

BADM 142 - Customer Service & Relationship Management 3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

Students cultivate excellence in customer service skills individually as well as build on methods of training service staff workers and mentoring subordinates. This course provides content on building and maintaining customer relationships and its impact on the changing business environment. Students develop a philosophy of Customer Service with methods to implement a customer focused culture.

Prerequisites: RDNG-095 and ENGL-095

Semester Offered: Spring

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

Upon successful completion of the course, the student will be able to...

GENERAL LEARNING OUTCOMES

1. Explain the concepts of customer service in regard to internal and external customers in the

context of Total Quality Management.

2. Demonstrate superior level of customer service skills in business operations.
3. Illustrate the values of excellent customer service skill for the individual provider and how these skill enrich an employee's life and minimizes employee burnout.
4. Explain the importance of mentoring and coaching of internal service partners to improve customer service outcomes.
5. Distinguish the methods of customer service and how they are applied in different communications channels such as online, telephone and face to face interactions.
6. Define the concept and processes of customer relationship management and role that technology plays in the customer oriented firm.
7. Describe the changing landscape of business and the impact of the retail shift to purchasing online.
8. Identify methods to advance customer service as a competitive advantage in the contemporary business model.