Course Syllabus

Department: Business

Date: December 7, 2012

I. Course Prefix and Number: BUS 236

   Course Name: Special Topics in Business

   Credit Hours and Contact Hours: 3 contact hours 3 credit hours

   Catalog Description including pre- and co-requisites: no prerequisite

This course is designed to treat a selected topic associated with the marketing field. Course content and instructor vary from semester to semester. Topics may include: Customer Service, Consumer Behavior, Human Relations, Credit Management, and Visual Merchandising.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable: This course is required for A.A.S. –Marketing majors. This course may also be taken for Business elective credit or General elective credit.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

Upon completion of this course, the student will be able to:

   Develop techniques for exceeding customer expectations.
   Identify barriers to excellent customer service.
   Communicate keys to credibility.
   Demonstrate the importance of follow-up in problem solving.
   Mediate conflict.
   Promote the importance of time management.
   Integrate empowerment.
   Identify characteristics of challenging customers.
   Explain self-concept and motivation.
   Review characteristics of excellent leaders.
   Define leadership without position.
   Analyze cost effectiveness
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- ☑ writing
- ☑ oral communications
- ☑ reading
- ☑ critical thinking
- ☑ ethics/values
- ☑ mathematics
- ☑ global concerns
- ☑ citizenship
- ☑ computer literacy
- ☑ information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Writing</td>
<td>Student will complete written company history papers with the option for revisions.</td>
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<tr>
<td>Oral Communications</td>
<td>Students will discuss class concepts; students will participate in class presentations.</td>
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<tr>
<td>Reading</td>
<td>Student will read assigned chapters in the course textbook and provide written answers to case studies.</td>
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<tr>
<td>Critical Thinking</td>
<td>Students will take tests and/or quizzes which include short answer or essay type question, asking students to solve given problems.</td>
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<tr>
<td>Ethics and Values</td>
<td>Students will develop and state an ethical position in a final writing assignment.</td>
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IV. Instructional Materials and Methods

TYPES OF COURSE MATERIALS

REQUIRED READING: The College Bookstore lists the current text being used in this class.

METHODS OF INSTRUCTION

This course is taught lecture and discussion of assigned reading materials. Group exercises, special projects, case studies and audio-visual programs are also used.
V. GENERAL OUTLINE OF TOPICS COVERED

What is Customer Service?
The Challenges of Customer Service
Problem Solving
Strategy and Formulating a Plan for success
Empowerment
Communication in Customer Service
Coping with Challenging Customers
Motivation
Leadership in Customer Service
Customer Retention and Measurement of Satisfaction
Delivering Customer Service to the Changing Marketplace
Excellence in Customer Service