



Course Number BUS 202	Course Title Customer Orientation	Credits 3
Hours: Lecture/Lab/Other 3	Co- or Pre-requisite	Implementation Semester & Year Fall 2022

Catalog description: Explores the fundamentals of customer service, with a focus on the "human" side of business and the importance of understanding and supporting those who depend on your business. Students develop core competencies necessary for providing excellent customer service, including an appreciation of diversity, developing loyalty, and dealing with customers

General Education Category:

Not GenEd

Course coordinator:

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Required texts & Other materials:

Title: Customer Service Skills for Success

Author: By Robert Lucas

Publisher: McGraw Hill

Edition: Contact the MCCC Bookstore For Latest Edition

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Manage customer-centric service [Supports ILG (Institutional Learning Goals) # 1, 8; PLO (Program Learning Outcome) # 1, 2]
2. Compare and contrast the various tools used in quality customerservice [Supports ILG # 1, 10, 11; PLO # 1, 2]
3. Comprehend the concepts of customer's value and the role of customer service in defining those values [Supports ILG #1, 11; PLO # 1,2]
4. Discuss the emerging tendencies toward global competitiveness and the role of the customer. [Supports ILG # 8; PLO #4]
5. Understand diversity of consumers [Supports ILG # 1,8; PLO #4]
6. Discuss the role of ethics in marketing to the consumer. [Supports ILG # 9; PLO # 6]
7. Resolve customer complaints [Supports ILG # 1,9; PLO #1, 2, 3]
8. Enumerate personality factors, consumption, and possession traits. [Supports ILG # 1, 8, 10, 11; PLO #1, 2]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills to understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Business Studies

1. Use effective verbal and written communication in conducting business;
2. Analyze/resolve problems common to entry-level business positions;
3. Apply management skills in a variety of business functions;
4. Comprehend how the global economy and international events affect domestic and international business decisions;
5. Understand basic accounting statements and their role in managing a business;
6. Identify unethical behavior in a business setting and formulate appropriate action.

Units of study in detail – Unit Student Learning Outcomes:

Unit 1	Introduction To Customer-Centric Service [Supports SLO # 1, 2, 3, 7] Learning Objectives The student will evaluate: <ul style="list-style-type: none">• The importance of customer retention.• External and Internal Customers.
Unit 2	Serving a Diverse Population of Customers [Supports SLO #1, 5, 8] Learning Objectives The student will analyze: <ul style="list-style-type: none">• Diversity in the workplace relative to the needs of a business enterprise.• Customer service activities among the four generational groups.• What makes for effective communications with disabled persons.
Unit 3	Customer Behavior, Customer Loyalty, and Exceptional Service [Supports SLO 1, 2, 3, 7] Learning Objectives The student will analyze: <ul style="list-style-type: none">• Customers' buying behavior relative to their basic needs.• The difference between customer satisfaction and customer loyalty.• The relationship between customer expectations and customer perceptions.

Unit 4 Attitude, Angry Customers, and Relationship Building [Supports SLO 1, 3, 7, 8]
Learning Objectives

The student will analyze:

- Circumstance appropriate customer-oriented attitudes.
- Situational examples that elicit rage reactions in customers.
- The customer service benefits of the teamwork approach in organizations

Unit 5 Resolving Customer Problems and Complaints [Supports SLO 1, 7]
Learning Objectives

The student will evaluate:

- The activities involved in proactive problem solving.
- The reasons that customers complain and describe the process for handling those complaints.
- The approaches to use when handling angry customers.

Unit 6 Recovering from and winning back the customer [Supports SLO 1, 2, 7, 8]
Learning Objectives

The student will assess:

- The five types of customers who defect and why they do so.
- The various types of feedback survey instruments.
- The ways to recover from an angry customer.
- The key points of a win-back message.

Unit 7 Communication essentials [Supports SLO 1, 2, 3, 8]
Learning Objectives

The student will evaluate:

- Each of the elements in the communication process.
- The behaviors of people who communicate using different communication styles.
- Examples of open, probing, closed, alternative choice, leading, and direct questions.
- The fundamentals of business writing.

Unit 8 Customer-Focused Listening Skills [Supports SLO 1, 2, 3, 8]
Learning Objectives

The student will understand:

- The importance of active listening.
- The techniques for becoming an effective listener.
- Barriers of effectively communicating and listening.
- Techniques for communicating with ESL (English as a Second Language) speakers

Unit 9 Nonverbal Communication, Dress, and Manners [Supports SLO 1, 2, 3, 4, 5, 8
Learning Objectives

The student will analyze:

- The elements and interpretations of body language.
- The importance of having a dress code in the workplace.
- Examples of proper business etiquette and manners.

Unit 10 Effective Telephone Communication [Supports SLO 1, 2, 3, 4, 6, 8]
Learning Objectives

The student will detail:

- The essential customer service skills needed when communicating over the phone.
- The purpose of voicemail and how to leave a customer-friendly message.
- And evaluate the quality and delivery of your voice, especially when speaking on the phone.
- And distinguish between outbound and inbound telemarketing.

Evaluation of student learning:

The student must research three reaction papers pertaining to customer service and be able to review four full-length videos as part of these reaction papers.

Paper Preparation:

The video reviews must be in the student's own words with recommendations and analysis of the subject matter and its relationship to customer service and consumer behavior.

Course Grade Evaluation:

3 hourly exams [as announced]	50%
3 Reaction Paper/Video Review	30%
Attendance/class participation	20%