

**Three Rivers Community College**  
**Course Syllabus**  
**Introduction to Business**  
Fall Semester 2011

**Instructor:** Walter Patrick

**Office Hours:** Before or after class

**Course Web Site:** <http://my.comnet.edu>

**Time and Place:** 5:00 p.m. – 8:00 p.m.  
York Correctional Center  
Niantic, CT

**Course Description:**

This course is the study of the principles and practices involved in providing excellent customer service. Students learn effective verbal and nonverbal communication techniques, professional customer service behaviors, problem solving and the monitoring and measuring of customer service. Delivery of customer service by telephone, in person, by mail and via the Internet is studied.

**Course Objectives:**

- The Customers Service Profession
- Contributing to the Services Culture
- Verbal Communications Skills
- Nonverbal Communication Skills
- Listening Skills
- Customer Service and Behavior
- Service Breakdowns and Service Recovery
- Customer Service in a Diverse World
- Customers Service via Technology
- Encouraging Customer's Loyalty

## Syllabus Continued

**Required Text:** Customer Service Skills for Success, 5<sup>th</sup> Edition by Lucas, Robert W.

### **Grading:**

<b>Chapter Quizzes</b>	<b>20 points</b>
<b>Homework</b>	<b>20 points</b>
<b>Final exam</b>	<b>40 points</b>
<b>Class participation</b>	<b>15 points</b>
<b>Perfect Attendance</b>	<b><u>5 Points</u></b>
<b>Total points</b>	<b>100 = A</b>

Class participation consists of active participation during class and oral presentations from Case Studies as assigned.

### **Attendance Policy:**

Perfect attendance will result in 5 points being added to the total course average. One absence and 3 points will be added to course average. Two absences and 0 points will be added to total course average. Three absences and 3 points will be deducted from total course average. Four absences and 5 points will be subtracted from total course average.

### **Honor Code:**

During this course, all assignments (quizzes, written reports and exams) will be the sole responsibility of the student. The student must adhere to a strict honor code and agree that all work is their own. Reports and exams are not to be collaborative efforts. Students must agree to write their own paper and take the exams according to the rules set forth.

### **Withdrawal Policy:**

A student who finds it necessary to discontinue a course must complete a "Withdrawal Request Form." Students may withdraw from class without the instructor's signature through the tenth week of class. The signature of a faculty member or advisor is required from the beginning of the eleventh week until the end of the thirteenth week. Students who do not withdraw, but stop attending will be assigned an "F" signifying a failing grade. Verbal withdrawals will not be accepted.

## Syllabus Continued

### Disabilities Statement:

If you have a hidden or visible disability that requires classroom or test taking modifications, please see me as soon as possible. If you have not already done so, please be sure to register with Mr. John Perch, Disabled Student Counselor.

### Student Evaluation:

<b>94-100</b>	<b>=</b>	<b>A</b>	<b>A-</b>	<b>90-93</b>
<b>87-89</b>	<b>=</b>	<b>B+</b>	<b>B</b>	<b>83-86</b>
<b>80-82</b>	<b>=</b>	<b>B-</b>	<b>C+</b>	<b>77-79</b>
<b>73-76</b>	<b>=</b>	<b>C</b>	<b>C-</b>	<b>70-72</b>
<b>67-69</b>	<b>=</b>	<b>D+</b>	<b>D</b>	<b>63-66</b>
<b>62</b>	<b>=</b>	<b>F</b>		

### Schedule of Classes:

Week 1	Class introductions, administrative issues, course expectations and review of study habits.
Week 2	Chapter 1, The Customer Service Profession.
Week 3	Chapter 2, Contributing to the Service Culture.
Week 4	Chapter 3, Verbal Communication Skills.
Week 5	Chapter 4, Nonverbal Communication Skills.
Week 6	Chapter 5, Listening to the Customer
Week 7	Chapter 6, Customer Service and Behavior.
Week 8	Chapter 7, Service Breakdowns and Service Recovery.
Week 9	Chapter 8, Customer Service in a Diverse World.
Week10	Chapter 9, Customer Service via Technology.
Week 11	Chapter 10, Encouraging Customer Loyalty.
Week 12	Chapter 10, Chapter Continued.
Week 13	Final Exam Review.
Week 14	<b>Final Exam Period.</b>
Week 15	<b>Grades Submitted to Three Rivers Community College.</b>