

Bergen Community College
Division of Business, Arts and Social Sciences
Department of Business/Hotel Restaurant Management
Departmental Policy Syllabus

BUS 104: Customer Service

Course Description	BUS 104: Customer Service emphasizes the relevance of customer service in all types of businesses. Topics include: importance of customer service, external and internal customers, cost of poor customer service, challenges of customer service, ethics in customer service, problem solving, empowerment, effective communication, dealing with difficult customers, motivation and leadership, customer retention and measurements of customer satisfaction.
Credits/Hours	3 lecture, 0 lab, 3 credits
Prerequisites	None.
Required Textbook	Customer Service Skills for Success with ConnectPlus Edition: 6 Copyright: 2015 Robert Lucas ISBN 9781259289132 / © 2015 / MHHE
Other Instructional Materials	Publisher's website: http://www.mhhe.com/slater11e provides supplemental materials and activities to accompany the textbook. The Sidney Silverman Library has extensive resources, both print and electronic, which support Business. There is also virtually unlimited relevant business information available on a variety of websites.
Student Resources	In addition to the resources mentioned above students should be encouraged to make full use of the Sidney Silverman Library (in person and online at http://www.bergen.edu/library/), the Tutoring Center and the Writing Center are there to assist you.
Student Learning Outcomes	<ol style="list-style-type: none"> 1. A Handle typical customer service situations with greater confidence and problem solving; 2. explain and apply the various tools and techniques of customer; 3. communicate effectively with customers in writing, orally, and using technology; 4. demonstrate techniques for resolving customer problems and complaints; 5. explain the issues with and challenges in delivering quality customer service; 6. describe organization-wide issues in developing effective customer service processes; 7. explain the importance of customer retention and the methods of measuring customer satisfaction; 8. prepare well-researched and well-written and effective oral reports.
Assessment	Student Learning Outcomes will be asses Unit Exams, Case Study Discussions, and Projects.
Course Content	<ol style="list-style-type: none"> 1. The Customer Service Profession 2. Contributing to the Service Culture 3. Verbal Communication Skills

	<ol style="list-style-type: none"> 4. Non-Verbal Communication Skills 5. Listening to the Customer 6. Customer Service Behavior 7. Service Breakdowns and Service Recovery 8. Customer Service in a Diverse World 9. Customer Service via Technology 10. Encouraging Customer Loyalty
Course Schedule	See Moodle or Course Calendar
Writing and Critical Thinking Requirements:	<p>You will have to think critically in this course. This may sound like an imposing concept, but you actually think critically every day without realizing it. Thinking critically will allow you to understand how the information you learn in this class applies to your life and business career</p> <p>Students are to complete case studies after carefully reading the assigned chapter. Projects: Students will complete three semester projects: Projects may be completed in groups of not more than 3 students or individually.</p>
Units Exams	<p>Four Units Exams. Any student that is absent from a Unit Exam(s) may take a cumulative Final Exam as a Make-up Exam. See calendar.</p> <p>Note: Connect will be used for all exams.</p>
Extra Credit	Don't even think about asking! There is none. The course is designed so that there are a variety of ways in which you may demonstrate what you are learning. It is also designed so that work is evenly distributed over the semester.
Attendance Policy for this Course	<p>BCC Attendance Policy: All students are expected to attend punctually every scheduled meeting of each course in which they are registered.</p> <p>Attendance and lateness policies and sanctions are to be determined by the instructor for each section of each course.</p> <p>These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.</p> <p>There are currently no departmental course policies. Faculty must clearly state their specific policies regarding attendance, lateness, acceptance of late work, make-up exams and quizzes; etc. on the course syllabus/outline distributed to students. Students must be familiar with and are required to abide by all Bergen Community College policies and procedures as outlined in the current College Catalog.</p>
Syllabus Subject to Change	<p>While every effort has been made to make the syllabus and attachments as complete as possible, the professors reserve the right to make changes in any assignments, assessments, due dates, content, and/or test dates, or any other element of the course. While information is provided in this course syllabus the purpose is informational only; it is not a contract. Events beyond the control of the professor could occur resulting in changes or modifications to any aspect of the course or materials. If any such changes are made, students will be informed as soon as possible.</p> <p>Print a copy of this syllabus and keep it in a notebook with your course materials for reference.</p>
Guests (On Campus)	No guests, no children, no pets. Only registered students may attend the class sessions.

<p>Classroom Behavior</p> <p>(All disruptive behaviors are not permitted while class is in session. Students will receive a warning, thereafter; 1 point will be deducted from the final grade for each disruptive behavior)</p>	<ol style="list-style-type: none"> 1. Only students registered in this class will be admitted. 2. There will be NO food consumed in this classroom. 3. Talking (Side Conversations) sleeping, reading a newspaper or other outside works, unnecessary movement in and out of the classroom—all distract others and limit your own learning. 4. All assignments are due on the assigned date. No late work will be accepted. 5. Students caught cheating will receive an “F” for that assignment. Repeated offences will result in an “F” for the course. Cheating is not tolerated. 6. Plan to arrive to class on time and to stay for the entire class period (or until dismissed) because random arrivals and exits are disrespectful and distracting. 7. All cell phones and other electronic devices (e.g., iPods, iPads) must be turned off (or on vibrate) and hidden from view during class time. 8. Laptop computers are allowed for (quiet) note taking only: i.e., other activities such as checking personal e-mail or browsing the Internet are prohibited. 9. Please be courteous. Raise your hand to contribute to class discussion. 10. No “blurting out” comments during class to gain attention. 11. Attendance is not required, unless assignments are due; therefore, students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact a classmate to determine what was missed. 12. It is the student’s responsibility to notify the instructor in advance of a need for accommodation of a disability that has been verified by BCC. 13. Students should address faculty as "Professor Deane" Calling faculty by their first names is not appropriate. 14. Students are expected to be professional and respectful of other students. Laugh <i>with</i> anyone, but laugh <i>at</i> no one. That includes verbal and physical behavior as well as language used in class or through BCC email. 15. Come to class prepared. (Textbook, pencil or pen, notebook minds, ...)
<p>Students with Disabilities</p>	<p>Students who are registered with The Office of Specialized Services and have received Accommodation Forms are <u><i>strongly encouraged</i></u> to submit these forms within the first two-weeks of classes to ensure timely delivery of these accommodations.</p> <p>Students who have registered with the College's Office of Specialized Services holding completed and signed academic accommodations are to take examinations, in Moodle or in its paper form if the class meets on campus. Note: <i>Faculty may need 24-48 hours to make alternate testing arrangements, so same day testing accommodations may not be possible to grant.</i> The paper tests are administered by the BCC Testing Center ensuring the accommodations are met. Students should be aware that faculty may need 24-48 hours to make alternate testing arrangements, so same day testing accommodations may not be possible to grant.</p>
<p>Student Support Services:</p>	<p>Tutoring services are available for this course in the Tutoring Center. I strongly recommend that you make use of those services as we progress through the semester. You can also make appointments for tutoring online through the BCC Web Page.</p>

Evaluation and Grading	Two Unit Exams	70 points
	Connect Assignments	15 points
	Projects	15 points
	TOTAL	100 points
	Grades	
	A	90+
	B+	88-89
	B	80-87
	C+	78-79
	C	70-77
	D	65-69
	F	below 65

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