COURSE TITLE: Customer Service Workshop

COURSE NUMBER: BBM 100

COURSE DESCRIPTION/ RATIONALE:
This course is a one credit course addressing the importance of customer service, telephone/email techniques, and handling the difficult customer.

PROGRAM COMPETENCIES:
In addition to achieving the Wilmington University undergraduate graduation competencies given in the Academic Information section of the catalog, each graduating student will be able to:

1) Demonstrate effective information literacy and communication with valid and reliable research.
2) Apply ethical standards as required by business management professionals.
3) Demonstrate effective oral and written communications utilized within various areas of the business environment.
4) Identify and analyze factors critical to business with respect to strategic planning, including human resource management, operations management and globalization.

MAJOR INSTRUCTIONAL GOALS:

1. Become aware of the importance of customer service.
The student will:
   - Describe the role of customer service within the organization.
   - Define internal and external customers.
   - Evaluate good and poor customer service practices.

2. Become aware of successful communication techniques.
The student will:
   - Practice telephone and email skills.
   - Gain awareness of nonverbal communication.

3. Examine ways to work with a difficult customer.
The student will:
   - Identify dissatisfied customer behavior.
   - Explore ways to minimize conflict with customers.