

ARIZONA WESTERN
COLLEGE SYLLABUS

BUA 210 CUSTOMER SERVICE MANAGEMENT

Credit Hours: 3 Lec 3

PREREQUISITE: None

COURSE DESCRIPTION

Examines the role and responsibilities of employees in building quality client relationships that create customer satisfaction as well as exploring the functions of customer service employees in all fields in businesses.

1. COURSE GOALS

- 1.1 Prepare students to promote quality customer service management through effective handling of consumer behavior and client relations.
- 1.2 Examine the importance of customer services management operations including communication, service standards, service delivery, quality issues, and the changing business environment.
- 1.3 Understand how customer relations affect other business functions.
- 1.4 Identify customer service principles that drive internal and external customer satisfaction and organizational success.
- 1.5 Identify effective leadership and management skills necessary to enhance cross-functional team performance and contribute to the overarching goals of an organization.

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 explain what is meant by “quality customer service”.
- 2.2 discuss the role of each employee in creating a competitive edge through quality customer service.
- 2.3 communicate effectively with customers – non-verbal, verbal, written and electronic
- 2.4 analyze customer needs and expectations and develop job performance criteria for continuous improvement in providing superior customer relations.
- 2.5 identify internal and external customers and develop skills and techniques to influence attitudes and behaviors.
- 2.6 analyze the value of a client and the costs associated with losing a customer.
- 2.7 identify techniques for dealing with the problem client or situation.
- 2.8 identify strategies to understand, appreciate, and respect cultural diversity within the organization.
- 2.9 develop a service quality philosophy.
- 2.10 perform routine tasks associated with complaint handling and service recovery, customer relationships, loyalty management and operations.
- 2.11 formulate complaint management strategies and systems
- 2.12 understand problem resolution and recovery strategies

3. METHODS OF INSTRUCTION

- 3.1 Lecture
- 3.2 Discussions
- 3.3 Assignments

4. LEARNING ACTIVITIES

- 4.1 Assignments
- 4.2 Activities
- 4.3 Discussion

5. EVALUATION

- 5.1 Exams
- 5.2 Assignments
- 5.3 Participation

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 Classroom Assignments: Students are responsible for work missed and for completing all work before the next class meeting. Students are responsible for participating in all oral drills and for taking all exams.
- 6.3 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.4 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.5 Academic Integrity: Any student participating in acts of academic dishonesty including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.6 Textbooks and materials: Students are required to bring notebook or looseleaf book, pens, pencils, dictionaries, and purchase textbook required for class.
- 6.7 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for “No Show” reporting during the first 10 days of each semester.
Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid. For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
 - Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters

- Initiating contact with a faculty member to ask a question about the academic subject studied in the course