



MASTER COURSE OUTLINE

A. SMGT 1250 Managing Customer Service

B. COURSE DESCRIPTION:

This course focuses on the study of businesses relevant to increasing profitability through assessing customer needs, changing expectations, and supervising and motivating employees to service excellence. Tools of measurement in customer service for both internal and external customers are also covered as well as critical elements of serving customers in both private businesses and public agencies. Understanding customer-driven service quality and how to apply the concept in the workplace are included.
(1 Cr – 1 lect, 0 lab,)

C. **Core Theme: Critical Thinking

D. MAJOR CONTENT AREAS:

- Customer needs and expectations assessment
- Employee supervision
- Employee motivation
- Customer service measurement
- Customer-driven service

E. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

| <u>GOAL</u> | <u>OBJECTIVES</u> Students will be able to | <u>OUTCOMES</u> The student will successfully |
|-----------------------------|---|--|
| ** <u>Critical Thinking</u> | recognize and articulate the value assumptions which underlie and affect decisions, interpretations, analyses and evaluations made by ourselves and others. | 1. create a customer service mission. |
| <u>CS</u> | recognize quality customer service. | 1. define quality customer service. 2. communicate personal and professional experience to determine element of quality customer service. |
| <u>CS</u> | determine internal and external customer needs and the methods to meet those needs. | 1. identify internal and external customers. 2. conduct a customer service audit. |
| <u>CS</u> | understand competencies needed for customer service effectiveness. | 1. identify and measure customer satisfaction and feedback tools. |

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| | | 2. identify competencies needed for quality customer service. |
| <u>CS</u> | understand techniques to improve and support customer services. | 1. demonstrate a supportive technique to motivate employees to improve customer service. 2. teach employees how to provide quality customer service. |

F. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact the instructor or the Student Success Center at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

G. COURSE CODING INFORMATION:

Course Code A/Class Maximum 48; Letter Grade

Revision date: 04/20/11; 9/1/16

AASC Approval date: 9/20/16

| *Riverland Community College Disciplines | MnTC Goal Number |
|---|-------------------------|
| Communication (CM) | 1 |
| Natural Sciences (NS) | 3 |
| Mathematics/Logical Reasoning (MA) | 4 |
| History and the Social & Behavioral Sciences (SS) | 5 |
| Humanities and Fine Arts (HU) | 6 |

| **Riverland Community College Core Themes | MnTC Goal Number |
|--|-------------------------|
| Critical Thinking (CT) | 2 |
| Human Diversity (HD) | 7 |
| Global Perspective (GP) | 8 |
| Ethical and Civic Responsibility (EC) | 9 |
| People and the Environment (PE) | 10 |

*These five MnTC Goals have been identified as Riverland Community College Disciplines.

** These five MnTC Goals have been identified as Riverland Community College Core Themes.

NOTE: The Minnesota Transfer Curriculum “10 Goal Areas of Emphasis” are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.