

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

**Course Prefix and Number:** RMGT 201

**Credit Hours:** 3

**Course Title:** Customer Service Skills

**Course Prerequisites:** None

**Textbook:** LUCAS, Customer Service: Skills for Success.

**Please refer to the BPCC bookstore for the edition required during your semester of enrollment.**

**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:**

- A. Class Attendance (see the student handbook for attendance policies.)
- B. Students are required to use Blackboard and are expected to follow all requirements listed in the course syllabus.

**Course Grading:**

- A. Letter grades will be assigned based on a ten point grading scale (90-100 = A, 80-89 = B, 70-79 = C, 60-69 = D, 0-59 = F).
- B. Although instructors may give other assignments, they will give at least four tests and a comprehensive exam.

**Attendance Policy:** The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

**Course Fees:** This course is accompanied with an additional fee for supplemental materials.

**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**

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**Equity/Compliance Coordinator**

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