

**YORK TECHNICAL COLLEGE
COURSE SYLLABUS**

COURSE INFORMATION

Course Prefix/Number	AOT 180
Course Title	Customer Service
Lec Hours/Week:	3
Lab Hours/Week:	0
Credit Hours:	3

DL ATTENDANCE/VA STATEMENT

TEXTBOOK INFORMATION

COURSE DESCRIPTION

This course is a study of issues in the workplace relating to effective customer service. The course includes topics such as oral, written, verbal and nonverbal communication skills, effective telephone techniques, and cultural diversity in the workplace.

COURSE COMPETENCIES/ENABLING OBJECTIVES

The student will be competent in performing the following tasks upon successful completion of each module:

Module 1

- Describe a customer-oriented attitude
- Define exceptional customer service
- Create a description of potential customers
- Evaluate customer behaviors, needs, and wants

Module 2

- Identify effective telephone, written, and online communication
- Recite the fundamentals of verbal and nonverbal customer communication
- Build valued customer relationships by using technical skills and personal traits

Module 3

- Identify methods for providing exceptional service
- Identify methods for building customer loyalty and trust
- Relate methods to resolve customer conflicts and complaints

MINIMUM STANDARDS

1. Students are to complete all assigned applications for each chapter. A check mark will be given if exercises are correct. If an exercise is incorrect, that exercise will be returned to the student to correct.
2. Students are to complete an assigned semester project. Completion of this project will account for ten percent of the final grade.

3. Students will take four written tests. The average of the tests will account for fifty percent of the final grade.
4. Students will demonstrate personal and professional characteristics associated with job success including personal grooming, dependability, willingness to learn, quality work, time management, punctuality, good judgment, business ethics, positive attitude and interactions with others. These characteristics will be considered workplace values.

COURSE REQUIREMENTS

All students are responsible for attaining competencies through completion of the following course requirements:

- completing assigned chapters
- completing assigned applications
- completing the assigned project
- completing scheduled tests
- demonstrating workforce values

Academic Integrity

The policies stated in the York Technical College Handbook will be enforced. “The college reserves the right to decline admission, to suspend, or to require the withdrawal of anyone whose conduct is disruptive to the educational process. Any student caught cheating or involved in any other academic dishonesty will be given a grade of zero and will be subject to further disciplinary action.”

Attendance

The attendance policy as stated in the York Technical College Handbook will be enforced. Attendance is required on test days unless the student has a doctor's excuse, death notice, etc., indicating an unusual circumstance for the absence. If a student must be absent on a test day, the student should make arrangements with the instructor to take the test before the absence.

METHOD OF INSTRUCTION

This is a lecture-based course for the service environment.

This course is divided into three modules. Modules must be completed in sequence. Students may exempt any of the three modules by completing a module test with a score of a least 80 percent.

EVALUATION STRATEGIES/GRADING

Final grades will be based on the following:

Module #1	Module %	Final Grade
Applications and discussions	40%	
Workplace values assessment	10%	
Test	50%	
Module 1 (30% final grade)		
Module #2		
Applications and discussions	40%	
Workplace values assessment	10%	
Tests	50%	
Module 2 (30% final grade)		
Module #3		
Applications and discussions	40%	
Workplace values assessment	10%	
Test	50%	
Module 3 (30% final grade)		
Other		
Project (10% final grade)	100%	
Course Grade		

A	90-100
B	80-89
C	70-79
D	60-69
F	Below 60

ENTRY-LEVEL SKILLS

None

PREREQUISITES

None

CO-REQUISITES

None