

Fond du Lac Tribal and Community College  
**COURSE OUTLINE**

**I. Catalog Information**

A. Title of Course: Customer Service B. Course Designator: BUS 1064

C. Number of Credits: Lecture 1 Lab \_\_\_\_\_ D. Control Number: 35

E. Catalog/Course description:

This course is to assist in the development of the students' ability to treat customers properly and respectfully. Topics include: telephone courtesy, listening under pressure, assertive problem solving, dealing with the irate customer, winning customers through service, and management of those who have direct contact with customers.

F. Course prerequisites: - None

G. Date Approved: \_\_\_\_\_

Date Revised: 02/08/11

**II. Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers)

College level materials and text chosen at option of instructor.

**III. Learning Goals, Outcomes, and Assessment** Minimum of one goal and two learning outcomes in each competency. *If your course does not meet one of the Competencies Across the Curriculum, please justify your rationale.* Minimum of two assessment measures for each learning outcome. Add other goals and outcomes as needed. If this course is part of the Minnesota Transfer Curriculum (MnTC), attach the MnTC goals, outcomes, and your assessment measures to this form; if possible, use them to complete the information below.

A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information as well as core computer tools for the manipulation and presentation of information.)

1. Learning Goals:

Goal: Develop and demonstrate proper techniques while assisting customers using the various technological devices in the conduct of daily business.

2. Learning Outcomes and Assessments:

Outcome: Use proper telephone etiquette.

Outcome: Demonstrate customer friendly e-mail usage.

Outcome: Understand the importance of maintaining your company web page.

Assessment: Class discussions and participation

Assessment: Individual and group projects

Assessment: Case analysis and application

Assessment: Testing situations

Assessment: Use of technology as demonstrated through class situations

B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)

1. Learning Goals:

Goal: Demonstrate proper listening habits/skills to ensure positive customer relations while using winning research techniques.

2. Learning Outcomes and Assessments:

Outcome: Maintain positive customer relations through appropriate listening skills.

Assessment: Class discussions and participation

Assessment: Individual and group projects

Assessment: Case analysis and application

Assessment: Testing situations

Assessment: Use of technology as demonstrated through class situations

C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)

1. Learning Goals:

Goal: Develop positive assertive problem solving skills.

2. Learning Outcomes and Assessments:

Outcome: In a given customer situation demonstrate one's ability to be assertive and positive.

Outcome: Know when to say no.

Outcome: Understand how to deliver bad news in a positive way.

Assessment: Class discussions and participation

Assessment: Individual and group projects

Assessment: Case analysis and application

Assessment: Testing situations

Assessment: Use of technology as demonstrated through class situations

D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, and/or respect for global diversity.)

1. Learning Goals:

Goal: Research and demonstrate the culture and nature of a highly positive and progressive customer service environment.

2. Learning Outcomes and Assessments:

Outcome: Understand the importance of developing proper use of people skills.

Outcome: Create a positive work environment that displays a customer oriented atmosphere.

Assessment: Class discussions and participation

Assessment: Individual and group projects

Assessment: Case analysis and application

Assessment: Testing situations

Assessment: Use of technology as demonstrated through class situations

Documentation for MnTC - None

**IV. Course Content** (Outline the major topics covered in this course.)

1. Telephone courtesy

2. Listening under pressure
3. Assertive problem solving
4. Dealing with the irate customer
5. Techniques in winning customers through service and the games customers play

(revised October 2009)