

Wilco Area Career Center
Joliet Junior College
BUS 110 Customer Service Course Syllabus

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Course Description

This course is designed to help students develop outstanding customer service skills. Students will learn how to interact with customers, resolve conflicts, understand the importance of customer satisfaction and retention, and actively participate as a member of a team and develop time management skills.

Credit Hours

JJC dual enrollment credit hours: 3

High school credit hours: .5

High school credit may vary per district. Generally, this course counts as elective credits toward graduation. The Wilco course represents three electives on a student's schedule each semester.

Prerequisites

This is the same course that is offered at JJC and every student is required to meet JJC prerequisites for enrollment. ACT/SAT scores can satisfy this requirement. If ACT/SAT scores are not high enough, an Accuplacer test for English and Writing are required. Minimum scores on the Accuplacer tests must be met for JJC to accept a student's enrollment.

If a student fails to meet JJC enrollment requirements, they are not forced to drop their Wilco class. They will still earn high school elective hours.

Textbook

Lucas

Customer Service: Skills for Success, 8e

McGraw Hill

ISBN: 978-1-265-01766-8

Each student will check out a textbook from Wilco to use during the course.

Supplementary Materials

- ☐ Each student is required to bring their charged, high school issued Chromebook to class every day. Students will use Google Classroom, I-Campus, and the internet.
- ☐ Students must have a pen or pencil, a notebook, and notebook paper.

Methods of Instruction

Lecture

Group-based learning

Research Paper

Student presentations

Student projects

Course Objectives

1. Evaluate the role, characteristics, and importance of service encounters.
2. Analyze customer needs and motives as they pertain to purchase decisions.
3. Identify the groundwork for quality, customer service, and value creation.
4. Apply a competitive strategy focus as it pertains to the service industry.
5. Define how to increase productivity of service employees.

Graded Assignments

- ☐ Weekly assignments
- ☐ Written case studies
- ☐ Research paper
- ☐ Group project(s)
- ☐ Chapter quizzes
- ☐ Unit exams
- ☐ Final exam

Grading

Weekly assignments and case studies will equal 25% of the overall course grade.

Research paper(s) and group projects will equal 25% of the overall course grade.

Chapter quizzes and unit exams will equal 25% of the overall course grade.

The final exam will equal 25% of the overall course grade.

Grading Scale

A	Exceptional	90-100%
B	Exceeds expectations	80-89%
C	Meets expectations	70-79%
D	Improvement needed	60-69%
F	Failing, missing, incomplete	below 60%

*grades are rounded up at .5%, so an 89.5% grade will receive an A.

Policies and Procedures

General - Students will come prepared for class with a charged Chromebook, pen or pencil, notebook and textbook every day. Students will maintain order and cleanliness of workstations. Students will be respectful to all classmates, staff, and visitors.

Cellphones - Wilco does not allow student use of cellphones in class and has a “door-to-door” policy. Upon entering the classroom each day, students will sign in and deposit their cellphone in the classroom cellphone storage box. Students will not retrieve their cellphones from the storage box until exiting the classroom at the end of the class session. Students may be allowed cellphone usage only by specific direction of the instructor. Examples of this use would be for JJC registration, a specific project or assignment, or to purchase food or services at Wilco. Cellphones are not permitted in Wilco bathrooms.

Textbooks - Students will be responsible for the textbook assigned to them throughout the course, and are responsible for replacement fees if damaged or lost.

Attendance - 10 or more absences will result in an attendance contract. Students are responsible for checking Google Classroom for coursework if absent.

Make-up policy - Make-up work is not available for this course. This is a college level course and the course rigor and expectations of the college will be maintained. Students are expected to submit their assignments on time, including when they are absent.

Extra-credit policy - Extra credit is not available for this course.

Academic honor code - The objective of this code is to sustain a learning-centered environment in which all students are expected to

demonstrate integrity, honor, responsibility, and recognize the importance of being accountable for one's academic behavior.

Students who are caught cheating or plagiarizing will be referred to Wilco Administration and will receive a zero on the assignment or assessment. This includes the improper use of artificial intelligence.

Intellectual property - Students own and hold the copyright to the original work they produce in class. It is a widely acceptable practice to use student work as part of evaluation and assessment, or any other efforts to improve teaching and learning. This includes the promotion of the program and recruiting of new students. If you do not wish your work to be used in this manner, inform the instructor.

Student Code of Conduct - Every student is responsible for reading and adhering to the Wilco Student Code of Conduct stated in the Wilco Student Handbook. The handbook can be found on Wilco's website.

Student support - Student support services are available at Wilco. Coordinate this support with your instructor if support is desired.

Course Outline (could change to accommodate scheduling issues)

Week 1	Nov 9-13	Chapter 1 Know Why Service Matters Chapter 2 Use Behaviors that Engage Your Customers
Week 2	Nov 16-20	Chapter 2 continued Chapter 3 Listen To Your Customer
Week 3	Nov 23-27	Thanksgiving break
Week 4	Nov 30-Dec 4	Chapter 4 Use the Telephone Correctly Chapter 5 Use Friendly Websites and Electronic Communication Unit Exam Chs 1-5
Week 5	Dec 7-11	Chapter 6 Recognize and Deal with Customer Turnoffs Chapter 7 Insight Into Emerging Trends In Customer Service
Week 6	Dec 14-18	Chapter 8 Get Customer Feedback
Week 7	Jan 5-8	Chapter 9 Recover the Potentially Lost Unit Exam Chs 6-9
Week 8	Jan 11-15	Chapter 10 Exceed Expectations with Value Chapter 11 Exceeding Customers Expectations with Information
Week 9	Jan 18-22	Chapter 12 Exceed Customer Expectation With Convenience and Timing Chapter 13 Influencing Others to Give Great Service
Week 10	Jan 25-29	Final Exam Review Final Exam
Week 11	Feb 1-5	Group Projects and Presentations