

**Bossier Parish Community College**  
**Master Syllabus**

**Course Prefix and Number:** BADM 102

**Credit Hours:** 3-3-0

**Course Title:** Customer Service Skills

**Course Prerequisites:** None

**Textbook:** LUCAS, Customer Service: Skills for Success. 8<sup>th</sup> Edition. McGraw-Hill. ISBN: 9781265990626

**Course Description:** An introduction to customer service including analysis of personal and group service skills; components of good customer service; focus on customer retention and matching customer needs with business features; dealing effectively with dissatisfied customers through listening and communication skills.

**Learning Outcomes:**

At the end of this course, the student will:

- A. Describe the operations and functions of various business models.
- B. Apply critical thinking to business decision making.
- C. Apply communication skills in diverse business settings.

To achieve the learning outcomes, the student will:

(The letter designations at the end of each statement refer to the learning outcome(s).)

1. Define, analyze, and understand the elements of customer service and loyalty (A)
2. Understand the needs and expectations of customers (B)
3. Develop and demonstrate skills needed to deal effectively with customers (B, C)
4. Understand the dynamics of interpersonal encounters (C)
5. Learn how to work with difficult customers (C)
6. Develop and utilize listening skills (C)

**Course Requirements:**

- To pass the course, student must achieve a course average of 70% or above.
- Students must have access to a computer (not mobile device), Microsoft Office, and the Internet to complete the assignments. Computer, software, and the Internet are available to students on campus during scheduled computer lab times and in the Learning Commons located in the BPCC Library.

**Course Grading Scale:**

- A = 90 - 100
- B = 80 - 89
- C = 70 - 79
- D = 60 - 69
- F = 0 - 59

**Attendance Policy:**

Each student is expected to attend class regularly; excessive unexcused absences constitute grounds for suspension. Refer to the student handbook for [Attendance Policy](#).

**Course Fees:** This course is accompanied with an additional non-refundable fee for supplemental materials, laboratory supplies, software licenses, certification exams and/or clinical fees.

**Nondiscrimination Statement:** Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

**COORDINATOR FOR SECTION 504 AND ADA**

Angie Cao, Student and Disability Services Specialist

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**EQUITY/COMPLIANCE COORDINATOR**

Teri Bashara, Director of Human Resources

Human Resources Office, A-105

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Phone: 318-678-6056

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