



COURSE OUTLINE : STV 50
N Non-Credit
COURSE ID 010463
Cyclical Review: MAY 2021

COURSE DISCIPLINE : STV
COURSE NUMBER : 50
COURSE TITLE (FULL) : CUSTOMER SERVICE SKILLS
COURSE TITLE (SHORT) : CUSTOMER SERVICE SKILLS

ACADEMIC SENATE DISCIPLINE: Short Term Vocational

CATALOG DESCRIPTION

STV 50 teaches practical techniques to address the number one concern of employers: customer service skills. Emphasis is on internal and external customers, attitude, team-building, problem solving techniques, organizational change, conflict resolution, managing stress in the workplace, business ethics, the importance of verbal and non-verbal communication, and appropriate business etiquette. Lecture: 32 hours.

Total Lecture Units:0.00

Total Laboratory Units: 0.00

Total Course Units: 0.00

Total Lecture Hours:32.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Faculty Contact Hours: 32.00

Total Student Contact Hours: 32.00

Recommended Preparation: ESL 30 or equivalent.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				converse at a functional level adequate for everyday use;	Yes
2				comprehend dialogues, role playing, and lectures;	Yes
3				decode short reading passages.	Yes
4	ESL	30	ENGLISH AS A SECOND LANGUAGE LEVEL 3	Write paragraphs at the low-intermediate level with sufficient unity;	Yes
5	ESL	30	ENGLISH AS A SECOND LANGUAGE LEVEL 3	develop coherence and mechanical accuracy;	Yes
6	ESL	30	ENGLISH AS A SECOND LANGUAGE LEVEL 3	demonstrate mastery of grammatical structures studied at a level sufficient to pass unit tests and the divisional grammar mastery test for this level;	Yes
7	ESL	30	ENGLISH AS A SECOND LANGUAGE LEVEL 3	converse at a functional level adequate for everyday use on the campus and in the community;	Yes
8	ESL	30	ENGLISH AS A SECOND LANGUAGE LEVEL 3	respond to questions about recorded and live speeches, dialogues, role plays, and lectures;	Yes
9	ESL	30	ENGLISH AS A SECOND LANGUAGE LEVEL 3	decode 2,500-word reading passages,, respond to inference and recall questions, and utilize a monolingual English dictionary to advantage.	Yes

EXIT STANDARDS

- 1 demonstrate through classroom interaction and workplace scenarios, better ways to effectively meet customer needs and resolve workplace problems;
- 2 recognize the importance of customer satisfaction and retention;
- 3 utilize a variety of team building techniques;
- 4 demonstrate appropriate communication styles: verbal and non-verbal;
- 5 differentiate between internal and external customers;
- 6 utilize tools for goal-setting and stress management;
- 7 demonstrate how to use various techniques for resolving conflict.



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STUDENT LEARNING OUTCOMES

- 1 Identify key elements of quality service for both internal and external customers
- 2 Demonstrate effective approaches to teamwork and conflict resolution

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	<p>Customer Care:</p> <p>Importance of customer care</p> <ul style="list-style-type: none"> • customer expectations • customer retention <p>the difference between good customer care and outstanding customer care</p> <p>Internal and external customers</p> <p>Methods and barriers of effective communication (verbal and non-verbal)</p> <p>Practicing the “Golden Rule”</p>	6	0	6
2	<p>Attitude:</p> <p>Types of attitude</p> <p>Identifying causes of bad attitude</p> <p>Techniques to adjust attitude</p> <ul style="list-style-type: none"> • how to maintain a positive attitude • how to bring out the best in yourself and others 	3	0	3



3	<p>Stress Management:</p> <ul style="list-style-type: none"> • Defining stress and its effects • Internal vs. external stressors • Stress management tips and techniques 	4	0	4
4	<p>Conflict Resolution:</p> <ul style="list-style-type: none"> • Defining conflict • Understanding your conflict style • Identifying causes of conflict • Determining strategies for interpersonal conflict resolution 	4	0	4
5	<p>Team Building:</p> <p>Assess and define personality type (“Wired That Way”) define types:</p> <ul style="list-style-type: none"> • Popular Sanguine • Powerful Choleric • Peaceful Phlegmatic • Perfect Melancholy <p>Define teamwork and its importance</p> <ul style="list-style-type: none"> • indicate characteristics of an effective team • illustrate roles of team members • indicate how different personality types work effectively together <p>Describe common team problems and what to do about them</p>	4	0	4



6	<p>Managing Organizational Change:</p> <p>Define change</p> <ul style="list-style-type: none"> • list the four stages of change <p>Indicate resistance to change</p> <ul style="list-style-type: none"> • discuss reasons for resistance • identify tactics for dealing with resistance <p>Discuss paradigms</p> <p>Strategies for communicating change</p>	3	0	3
7	<p>Decision Making and Problem Solving:</p> <p>Indicate the differences between problem solving and decision-making</p> <ul style="list-style-type: none"> • illustrate steps in the decision making process <p>Indicate barriers to problem solving</p> <p>List barriers to problem solving</p> <ul style="list-style-type: none"> • apply creative and problem solving techniques 	5	0	5
8	<p>Ethics and Values:</p> <ul style="list-style-type: none"> • Indicate importance of ethics in the workplace • Identify the principles of ethical power • Explain where values come from • Identify reasons for unethical behavior 	3	0	3
				32

OUT OF CLASS ASSIGNMENTS

1 N/A



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METHODS OF EVALUATION

- 1 completion of handouts;
- 2 section tests;
- 3 group/individual demonstrations.

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
Instructor Designed Handouts							