

Middlesex Community College  
Middletown, CT



## **SYLLABUS**

### **PRINCIPLES of CUSTOMER SERVICE (ONLINE)**

**Course Number:** BMK 123

**Credit Hours:** Three (3)

Prerequisites: BMG 202 or permission of instructor.

**Division Chairperson:** Mrs. P. Raymond

**Department Chairperson:** Mr. B. Boutaugh

**Director of Distance Learning:** Dr. Yi Guan-Raczkowski

#### **COURSE DESCRIPTION:**

This course is designed to develop the necessary skills for success as a customer service provider. The course examines various service situations and develops an attitude of superior customer service which is critical to success in all organizations. **Prerequisite:** BMG 202 or permission of instructor.

#### **SCOPE OF COURSE:**

As a customer, you have been participating in customer service activities for many years and are the most important element in the customer service process. With growing access to information and alternative products, customers can choose where to do business based on the level of service they receive. Total customer satisfaction is not just a buzz phrase; it is a way of life that companies are adopting in order to gain and maintain market share. The world is full of "customers"; profit and for non-profit organizations' failure to properly handle them may be the demise of your business.

#### **PROGRAM/DISCIPLINE LEARNING OUTCOMES CONTAINED IN COURSE:**

In today's competitive environment, employers expect graduates to possess a certain skill set. The goal of the Business Division is to enable a student to cultivate a personal skill-

set to achieve individual and organizational effectiveness. The following learning outcomes are incorporated into each course:

- Written and oral communication skills
- Critical thinking skills
- Quantitative and qualitative reasoning skills
- Technological literacy
- Interpersonal skills and awareness
- Understanding of diversity
- Values, ethics and responsible citizenship
- Teamwork, team-building and project focus
- Knowledge of ethical and legal business behavior
- Appreciate the internal, external and global environment
- Flexibility and adaptive to change
- Ability to understand and satisfy customers, stakeholders and society
- Understanding of process management

### **IMPORTANCE OF COURSE IN PROGRAM/DISCIPLINE**

BMK 123 provides an introduction to the principles of customer service and their application to business. To a student planning a career as a customer service professional, it is your job to help foster a customer-oriented service environment. Great service leads to a better quality of life, whether you intend to work in a private enterprise, for the government, in a non-profit organization, a self-owned or a family-owned business, the concepts, strategies and techniques of effective customer service are relevant. As many organizations move toward a more quality-oriented, customer-focused environment, developing and fine-tuning policies, procedures, and systems to better identify customer needs and meet their expectations will be crucial.

### **LEARNING OUTCOMES:**

*This course is designed to provide the student with the following:*

An understanding of what customer service involves

A knowledge of customer service culture

Basic customer communication skills

Knowledge of customer service and behavior

Skills for handling customer problems

Skills for managing personal stress and time while serving customers

Skills to enhance customer relationships

An understanding of trends in Customer Service for the Twenty-First Century

*The Instructor has the academic freedom to determine how he/she will incorporate the learning outcomes into his/her course.*

## **COURSE RESOURCES:**

### **Required Textbook:**



[Customer Service Skills for Success, 5th Edition](#)

**Robert W Lucas**

Softcover, 416 pages

©2012, ISBN-13 9780073397115

### **Additional Resources:**

#### **Readings:**

A student is expected to be aware of current trends in business throughout our nation and the world. This will require you to read daily newspapers and weekly magazine publications. Current events will be incorporated into the course.

#### **Research and Internet Activities:**

You will be required to search for information on the World Wide Web. Internet access is required. Middlesex Community College provides computer facilities and an array of resources and electronic assistance. Be sure to utilize the computer laboratories and all college support facilities.

**BlackBoard Learn:** Blackboard is the course management system on which our Course Syllabus, Outline and Assignment Sheet are posted. This is where you also post all of your assignments and emails. To keep current, be sure to make use of this service. Be sure that you have access to Blackboard and that your account is active.

#### **Library and Online Resources:**

All students should utilize the library. You are able to access the Middlesex Community College Library by visiting: <http://www.mxcc.commnet.edu/library>

## **COURSE FORMAT AND SESSIONS:**

My overall goal for this online class is to assist you in successfully completing this course and achieving your objectives. Learning is a social process that occurs through interpersonal interaction with others. Developing an understanding of customer service will require you to communicate and cooperate with others. Thorough preparation for each online session, meaningful participation in activities, engagement in textbook activities and teamwork is essential to success.

## **COURSE REQUIREMENTS:**

Several requirements are necessary for successful course completion. They include:

1. Thoroughly read the requirements and deadlines for the course.
2. Preparation and submission of work on time.
3. Review Questions, Ethical Dilemma Activities, Face to Face and Search it Out Activities, Cases, Capstone Project.

4. Examination
5. Case Study
6. Comprehensive Final Assessment

**Assignments:**

You will be given an Assignment Sheet covering the exact lesson being presented and due dates. Submit your work on time and in the proper format.

**Preparation and Study Time:**

You must prepare for each session by reading all assigned material and completing all homework activities.

**Participation:**

Each student is expected to contribute meaningfully to online class discussions. You are constantly exposed to the customer service activities that we will study. You are expected to share your experiences with others. We can all learn more from each other than from the Instructor alone. You will be required to comment of your classmates submissions. For full credit your comment must be at least three complete sentences.

**Review Questions, Ethical Dilemma Activities, Face to Face and Search it Out Activities, Capstone Assessment:**

Assignments are presented to encourage interaction and collaborative learning amongst students. All assignments must be typed, clearly identified, dated and prepared in complete sentence form and posted properly.

**Course Credit:**

Regardless of your overall grade, in order to receive course credit you must complete the Final Examination and successfully complete the Capstone Assessment. The due dates are posted on the Assignment Sheet.

**Policy Regarding Assignments and Assessments:**

All work submitted after the DUE DATE will receive partial credit. You are expected to take the exam at the time scheduled. NO EXTENSION of the time will be permitted.

**Gradebook:**

MAKE SURE THAT YOUR GRADEBOOK IS UP TO DATE AND YOU HAVE BEEN PROPERLY GIVEN CREDIT FOR YOUR WORK SUBMITTED. Please notify me as soon as possible.

**Bonus Questions:**

Bonus questions will be posted periodically during the semester for extra points. You have 48 hours to post your response via Blackboard email. Your extra points will be added to the Bonus column in the grade book.

**Final Assessment:**

A comprehensive Final Assessment will be administered during the final week of class and

is required of all. **BE AWARE OF THE START DATE/TIME AND END DATE/TIME** of the assessment. An extension will NOT be given. This is required for course credit.

### **ASSESSMENT OF STUDENT'S ACHIEVEMENT:**

A student's final grade will be determined by assessing the following criteria:

Assignments	20%
Activities	30%
Case Studies	20%
Research Activities	10%
Capstone Project*	20%
Final Assessment*	<u>10%</u>
	100%

\*Required for course credit.

For FULL CREDIT, assignments must be submitted prior to the deadline.  
The deadline is usually Sunday evening at midnight.

### **Letter Grades:**

Final letter grades will be determined by applying the percentages listed above to the work submitted. A student should retain all assignments for the semester. In the event that a student disagrees with the grade he/she earned, the student must produce all work to support the contention that a grade was incorrectly awarded. If the student is unable to produce all work, the instructor's grade book will be considered accurate. **A ( ), B ( ), C ( ), D ( ), F ( )**. Specific point allocations will be determined.

### **COURSE EXPECTATIONS:**

It is the Instructor's personal belief that each student has the right to effective teaching and fair evaluation. This requires the Instructor to be prepared and deliver meaningful instruction each class session. In turn, the Instructor has a right to fairness from each student. This requires a commitment from each student, honesty, and proper preparation for every class session.

### **My overall goal is to assist you in successfully achieving your objectives for this course.**

Time management may be the biggest factor in succeeding at your online course. Successful online students have to be very proactive in their studies and take responsibility for their own learning.

To master time management, first determine what time of day you think you will be most focused on your studies. Are you a morning person or a night owl? Do you concentrate best after a cup of coffee or after lunch? Once you narrow in on a time of day reserve a designated allotment of time to dedicate to your course. Stay committed to that reserved time and treat it like an appointment that can't be budgeted.

While there are many reasons to take an online course – one of the most frequent

reasons students choose these courses is because of the convenience. Whether you have a full-time job, don't want to fight traffic or are raising a family – balancing school and personal obligations can become a juggling act.

The beauty, online courses is that you can study around your schedule – so be sure to set study time during your down time – even if that means 11 p.m.

An ideal study environment is just that – ideal. Some students need absolute silence while others can't seem to concentrate without noise in the background. No matter what your preference is, a well-lit place that is free from distractions is recommended. Note that you'll make much better use of thirty minutes of disruption-free study than an hour's worth of commotion-filled learning. If you can't escape in-home interruptions, try the library or a coffee shop. Schedule your designated study time when you can be in a distraction-free environment and your chances for success will increase and the time you need to devote to your course will decrease.

Don't be afraid to ask questions. As an online student there are several ways to get the answers you are seeking. You can always direct inquiries to your teacher and your classmates. Have your Technology Support Help-Line number available for technology type questions. Sometimes reading the course resources made answer a few of your questions.

However, online chat rooms, if provided, are another great resource for students seeking answers. Online chat rooms give students a forum to meet other students taking the same course and ask questions or discuss assignments. More than likely another student taking the course has had or will have the same question.

If you need an immediate answer – do your best to find the answer yourself. You'll likely satisfy other lingering questions in the process and often times the journey to the answer teaches you more than the answer itself.

**CONTACT AND COMMUNICATION:**

**Telephone:** 860 328 0275 (For emergencies.)

**Email Address:** [DFViens@comcast.net](mailto:DFViens@comcast.net)

The BlackBoard Learn email should be used.

**COLLEGE POLICY: *All policies are presented in the College Catalog.***

**Class Cancellation:**

Class is never cancelled.

**Withdrawal:**

If for any reason, a student is unable to complete the course, he/she must follow the college policy and officially withdraw from the course. Appropriate forms are available at the Records Office. A “**W**” will be issued for all official withdrawals. If a student does not withdraw, he/she will be awarded the letter grade earned. Once a grade is officially recorded with the Registrar, the grade will NOT be changed at a later time. There will be NO exceptions to this policy.

**Incomplete:**

An Incomplete is a temporary grade assigned when course work is missing and the student agrees to complete the course requirements. An “**I**” will be given only for work unfinished because of illness, accident or other unavoidable absence and when the instructor determines that the student has a reasonable chance of successfully completing the required work.

A student will be issued an Incomplete ONLY if he/she makes direct contact with the instructor, prior to final week of class and a written description of the work to be completed is signed by the student. A student will have ten weeks to make-up an Incomplete. If the work is not completed within that period of time, the “**I**” will convert to an appropriate letter grade.

**ADA Accommodations:**

Students with physical or learning disabilities who may require accommodations are encouraged to contact the Counseling Office. After disclosing the nature of the disability, students are urged to discuss their needs with individual instructors. This should be done at the beginning of each semester. Instructors, in conjunction with appropriate college officials, will provide assistance and/or accommodations only to those students who have completed this process.

**Plagiarism and Academic Honesty:**

At Middlesex Community College, we expect the highest standards of academic honesty.

Academic dishonesty is prohibited in accordance with the Board of Trustees’ Proscribed Conduct Policy in Section 5.2.1 of the Board of Trustees’ Policy Manual. This Policy

prohibits cheating on examinations, unauthorized collaboration on assignments, unauthorized access to examinations or course materials, plagiarism and other proscribed activities. Plagiarism is defined as the use of another's idea(s) or phrase(s) and representing that/those idea(s) as your own, either intentionally or unintentionally. Both plagiarism and cheating are grounds for a student's immediate dismissal from the college.

**Religious Accommodation:**

If your religious obligations conflict with the course calendar requirements, and if you wish to request an accommodation, you must make your request in writing prior to the date of the assessment or activity you will miss and preferably at the beginning of the semester. When requesting a make-up quiz, test, exam, assignment or activity, state the reason for your request and the date(s) on which your religious obligation will conflict with the course calendar. Also, if your religious obligation/holiday is unfamiliar to your instructor, you may be asked to provide a calendar that shows the published date(s) of your religious observance(s) or holiday(s).