

Course Competency

AVM 2431 Customer Service Agent

Course Description

Covers the generic skills needed for any airline position involving regular contact with the traveling public. Includes human relations, personal appearance enhancement, etiquette, conflict management, speech skills, and the acquisition of attributes that would promote a proper professional image. (3 hr. lecture)

Course Competency	Learning Outcomes
<p>Competency 1:The student will demonstrate knowledge and understanding of aviation customer service by:</p>	<ol style="list-style-type: none"> 1. Social Responsibility 2. Communication
<ol style="list-style-type: none"> 1. a. Discussing aviation customer service and its effect on the longevity of a career in the industry. b. Summarizing the effect, and influence of society’s negative input on their own behavior as well as that of their customers. c. Recalling strategies used to filter or stop negative input in order to foster positive human relations. d. Identifying the benefits of a healthy lifestyle and its effects on human relations. e. Pointing out the importance of personal appearance and etiquette on customer service. f. demonstrating the recognition of pending conflict and listing the skills needed to resolve it. 	
<p>Competency 2:The student will analyze and interpret aviation customer service from a variety of perspectives, including those by:</p>	<ol style="list-style-type: none"> 1. Social Responsibility 2. Communication
<ol style="list-style-type: none"> 1. a. Understanding the customer. b. Describing the employee (the student). c. Managing the company management. d. Analyzing the airline (company). e. Learning and applying the Federal 	

Aviation Administration.	
Competency 3: The student will produce reasoned, critical responses common concerns with aviation customer service by:	<ol style="list-style-type: none"> 1. Critical thinking 2. Communication
<ol style="list-style-type: none"> 1. a. Solving problems assigned by the instructor related to aviation customer service. The solution(s) given by the student will count towards the final grade of the course. b. Generating, developing, organizing, and presenting ideas related to aviation customer service effectively. c. Shaping communication to purpose, audience, and occasion. d. Analyzing and discussing various technological advances and their impact on aviation customer service. e. Participating in customer service exercises and demonstrating the ability to remain professional and resolve conflict while following company and FAA procedures. 	

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