

CLASS NUMBER AND NAME:	GBN200C – HUMAN RELATIONS III
TOTAL HOURS/UNITS:	24 Hours/2 Units
PREREQUISITES:	None
TEXTS AND MATERIALS:	<i>Customer Service: Skills for Success</i> , Fifth edition, Lucas, Robert W.; McGraw-Hill-Irwin 2012 Customized book for GBN200C (ISBN 9781121803374)
CLASS DESCRIPTION:	A study of the essential customer service skills in the workplace. Topics include listening skills, customer service and behavior, service breakdowns and service recovery, and encouraging customer loyalty.
CLASS OBJECTIVES:	To provide the student with the knowledge necessary to apply successful customer service skills. To provide an introduction to customer service and its importance in business.
CLASS FORMAT OVERVIEW:	This course will be a combination of lecture, class discussion, and group activity sessions.
REQUIREMENTS:	Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.
METHODS OF INSTRUCTION:	As lecture and class discussion are used as the principal means of instruction, it will be expected that all students will be present every day to take part in class. Along with the discussions held in class, students will participate in several group activity sessions for optimum understanding of concepts discussed in class.
CLASS ATTENDANCE:	Students will be required to read the assigned chapters before class and complete weekly homework assignments. It is critical to the student's success to attend class every day. Thirty percent of the final grade for the class will be based on attendance and participation. Student's presence for the entire class is an important demonstration of the concept of professional demeanor and shows respect for

the class. Therefore, students will only be marked present when they arrive on time and stay seated during the entire class session.

TESTING:

Tests will be given after the completion of each chapter.

LATE TESTING AND ASSIGNMENTS:

A 10 percent penalty will be issued for all late quizzes. If the student is not present on the day of the test and has not made arrangements with the instructor to take the test early, the student will automatically be given the 10 percent penalty.

GRADING POLICIES:

The grading is as follows:

30 Percent	Attendance
70 Percent	Homework, class assignments, quizzes, exams, written assignments, and projects.

You will be graded on the following scale:

90-100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60	F

ANTICIPATED LEARNING OUTCOMES:

Upon completing this course, the student will be able to:

1. Understand the importance customer service in business.
2. Utilize techniques to analyze customer behavior.
3. Understand and apply successful techniques to deal with service breakdowns and encourage service recovery.
4. Utilize various techniques to encourage customer loyalty.

Human Relations III—GBN200C

	Topics		Due Dates
Week 1	Contributing to the Service Culture Chapter 2	Present PowerPoint Presentation Class Assignments: Search It Out Collaborative Learning Activity Face to Face Students log into http://www.mhhe.com/customerservice Complete Online Quiz Learning the Language Critical Thinking Exercise Email Results to instructor — due end of week	
Week 2	Listening to the Customer Chapter 5	Present PowerPoint Presentation Class Assignments: Search It Out Collaborative Learning Activity Face to Face Students log into http://www.mhhe.com/customerservice Complete Online Quiz Learning the Language Critical Thinking Exercise Email Results to instructor — due end of week	
Week 3	Customer Service and Behavior Chapter 6	Present PowerPoint Presentation Class Assignments: Search It Out Collaborative Learning Activity Face to Face Students log into http://www.mhhe.com/customerservice Complete Online Quiz Learning the Language Critical Thinking Exercise Email Results to instructor — due end of week	
Week 4	Service Breakdowns and Service Recovery Chapter 7	Present PowerPoint Presentation Class Assignments: Search It Out Collaborative Learning Activity Face to Face Students log into http://www.mhhe.com/customerservice Complete Online Quiz Learning the Language Critical Thinking Exercise Email Results to instructor — due end of week	

Week 5	Customer Service in a Diverse World Chapter 8	Present PowerPoint Presentation Class Assignments: Search It Out Collaborative Learning Activity Face to Face Students log into http://www.mhhe.com/customerservice Complete Online Quiz Learning the Language Critical Thinking Exercise Email Results to instructor — due end of week	
Week 6	Encouraging Customer Loyalty Chapter 10	Present PowerPoint Presentation Class Assignments: Search It Out Collaborative Learning Activity Face to Face Students log into http://www.mhhe.com/customerservice Complete Online Quiz Learning the Language Critical Thinking Exercise Email Results to instructor — due end of week	

The instructor reserves the right to adjust this schedule as necessary to meet the course objectives.

Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.