



**EFFECTIVE: SEPTEMBER 2003**

**CURRICULUM GUIDELINES**

**A:** Division: **Educational Services** Date: **March 16, 2001**

**B:** Department/ **Student Development**  
Program Area:

|            |   |          |  |
|------------|---|----------|--|
| New Course | x | Revision |  |
|------------|---|----------|--|

If Revision, Section(s) Revised:

Date Last Revised:

**C:** **CSCT 120** **D:** **Customer Service Basics** **E:** **3**  
Subject & Course No. Descriptive Title Semester Credits

**F:** This course is designed to help students identify the essential elements of good customer service skills for the retail industry. Course work will emphasize the importance of portraying a professional image, developing good communication skills and listening techniques. Students will learn effective strategies when dealing with customer complaints and telephone courtesies.

**G:** Allocation of Contact Hours to Types of Instruction/Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

classroom 40%  
lab 40%  
practicum 20%

Number of Contact Hours: (per week / semester for each descriptor)

70 - 90 (depending on employment barriers)

Number of Weeks per Semester:

15

**H:** Course Prerequisites:  
Acceptance into CSCT Program

**I:** Course Corequisites:  
130, 140, 150

**J:** Course for which this Course is a Prerequisite:

**K:** Maximum Class Size:  
12 -15 depending on barriers and disabling conditions

**L:** PLEASE INDICATE:

|                                     |                             |                                    |                                  |
|-------------------------------------|-----------------------------|------------------------------------|----------------------------------|
| <input type="checkbox"/>            | Non-Credit                  |                                    |                                  |
| <input type="checkbox"/>            | College Credit Non-Transfer |                                    |                                  |
| <input checked="" type="checkbox"/> | College Credit Transfer:    | Requested <input type="checkbox"/> | Granted <input type="checkbox"/> |

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ([www.bccat.bc.ca](http://www.bccat.bc.ca))

**M:** Course Objectives/Learning Outcomes

1. To learn and practice appropriate customer service skills
2. To develop good communication and listening skills when dealing with customers
3. To learn effective method when dealing with customer complaints
4. To learn the importance of image and how it applies to the work site
5. To develop essential telephone skills for the retail setting

**N:** Course Content

- the essential elements of good customer service skills
- developing customer courtesy , including verbal communication and listen skills
- using effective strategies to handle customer complaints
- examining current trends in retail policies and professional representation
- using professional courtesy when using the telephone

**O:** Methods of Instruction

- instructor presentation
- class discussion
- roleplays
- guest speakers
- written assignments
- workshop (TOP STAR customer service)

**P:** Textbooks and Materials to be Purchased by Students**Q:** Means of Assessment

A mastery model of on-going evaluation will be used. A student will have completed the course when he/she has demonstrated through satisfactory completion of exercises and assignments that the course objectives have been achieved. Where formal tests are used mastery will be defined as a score of 80% or more.

Progress will be monitored on a regular basis by the instructor in consultation with each student. The student will be expected to maintain regular attendance and progress, actively participate in all lab instructed activities, and completes all assignments as directed

**R:** Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Course Designer(s)

Education Council/Curriculum Committee Representative

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Dean/Director

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Registrar

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