

Course Competencies Template - Form 112

GENERAL INFORMATION			
Name: Ana Cruz/Thania Rios	Phone #: (305) 237-7139/(305) 237-5107		
Course Prefix/Number: MKA 1161	Course Title: Introduction to Customer Service		
Number of Credits: 3			
Degree Type	<input type="checkbox"/> B.A. <input type="checkbox"/> B.S. <input type="checkbox"/> B.A.S <input checked="" type="checkbox"/> A.A. <input checked="" type="checkbox"/> A.S. <input checked="" type="checkbox"/> A.A.S. <input checked="" type="checkbox"/> C.C.C. <input type="checkbox"/> A.T.C. <input type="checkbox"/> C.T.C.(V.C.C.)		
Date Submitted/Revised: 9-16-08	Effective Year/Term: 2009-1		
<input type="checkbox"/> New Course Competency <input checked="" type="checkbox"/> Revised Course Competency			
Course to be designated as a General Education course (part of the 36 hours of A.A. Gen. Ed. coursework): <input type="checkbox"/> Yes <input type="checkbox"/> No			
The above course links to the following Learning Outcomes: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Communication <input type="checkbox"/> Numbers / Data <input type="checkbox"/> Critical thinking <input type="checkbox"/> Information Literacy <input type="checkbox"/> Cultural / Global Perspective </td> <td style="width: 50%; vertical-align: top;"> <input type="checkbox"/> Social Responsibility <input checked="" type="checkbox"/> Ethical Issues <input type="checkbox"/> Computer / Technology Usage <input type="checkbox"/> Aesthetic / Creative Activities <input type="checkbox"/> Environmental Responsibility </td> </tr> </table>		<input checked="" type="checkbox"/> Communication <input type="checkbox"/> Numbers / Data <input type="checkbox"/> Critical thinking <input type="checkbox"/> Information Literacy <input type="checkbox"/> Cultural / Global Perspective	<input type="checkbox"/> Social Responsibility <input checked="" type="checkbox"/> Ethical Issues <input type="checkbox"/> Computer / Technology Usage <input type="checkbox"/> Aesthetic / Creative Activities <input type="checkbox"/> Environmental Responsibility
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Course Description (limit to 50 words or less, must correspond with course description on Form 102): This is a fundamental survey course which examines the attitudinal, behavioral and procedural basics which are common across all customer service sectors. Students will learn an extensive vocabulary of customer service terms and students will understand their practical application in today's business environment. (3 hr. lecture)			
Prerequisite(s): N/A	Co requisite(s): N/A		

Course Competencies: (for further instruction/guidelines go to: <http://www.mdc.edu/asa/curriculum.asp>)

Competency 1: The student will demonstrate basic knowledge of the customer service profession by:

1. Defining a service culture.
2. Describing the customer service environment.
3. Describing how societal factors, consumer behavioral shifts and the growth of the service sector affects customer service.
4. Explaining how to establish a service strategy and how to promote a positive service culture.

Competency 2: The student will demonstrate knowledge of skills needed for successful customer service by:

1. Describing the importance and methods to achieve effective communication.
2. Describing strategies on how to deal assertively with customers.
3. Explaining the differences between assertive versus aggressive service.
4. Describing nonverbal communication as well as the role and impact it has on communication.
5. Explaining the importance and how to achieve effective listening skills.

Revision Date: _____

Approved By Academic Dean Date: _____

Reviewed By Director of Academic Programs Date: _____

Competency 3: The student will demonstrate knowledge of building and maintaining relationships by:

1. Describing behavioral styles and how to work with them.
2. Describing what is a service breakdown and how to avoid and problem solve when it occurs.
3. Explaining the impact that diversity has on customer service.
4. Describing the role of technology in customer service including etiquette and strategies.
5. Explaining ways to encourage customer loyalty.

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