

EMP 315B: NEW WORLD OF WORK SKILLS: CUSTOMER SERVICE

Originator

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Co-Contributor(s)**Name(s)**

Thompson, Brian

Justification / Rationale

Reduce class size due to short-term course offering.

Effective Term

Fall 2022

Credit Status

Noncredit

Subject

EMP - Employability Skills

Course Number

315B

Full Course Title

New World of Work Skills: Customer Service

Short Title

CUSTOMER SERVICE

Discipline**Disciplines List**

ALL DISCIPLINES

ModalityFace-to-Face
100% Online
Hybrid**Catalog Description**

Understand the difference between Empathy and Sympathy and learn how to develop good relationships with people from diverse cultures and backgrounds; work with clients and customers; make decisions based on client and customer needs; and understand the importance of client satisfaction.

Schedule Description

Learn the importance of Empathy in the workplace and how to improve your ability to connect with others to provide customer service and client satisfaction. Prerequisite: EMP 315A or concurrent enrollment

Non-credit Hours

12

Lecture Units

0

Lab Units

0

In-class Hours

4

Out-of-class Hours

8

Total Course Units

0

Total Semester Hours

12

Override Description

Noncredit course.

Prerequisite Course(s)

EMP 315A or concurrent enrollment

Required Text and Other Instructional Materials**Resource Type**

Web/Other

Open Educational Resource

Yes

Year

2018

Description

New World of Work Instructional Materials available through Linked Learning/New World of Work.

Class Size Maximum

20

Entrance Skills

Recognize the difference between empathy and sympathy.

Requisite Course Objectives

EMP 315A-Recognize the difference between empathy and sympathy.

Entrance Skills

Understand how good listening techniques improve trust.

Requisite Course Objectives

EMP 315A-Develop good listening techniques and appropriate questions to help understand what others are thinking and feeling.

Course Content

1. Empathy vs. Sympathy review
2. Customer service
3. Customer satisfaction
4. Self evaluation and improvement plan.

Course Objectives

Objectives	
Objective 1	Learn techniques for developing good relationships with people from diverse backgrounds and cultures.
Objective 2	Learn the importance of customer satisfaction and how to make decisions based on customer needs and points of view.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Demonstrate how Empathy and good listening skills impact customer relations.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	In class discussion and/or online Canvas discussions on customer service and satisfaction.
Collaborative/Team	Creation of cooperative learning tasks such as a small group or paired activities to discuss a variety of different approaches to customer service.
Technology-based instruction	Use of learning materials available on the web, including "What Not To Do" videos.
Lecture	Presentation of customer service topics through videos and case studies.
Self-exploration	Survey at end of class compared to beginning-of-class survey completed in prerequisite course and evaluation of differences.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
College level or pre-collegiate essays	Writing assignments completed out-of-class analyzing current approaches to customer service concepts and in-class presentations of areas that could be improved.	In and Out of Class
Student participation/contribution	Class discussion and questions on videos and assigned readings on the difference between customer service and customer satisfaction.	In Class Only
Self/peer assessment and portfolio evaluation	Survey completed out-of-class with in-class analysis of results and how the materials presented in class modified understanding or behavior.	In and Out of Class
Group activity participation/observation	Activity-based analysis of videos and reading materials as applied to definitions of customer service and customer satisfaction.	In Class Only
Presentations/student demonstration observations	Presentation on development of customer service academic and workplace goals.	In Class Only
Other	Out-of-class hours will be accounted for electronically through the learning management system.	Out of Class Only

Assignments

Other In-class Assignments

1. Individual or group projects designed to identify and apply effective customer service principles.
2. Online research and activities designed to identify effective customer relationship behaviors.
3. Case studies designed to identify what constitutes good customer service and client satisfaction in the workplace.
4. Online individual, small group, or paired presentations designed to identify and apply effective communication tools and techniques.
5. End of semester survey to identify self-awareness of strengths and weaknesses.

Other Out-of-class Assignments

1. Students are expected to spend a minimum of eight hours on outside assignments which include a variety of video resources, self analysis of life experiences, and development of academic and workplace goals.

Grade Methods

Pass/No Pass Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

New World of Work materials are maintained by Shasta College and made available to faculty and students through Linked In Learning which requires password access.

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

New World of Work materials have been developed at the state level in collaboration with industry and vetted as appropriate to enhance the learning experience.

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

For hybrid courses:

Scheduled Face-to-Face group or individual meetings

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

This class will be taught either online or as a hybrid via Canvas. Instructors will use asynchronous text and video messages to interact with the students. Also, discussions boards, constant announcements will be used. Zoom virtual office hours with screen sharing and interaction capabilities will be available.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

Canvas is used for external interaction as well.

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

All materials for the course are web-based so online and/or hybrid modality is appropriate.

MIS Course Data

CIP Code

32.0105 - Job-Seeking/Changing Skills.

TOP Code

051800 - Customer Service

SAM Code

D - Possibly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Workforce Prep Enhanced Funding

Approved Special Class

Not special class

Noncredit Category

Workforce Preparation

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Not transferable

Allow Audit

No

Repeatability

Yes

Repeatability Limit

NC

Repeat Type

Noncredit

Justification

Noncredit courses are repeatable until students are comfortable they have achieved the skills and knowledge to meet the objectives and outcomes of the course.

Materials Fee

No

Additional Fees?

No

Approvals

Curriculum Committee Approval Date

05/03/2022

Academic Senate Approval Date

05/12/2022

Board of Trustees Approval Date

05/20/2022

Chancellor's Office Approval Date

05/20/2022

Course Control Number

CCC000611574

Programs referencing this courseNew World of Work Empathy on the Job Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined/?key=263>)Construction Technology Career Preparation Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined/?key=292>)Culinary Career Introduction Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined/?key=297>)Automotive Oil Change Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined/?key=325>)