

I. COURSE DESCRIPTION: In this course, students will learn techniques needed to build and maintain effective relationships with customers, teammates, colleagues, and employers. Emphasis will be placed on acquiring customer service and team building skills. The skills need to make decisions, problem solve, and manage conflict will also be introduced.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Define what is meant by a team.

Potential Elements of the Performance:

- Understand the nature of a team
- Appreciate the benefits of teamwork
- Identify the skills needed for teamwork

2. Describe how a team functions

Potential Elements of the Performance:

- Clarify team goals
- Understand team roles
- Identify characteristics of an effective team

3. Learn how to recognize and value diversity.

Potential Elements of the Performance:

- Describe the benefits of diversity
- Deal with prejudice and stereotypes
- Make diversity work

4. Develop commitment to a team.

Potential Elements of the Performance:

- Develop a positive attitude toward the team effort
- Understand and observe team norms

- Use active listening techniques

5. Become skilled at making an impact.

Potential Elements of the Performance:

- Express yourself in team situations
- Assert yourself without being aggressive
- Seize opportunities to use your talents

6. Develop skills for handling conflict.

Potential Elements of the Performance:

- Understand how conflict can be constructive
- Give and receive criticism
- Learn how to handle anger
- Manage conflict

7. Learn to take risks and develop trust.

Potential Elements of the Performance:

- Appreciate the importance of taking risks
- Recognize the obstacles to risk taking
- Develop team trust

8. Use the six steps for problem solving.

Potential Elements of the Performance:

- Develop creative thinking on a team
- Overcome obstacles such as groupthink

9. Recognize the importance of customer service.

Potential Elements of the Performance:

- Name several customer service jobs and explain the roles of people holding those jobs
- Describe what good customer service means
- Explain the importance of individual effort in serving customers
- Describe the effects of customer complaints
- List characteristics of loyal customers
- Describe the benefits to companies of building a loyal customer base

10. Become aware of the customer's needs and wants.

Potential Elements of the Performance:

- Understand why and how companies identify external customers
- Explain the importance of serving internal customers well
- Understand how companies determine what customers need and want
- Discuss the two reasons customers buy products or services
- Explain how companies use data about customer needs and wants to increase sales and satisfaction
- Compare product features and benefits

11. Learn how to interact with customers.

Potential Elements of the Performance:

- Describe ways to make customers feel welcome
- Learn to use listening and speaking skills to understand customers
- Discuss the elements of business telephone etiquette
- Describe how telephone systems are used to serve customers
- Write effective business letters and newsletters
- Communicate professionally using e-mail messages

12. Learn how to maintain customer service.

Potential Elements of the Performance:

- Learn personal traits and technical skills required to build a partnership with customers
- Identify ways to develop rapport with customers
- Demonstrate how to develop win-win solutions for customers' problems
- Describe ways to answer WIIFN in conversations, in writing, and on the Web
- Show how to go the extra mile during and after customer transactions
- Appreciate the difference between single- and double-bagger attitudes

13. Become skilled at handling difficult situation.

Potential Elements of the Performance:

- Become skilled at how to calm upset customers and solve their problems
- Determine how to use service recovery to build customer loyalty
- Compile effective responses to sales objections
- Develop a strategy for countering objections
- Identify your stress triggers and discover ways to release stress before it builds up

14. Construct customer relationships.

Potential Elements of the Performance:

- Discuss the five traits shared by all companies that provide superior service
- Describe best practices companies use to build loyalty
- Debate the pros and cons of customer loyalty programs
- Learn how to build customer loyalty on the Web
- Explain why customer service requires a team effort
- Verify how teams are used to provide superior customer service

III. TOPICS:

1. What is a Team?
2. How a Team Functions
3. Valuing Diversity
4. Committing to the Team
5. Making an Impact
6. Handling Conflict
7. Risk Taking and Trust
8. Team Problem Solving
9. Being a Leader
10. Importance of Customer Service
11. Customer needs and Wants
12. Interact with Customers
13. Support Customer Service
14. Handle Difficult Situations
15. Build Customer Relationships

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Quick SKills Series – Teamwork, by Douglas Gordon, published by South-Western, 2001.

Customer Service, by Beverly Rokes, published by South-Western, 2002.

V. EVALUATION PROCESS/GRADING SYSTEM:

Two tests based on the Module's work.

Test #1	40%
Test #2	40%
Participation/attendance*	<u>20%</u>
	100%

(*To develop teamwork skills, it is important that students attend all regularly scheduled classes, as well as any classes scheduled outside of the regular class time. A 1 percent deduction will be applied each time a student is absent (to a maximum of 20 percent.)

The following semester grades will be assigned to students in post-secondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50-59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field/clinical placement or non-graded subject areas.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a	

	student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

VI. SPECIAL NOTES:

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

Students are expected to be present to write all tests during regularly scheduled classes.

In the event of a failed course grade, a supplementary test based on the work will be administered to replace EITHER the lowest failed OR one missed test.

It is expected that 100 percent of classroom work be completed.

Students must ensure that they have the appropriate tools to do the test (i.e. pencil, pen, etc.).

Test papers will be returned to the student after grading in order to permit verification of the results and to review the tests. However, the student will be required to return all test papers to the professor who will keep them on file until the end of the next module.

Regular attendance is expected to ensure course information is communicated to all students. In-class observation of student work and guidance by the professor aids student success. Lectures will not be repeated in subsequent classes.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.