

# Course Outline (Higher Education)

**School / Faculty:** Federation Business School

**Course Title:** PRINCIPLES OF CUSTOMER SERVICE

**Course ID:** BSMAN1001

**Credit Points:** 15.00

**Prerequisite(s):** Nil

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED Code:** 080307

**Grading Scheme:** Graded (HD, D, C, etc.)

## Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

## Learning Outcomes:

This course is designed to introduce students the principles of customer service. It will examine the strategies that will ensure products and services are maintained and delivered to organisational standards.

### Knowledge:

- K1.** Analyse strategies to develop and maintain quality customer service systems
- K2.** Recognise roles and responsibilities of management in ensuring quality customer service with ethical and social responsibilities.
- K3.** Identify concepts of total quality management and continuous improvement which can be implemented within an organisational environment
- K4.** Understand how the fundamentals of customer service underpin other management disciplines such as marketing and/or project management

### Skills:

- S1.** Monitor efficiency and service levels to improve workplace operations and identify effective customer service strategies and processes.
- S2.** Use appropriate technology to research, organise and present customer service data
- S3.** Conduct, build and maintain successful business relationships

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## Application of knowledge and skills:

- A1.** Analyse and develop customer service strategies for a range of organisational environments.
- A2.** Use the principles of customer service to create and implement elements of total quality management and continuous improvement
- A3.** Communicate well developed judgement and negotiation techniques in building business relationships and act in a socially responsible and ethical manner.

## Course Content:

Topics may include:

- This course provides students with the framework in which they can analyse customer behaviours, preferences, needs and expectations (internal or external customers).
- Understand the roles and responsibilities of management in ensuring quality customer service.
- Implement effective communication and negotiation techniques to build and maintain business relationships
- Identify legislation that impacts on customer service standards
- develop quality assurance and continuous improvement processes which support customer service.

## Values and Graduate Attributes:

This course will help students develop values and attributes that will enable them to:

### Values:

- V1.** Display the skills, motivation and confidence to engage in continuous learning and progress their studies in an applied discipline.
- V2.** Be highly valued within an organisation for being committed to adding productive capacity and committing to sustainable work practices
- V3.** Support socially responsible and ethical behaviour in the delivery of customer service

### Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	This course engages students in learning activities that empower them to conduct critical analysis of customer service within an organisational environment and continue to develop knowledge in this area.	Medium

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Attribute	Brief Description	Focus
Critical, creative and enquiring learners	Principles of Customer Service will develop student confidence in applying the foundational knowledge directly to customer service issues within their respective industries.	Medium
Capable, flexible and work ready	Graduates of this course will be empowered to engage with a range of organisational stakeholders including external and internal customers, staff and senior management.	High
Responsible, ethical and engaged citizens	This course encourages socially responsible and ethical behaviour, by graduates, in the delivery of quality customer service.	High

## Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, S1, S2, S3, A1, A2, A3	Analyse customer service scenarios (case studies) and develop appropriate strategies as proposed solutions	Individual report/ Essay	10-30%
K1, K2, K3, K4, S1, S2, S3, A1, A2, A3,	Research, monitor and evaluate an organisations customer service strategy providing strategic recommendations for identified problems.	Group report/ Essay	20-40%
K1, K2, K3, K4 S1, S2, S3, A1, A2, A3	Invigilated examination in which students demonstrate applied understanding of the fundamentals and theories of customer service	Examination	40-60%

## Adopted Reference Style:

APA