



EFFECTIVE: SEPTEMBER 2004
CURRICULUM GUIDELINES

A: Division: **Educational Services** Effective Date: September 2004

B: Department/
Program Area: **Student Development** New Course Revision

If Revision, Section(s) Revised: C, I

Date Previous Revision: March 16, 2001

Date of Current Revision: September 2004

C: CSCT 0120 D: Customer Service Basics E: 3

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description:		
<p>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 courtesy.</p>		
<p>G: Allocation of Contact Hours to Types of Instruction/Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p>classroom 40% lab 40% practicum 20%</p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p>70 - 90 (depending on disabling condition)</p> <p>Number of Weeks per Semester:</p> <p>15</p>	<p>H: Course Prerequisites:</p> <p>Acceptance into CSCT Program</p> <p>I. Course Corequisites:</p> <p>CSCT 0130, CSCT 0140, CSCT 0150</p> <p>J. Course for which this Course is a Prerequisite:</p> <p>K. Maximum Class Size:</p> <p>12 -15 depending on barriers or disabling conditions</p>	
L: PLEASE INDICATE:		
<p><input type="checkbox"/> Non-Credit</p> <p><input checked="" type="checkbox"/> College Credit Non-Transfer</p> <p>College Credit Transfer: Requested <input type="checkbox"/> Granted <input type="checkbox"/></p>		
SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (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 methods 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 listening 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

Dean/Director

Registrar

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