



## COURSE OUTLINE: RES0122 - CUST.SERV.TRAINING

Prepared: Peter Graf

Approved: Martha Irwin, Chair, Community Services and Interdisciplinary Studies

<b>Course Code: Title</b>	RES0122: CUSTOMER SERVICE TRAINING FOR CICE
<b>Program Number: Name</b>	1120: COMMUNITY INTEGRATN
<b>Department:</b>	C.I.C.E.
<b>Semesters/Terms:</b>	19W
<b>Course Description:</b>	This course will provide students with the critical knowledge and skills needed to deal with customers in a hospitality environment. Each student will develop their communication, interpersonal, and diplomacy skills to successfully accommodate guests and ensure customer satisfaction. A customer-focused approach will underline all aspects of this course.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	45
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences.
<b>General Education Themes:</b>	Social and Cultural Understanding Personal Understanding
<b>Course Evaluation:</b>	Passing Grade: 50%, D
<b>Books and Required Resources:</b>	Customer Service: Career Satisfaction by Timm Publisher: Prentice Hall Edition: 6 or newer ISBN: 9780133056259
<b>Course Outcomes and Learning Objectives:</b>	Upon successful completion of this course, the CICE student, with the assistance of a Learning Specialist will acquire varying levels of skill development relevant to the following learning outcomes:



<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
1. Discuss the role of customer service in business success.	1.1 Define customer satisfaction. 1.2 Research and discuss the importance of customer service to the overall success in the Hospitality business. 1.3 Relate the importance of customer service skills to career and personal success.
<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
2. Identify and discuss the need for customer service in the resort environment.	2.1 Research and outline industry standard customer service skills. 2.2 Research and discuss how to create customer loyalty. 2.3 Identify and discuss how customer service contributes to the overall resort experience.
<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
3. Develop a positive and humble attitude towards the customer and employer.	3.1 Research employer customer service requirements. 3.2 Analyze and assess his/her personality and determine areas of strength and risk in order to improve overall customer service skill development.
<b>Course Outcome 4</b>	<b>Learning Objectives for Course Outcome 4</b>
4. Apply their customer service knowledge and skills throughout their daily activities in the Northern Ontario Hospitality and Tourism Institute.	4.1 Demonstrate and practice customer service skills through faculty, peer and customer interaction. 4.2 Document, reflect and analyze prior customer service experiences.
<b>Course Outcome 5</b>	<b>Learning Objectives for Course Outcome 5</b>
5. Continually improve their performance as customer service professionals on an ongoing basis within and beyond the classroom environment.	5.1 Develop and implement a customer service improvement plan which will address: personal development objectives, short and long term goals, pro-active problem-solving and decision-making skills, personal attitude and behaviour, diplomacy skills, motivation, verbal and non-verbal communication skills, recovery skills, and exceeding people's expectations.
<b>Course Outcome 6</b>	<b>Learning Objectives for Course Outcome 6</b>
6. Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality/culinary environment.	6.1 Solicit and use constructive feedback in the evaluation of his/her knowledge and skills. 6.2 Identify various methods of increasing professional knowledge and skills. 6.3 Apply principles of time management and meet deadlines. 6.4 Recognize the importance of the guest, the server-guest relationship, and the principles of good service.
<b>Course Outcome 7</b>	<b>Learning Objectives for Course Outcome 7</b>
7. Discuss the importance of accepting and benefitting from members of diverse cultural backgrounds and beliefs.	7.1 Discuss and understand the needs of customers from a diverse cultural background. 7.2 Identify how the business can benefit from this. 7.3 Discuss and understand the needs of co-workers from a diverse cultural background. 7.4 Identify how the business and the team can benefit from this.



Course Outcome 8	Learning Objectives for Course Outcome 8
8. Apply professionalism.	8.1 proper dress code. 8.2 punctuality. 8.3 participation. 8.4 group work. 8.5 respect for others.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Attendance/Participation/Professionalism	8%	7
Exam 1	24%	1,2
Exam 2	24%	3,4
Exam 3	24%	5,6,7
Project 1	10%	2
Project 2	10%	6

**CICE Modifications:**

**Preparation and Participation**

1. A Learning Specialist will attend class with the student(s) to assist with inclusion in the class and to take notes.
2. Students will receive support in and outside of the classroom (i.e. tutoring, assistance with homework and assignments, preparation for exams, tests and quizzes.)
3. Study notes will be geared to test content and style which will match with modified learning outcomes.
4. Although the Learning Specialist may not attend all classes with the student(s), support will always be available. When the Learning Specialist does attend classes he/she will remain as inconspicuous as possible.

**A.** Further modifications may be required as needed as the semester progresses based on individual student(s) abilities and must be discussed with and agreed upon by the instructor.

**B. Tests may be modified in the following ways:**

1. Tests, which require essay answers, may be modified to short answers.
2. Short answer questions may be changed to multiple choice or the question may be simplified so the answer will reflect a basic understanding.
3. Tests, which use fill in the blank format, may be modified to include a few choices for each question, or a list of choices for all questions. This will allow the student to match or use visual clues.
4. Tests in the T/F or multiple choice format may be modified by rewording or clarifying statements into layman's or simplified terms. Multiple choice questions may have a reduced number of choices.

**C. Tests will be written in CICE office with assistance from a Learning Specialist.**

***The Learning Specialist may:***

1. Read the test question to the student.
2. Paraphrase the test question without revealing any key words or definitions.
3. Transcribe the student's verbal answer.
4. Test length may be reduced and time allowed to complete test may be increased.



**D. Assignments may be modified in the following ways:**

1. Assignments may be modified by reducing the amount of information required while maintaining general concepts.
2. Some assignments may be eliminated depending on the number of assignments required in the particular course.

***The Learning Specialist may:***

1. Use a question/answer format instead of essay/research format
2. Propose a reduction in the number of references required for an assignment
3. Assist with groups to ensure that student comprehends his/her role within the group
4. Require an extension on due dates due to the fact that some students may require additional time to process information
5. Formally summarize articles and assigned readings to isolate main points for the student
6. Use questioning techniques and paraphrasing to assist in student comprehension of an assignment

**E. Evaluation:**

Is reflective of modified learning outcomes.

**NOTE:** Due to the possibility of documented medical issues, CICE students may require alternate methods of evaluation to be able to acquire and demonstrate the modified learning outcomes

**Date:**

December 14, 2018

Please refer to the course outline addendum on the Learning Management System for further information.

