

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE  
COURSE OUTLINE**

DEPT. SBM                      COURSE NO. SBMT2334

NUMBER OF CREDITS: 2

COURSE TITLE: SBM Customer Service

CATALOG DESCRIPTION: This course is designed to give additional skills to the business owner or manager that improve the customer service offered by the business. The course will focus on creating a customer service plan, training staff to deal with customer service issues, and identifying management procedures to maintain and improve customer service.

AUDIENCE: Small Business Owners & Managers

FULFILLS MN TRANSFER CURRICULUM AREA(S): *N/A*

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE: Semester

THIS COURSE IS USUALLY OFFERED:

Every other year ☐      fall ☐      spring ☐      summer ☐      undetermined X

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

- a. Identify customer service needs
- b. Identify customer feedback systems
- c. Define employee roles and limitations

2) THINKING SKILLS:

- a. Create customer service vision
- b. Plan recovery strategies
- c. Develop customer services commitment
- d. Design continuous improvement system

3) COMMUNICATIONS SKILLS:

- a. Train employees
- b. Listen to what your employees and customers are telling you
- c. Give employee autonomy
- d. Hold everyone accountable
- e. Perform recognition events for good customer service

#### 4) HUMAN DIVERSITY:

- a. Make sure your customer service procedures allow for a diverse population

#### TOPICS TO BE COVERED:

- 1) Customer service planning
- 2) Customer service procedures

#### LIST OF EXPECTED COURSE OUTCOMES:

- 1) Creation of a customer service plan

#### LEARNING/TEACHING TECHNIQUES used in the course are:

- |   |   |
|---|---|
| <input type="checkbox"/> Collaborative Learning           | <input checked="" type="checkbox"/> Problem Solving     |
| <input checked="" type="checkbox"/> Student Presentations | <input type="checkbox"/> Interactive Lectures           |
| <input type="checkbox"/> Creative Projects                | <input checked="" type="checkbox"/> Individual Coaching |
| <input checked="" type="checkbox"/> Lecture               | <input type="checkbox"/> Films/Videos/Slides            |
| <input checked="" type="checkbox"/> Demonstrations        | <input type="checkbox"/> Other (describe below)         |
| <input type="checkbox"/> Lab                              |   |

#### ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Reading                | <input type="checkbox"/> Tests                 | <input checked="" type="checkbox"/> Individual Projects |
| <input type="checkbox"/> Oral Presentations     | <input checked="" type="checkbox"/> Worksheets | <input type="checkbox"/> Collaborative Projects         |
| <input type="checkbox"/> Textbook Problems      | <input type="checkbox"/> Papers                | <input type="checkbox"/> Portfolio                      |
| <input type="checkbox"/> Group Problems         | <input type="checkbox"/> Term Paper            |   |
| <input type="checkbox"/> Other (describe below) |  |   |

#### EXPECTED STUDENT LEARNING OUTCOMES: See above

#### The information in this course outline is subject to revision

**Veteran Services:** Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

**This document is available in alternative formats to individuals with disabilities by contacting the  
Student Services Advisor or by calling 800-658-2330 or  
Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.**

**A Member of the Minnesota State Colleges and Universities System  
An Affirmative Action Equal Opportunity Educator/Employer**