Basic Course Information

Semester:	**Winter 2026**	Instructor Name:	**Noel Ortiz Jr.**
Course Title & #:	BUS 058: Customer Svs. in the Workplace	Email:	**noel.ortiz@imperial.edu**
CRN #:	**15172**	Webpage (optional):	**n/a**
Classroom:	**803**	Office #:	**n/a**
Class Dates:	**1/5/26 – 2/4/26**	Office Hours:	**n/a**
Class Days:	**Mon-Fri**	Office Phone #:	**(760) 222-5029**
Class Times:	**8:00 AM – 9:45 AM**	Emergency Contact:	
Units:	**3 Units**	Class Format/Modality:	**Face to Face**

Course Description

The customer service course is designed to provide key skills and attitude to effectively meet the needs of customers; to introduce elements in communication within business organizations; to provide an analysis of attitudes and behavior which create conflict between individuals and groups within an organization; to provide an understanding of how teams work together, common problems teams encounter and how to solve those problems; to provide key attitude skills; to provide an understanding of change and the influence it has on an organization and the individual in that organization; to introduce the student to decision making and problem solving; to acquaint students with the importance of values and ethics in the workplace; and to introduce time and stress management principles.

Course Prerequisite(s) and/or Corequisite(s)

None

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:
1. Describe key skills to effectively meet customer needs; explain valuable communication and listening techniques; explain how attitude ties in with customer service; develop responses to complaints from customers in a positive way; describe the key elements of customer satisfaction and customer retention.
2. Analyze the communication process; explain various methods of communication; identify familiarity with obstacles to effective communication; demonstrate the use of effective listening skills; conduct a meeting utilizing the principles learned; organize and give an effective business presentation.
3. Explain the meaning of conflict; describe how people cope with conflict; describe the forms of conflict; explain the causes of conflict; develop strategies for resolving interpersonal conflict; demonstrate various techniques for resolving conflict; describe how to handle conflict with the boss.
4. Describe team building techniques; explain various team player styles; evaluate common team problems and discuss methods to solve them.
5. Evaluate how attitudes are communicated to project the best attitude possible; analyze key skills in attitude adjustment, analyze the skills involved in maintaining a positive attitude; describe the primary causes of a bad attitude and turnaround strategies to battle them.

6. Describe the role managers play as change agents; describe the skills necessary for managing change; explain various theoretical models of dealing with change; explain the stages of change and how to effectively deal with each stage; recognize the symptoms of resistance to change and be able to effectively deal with that resistance; develop a Change Action Plan.

7. Describe the role of decision makers; describe what is involved in decision making; explain the best approach for specific situations; describe the types of decisions; describe the steps of decision making; describe various aids available to assist in decision making; describe the elements involved in individual decision making as opposed to group decision making; describe factors to keep in mind when making decisions; analyze information acquired to improve decision making.

8. Describe values and how they influence our actions; describe how values operate in the workplace; determine one's own values and understand how those values will affect carrying out required duties; develop a personal philosophy; describe professional ethics; define social responsibilities.

9. Conduct a self-diagnosis to determine where one's time goes; explain the benefits of time management, identify common time wasters, and be able to eliminate them; explain the importance of setting priorities; describe various time control systems; describe skills in handling crises and interruptions on the job; develop a system for handling incoming correspondence, describe stress and what it costs in the workplace; identify stressors, both internal and external; evaluate one's own stress condition; describe ways to manage stress, both personal and organizational.

Course Requirements and Instructional Methods

Required Textbook

- *Robert W. Lucas. 2015. Customer Service Skills for Success. 8th McGraw-Hill | ISBN: 9780073545462.*

- *McGraw-Hill Connect: BUS 058 ConnectLinks to an external site.*

Course Grading Based on Course Objectives

Types of Assignments			
Assessments	**Point Value**	**Maximum Points**	**% Total Grade**
Reading Assignments	*4 assignments @ 50-75 points*	*250*	*25%*
Reviews	*10 quizzes @ 70-75 points*	*725*	*30%*
Roleplays	*4 roleplaying exercises @ 50 points*	*200*	*20%*
Exams	*Final @ 150 points*	*150*	*15%*
Total Points		***1,325 points***	***100%***

Academic Honesty (Artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

Accessibility Statement

Imperial Valley College is committed to providing an accessible learning experience for all students, regardless of course modality. Every effort has been made to ensure that this course complies with all state and federal accessibility regulations, including Section 508 of the Rehabilitation Act, the Americans with Disabilities Act (ADA), and Title 5 of the California Code of Regulations. However, if you encounter any content that is not accessible, please contact your instructor or the area dean for assistance. If you have specific accommodations through *DSPS*, contact them for additional assistance.

We are here to support you and ensure that you have equal access to all course materials.

Course Policies

✅ Attendance & Participation (Graded Component)

Regular and punctual attendance is essential to student success and class cohesion. Attendance will be **graded weekly**, based on:

- Presence in class
- Prompt arrival and full-time engagement
- Participation in discussions, group work, or activities

📌 Excessive absences (more than two unexcused) will impact your final grade. Please communicate any anticipated absences in advance.

🎓 Academic Integrity

All students are expected to uphold the college's standards of academic honesty. This includes:

- Submitting original work
- Properly citing sources
- Avoiding plagiarism, cheating, or unauthorized collaboration

🔴 Violations will result in disciplinary action, which may include a failing grade for the assignment or the course, in accordance with college policy.

💬 Netiquette & Technology Use

While this is an in-person course, digital devices (laptops, tablets, etc.) may be used for academic purposes only. Please:

- Silence phones before class begins
- Avoid texting, gaming, or browsing unrelated websites
- Communicate respectfully during group chats or shared platforms

✨ Respectful digital and verbal interactions build a positive learning space for all.

🏫 Classroom Behavior

Professionalism and mutual respect are key. Students are expected to:

- Arrive on time and prepared
- Listen actively and allow others to speak
- Maintain a respectful tone even when disagreeing
- Refrain from disruptive behavior (sidebar conversations, sleeping, etc.)

💥 Disruptive behavior may result in dismissal from class or a deduction in participation points.

📅 Deadlines & Make-Up Work

Assignments are expected on the date listed. Late work policies:

- Assignments submitted up to 3 days late may lose up to 20% credit
- After 3 days, work may not be accepted unless prior arrangements are made
- Quizzes or in-class work missed due to unexcused absence may not be made up

⏳ Always communicate early if challenges arise.

Financial Aid

Your Grades Matter! To continue to receive financial aid, you must meet the Satisfactory Academic Progress (SAP) requirement. Making SAP means that you are maintaining a 2.0 GPA, you have completed 67% of your coursework, and you will graduate on time. If you do not maintain SAP, you may lose your financial aid. If you have questions, please contact financial aid at finaid@imperial.edu.

IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit http://www.imperial.edu/studentresources or click the heart icon in Canvas.

Anticipated Class Schedule/Calendar

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1	**Syllabus & Introduction** Chapter 1: Understanding Customer Service Key Topics - Definition and scope of customer service - Growth of the U.S. service sector - Societal and behavioral shifts in consumer expectations - Components of a customer-focused environment - Corporate responses to service evolution Learning Objectives	**Interactive Readings** **1.1 (A) Module 1 Resource [Introduction Page]** **1.1 (B) Module 1 Resource [Reading]	Part One: The Profession** **Tasks to Complete this Week** **As you go through this module, you will be completing the following tasks:**

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests

	• *Students will be able to* **define** customer service using examples from real-world business interactions.
	• *Students will be able to* **describe** key economic and technological factors that contributed to the expansion of the U.S. service sector during the past decade.
	• *Students will be able to* **identify** societal trends (e.g., diversity, digital expectations) that shape customer service practices in modern organizations.
	• *Students will be able to* **recognize** shifts in consumer expectations by analyzing case studies of evolving service models.
	• *Students will be able to* **list** the six major components of a customer-focused environment during a group discussion activity.
	• *Students will be able to* **explain** how selected companies adapt to service sector changes by evaluating their strategic initiatives in a written reflection.
	Chapter 2: Contributing to the Service Culture
	Key Topics
	    o Elements of a successful service culture
	    o Service strategy and customer-friendly systems
	    o Strategies for promoting positivity and excellence
	    o Differentiating average vs. exceptional companies
	    o Understanding customer needs
	Learning Objectives
	    o *Students will be able to* **explain** the core elements of a successful service culture by referencing organizational examples in a class presentation.
	    o *Students will be able to* **define** service strategy and distinguish it from general business strategy using annotated diagrams.
	    o *Students will be able to* **recognize** customer-friendly systems by evaluating interface designs and
		Module 0 | Key to having a good semester (50 Extra-Credit Points)
		1.2 (A) Module 1 [Assignment Introduction Page]
		1.2 (B) Module 1 [Assignment] | Chapter 1 Review
		1.2 (C) Module 1 [Assignment] | Chapter 2 Review

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
	service workflows in a peer review exercise. ○ *Students will be able to* **implement** strategies for promoting a positive service culture by designing a mock training plan for frontline employees. ○ *Students will be able to* **differentiate** between average and exceptional companies by comparing service metrics and customer feedback reports. ○ *Students will be able to* **identify** customer needs and preferences through role-play scenarios and feedback analysis.	
Week 2	Week 02 Module | RIM Environment Welcome to Module 2! Building on your foundational understanding of customer service and service culture, this module will focus on the essential communication skills that drive successful customer interactions. This week, you'll explore how effective communication—both verbal and nonverbal—shapes customer experiences and strengthens organizational culture. Through practical examples, role-playing, and strategic analysis, you'll develop the vocabulary, awareness, and tools needed to excel in customer-focused environments. **Learning Objectives** • Chapter 3: Verbal Communication Skills • Understand the importance of clear, positive, and assertive communication in customer service. • Practice techniques for two-way communication, feedback, and rapport-building. • Learn how to avoid negative language and resolve misunderstandings. • Chapter 4: Nonverbal Communication Skills • Recognize how body language, facial expressions, and tone of voice impact customer perceptions. • Identify and use nonverbal cues to enhance service delivery. • Develop strategies for professional appearance, spatial awareness, and customer-focused behavior. **Key Topics** Elements of effective verbal and nonverbal communication	**Interactive Readings & Activities** **2.1 (A) Module 2 Resource [Introduction Page]** **2.1 (B) Module 2 [Reading] | Part Two: Skills for Success Tasks to Complete This Week** **2.2 (B) Module 2 [Assignment] | Chapter 3 Review** **2.2 (C) Module 2 [Assignment] | Chapter 4 Review** **2.2 (D) Module 2 [Assignment] | Roleplay #1**

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
	Assertive vs. aggressive service techniques Feedback and active listening Professional image and etiquette Cultural and gender influences on communication	
Week 3	**Week 3 Module | Chapter 3: Alphabetical Indexing Rules (1-4)**	• **Week 3 | Individual Assignment: Rule (1) Self-Check** • **Week 3 | Individual Assignment: Rule (2) Self-Check** • **Assignment: Rule (3) Self-Check.** • **Week 3 | Individual Assignment: Rule (4) Self-Check** • **Week 3 | Individual Assignment: Cross-Referencing Self-Check**
Week 4	**Week 4 Module | Chapter 4: Alphabetical Indexing Rules (5-8)** **Learning Objectives** • **Index, code, and arrange personal and business names with titles and suffixes.** • **Index, code, and arrange personal and business names with articles and particles.** • **Index, code, and arrange business names with numbers.** • **Index, code, and arrange the names of organizations and institutions.** • **Apply alphabetic filing procedures.** • **Prepare and arrange cross-references for business names.** • **Sort personal, business, organization, and institution names.** • **Create and find information in a data base table. ***Using Microsoft Access**	• **Assignment: Rule (5) Self-Check.** • **Week 4 | Individual Assignment: Rule (6) Self-Check.** • **Week 4 | Individual Assignment: Rule (7) Self-Check.** • **Assignment** • **Week 4 | Individual Assignment: Rule (8) Self-Check.** • **Week 4 | Individual Assignment: Cross-Referencing Self-Check**
Week 5	**Week 5 Module | Chapter 5: Alphabetical Indexing Rules (9-10)** **Learning Objectives** • **Index, code, and arrange personal and business names that are identical.**	• **Week 5 | Individual Assignment: Rule (9) Self-Check.**

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
	• **Index, code, and arrange government names.** • **Apply alphabetic filing procedures.** • **Prepare and arrange cross-references for foreign business and government names.** • **Sort personal, business, and government names,** • **Select appropriate subject categories to be used within an alphabetic arrangement.** • **Create, sort, and query a database.**	• **Week 5 | Individual Assignment: Rule (10a) Self-Check.** • **Week 5 | Individual Assignment: Rule (10b) Self-Check** • **Week 5 | Individual Assignment: Rule (10c) Self-Check** • **Week 5 | Individual Assignment: Rule (10d) Self-Check**

Subject to change without prior notice