 8	Give examples of customer service employment and career development opportunities.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Explain the elements of a service culture and what separates average and excellent customer service
Outcome 2	Identify consumer behaviors and needs as they relate to customer decisions
Outcome 3	Identify factors that help better serve a diverse customer base.
Outcome 4	Describe how to build and maintain trust as related to quality service.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	In-class practice - includes feedback, coaching, and evaluation by the instructor.
Participation	Students will be graded on quality of focused discussion and assignments.
Lecture	The lecture will be the cornerstone of the course. Through weekly lectures students will gain a better understanding of the subject matter.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Product/project development evaluation	The students will participate in two projects t better understand the topics in the course content.	Out of Class Only
Tests/Quizzes/Examinations	understanding of the subject matter. The students will be required to take a final exam to demonstrate their overall understanding of the course.	Out of Class Only
Student participation/contribution	Students will be graded on quality of focused discussion and assignments.	In Class Only

Assignments

Other In-class Assignments

1. Weekly discussions: There will be two discussions per chapter.
2. Two Projects:
   a. Project 1: For this project, students will be asked to share three online or print advertisements that use tactics that will span across different cultures. For each ad, the students will identify how the selected ads are transcending cultures.
   b. Project 2: Utilizing prior readings students will develop a of tips, tools, scripts, and ideas for 15 customer service scenarios that will be shared with the class.

Other Out-of-class Assignments
None

Grade Methods
Letter Grade Only

Distance Education Checklist

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?
N/A

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Weekly announcements

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.
The strategies listed above will provide consistent interaction between the instructor, and students as well as foster a team environment by encouraging replies to other student posts and feed back from instructor.

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.
Offering this course in an online format will enable students that have other obligations, such as full-time work or children, to fulfill their quest to attain a degree, and learn the skills, that will help them secure a better paying job.

MIS Course Data

CIP Code
52.0207 - Customer Service Management.

TOP Code
051800 - Customer Service

SAM Code
C - Clearly Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Credit Course

Approved Special Class
Not special class

Noncredit Category
Not Applicable, Credit Course

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Not transferable

General Education Status
Y = Not applicable

Support Course Status
N = Course is not a support course

Allow Audit
No

Repeatability
No

Materials Fee
No

Additional Fees?
No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)
Hospitality and Culinary LMI 2021.pdf
HOSP Management Minutes .docx
2022-11-12 Approval Letter for Customer Service Management.pdf

Approvals

Curriculum Committee Approval Date
10/04/2022

Academic Senate Approval Date
10/13/2022

Board of Trustees Approval Date
11/10/2022

Chancellor's Office Approval Date
11/12/2022

Course Control Number
CCC000633987

Programs referencing this course
BIW II Office Support and Technologies Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined/?key=200)
Applications and Information Systems AS Degree (http://catalog.collegeofthedesert.eduundefined/?key=223)
Culinary AS Degree (http://catalog.collegeofthedesert.eduundefined/?key=23)