ALEXANDRIA TECHNICAL AND COMMUNITY COLLEGE

GENS 1600: CUSTOMER SERVICE AND LEADERSHIP

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 3
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

The focus of this course is to develop awareness, knowledge, and skills that promote intercultural communication competence and the ability to manage a Quality Customer Service (QCS) organization. Learners will gain a leadership perspective on how to contribute to and foster a global, inclusive, and customer-focused workplace.

B. COURSE EFFECTIVE DATES: 05/18/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Students gain a sharper understanding of culture and how it impacts behavior in a multicultural setting.
2. Acquire awareness, knowledge, and skills that promote intercultural communication competence.
3. Identify challenges that arise from diverse differences in intercultural interactions and demonstrate ways to creatively address them.
4. Identify and analyze the major QCS components found in organizations.
5. Explain how QCS differentiates organizations and promotes employee and customer loyalty.
6. Contrast effective and ineffective verbal, non-verbal, and listening skills for the development of a training plan.
7. Examine strategies for dealing with difficult customers, workplace conflict, and service breakdowns.
8. Distinguish the factors and techniques that enhance an inclusive environment and QCS.
9. Assess behavioral style of self and others to develop leadership skills.

D. LEARNING OUTCOMES (General)

1. The student will acquire awareness, knowledge, and skills that promote intercultural communication competence.
2. The student will demonstrate an understanding of the service economy and components that differentiate quality customer service QCS organizations.
3. The student will gain perspective on how communication skills and behavioral style, including their own, impact the workplace, leadership abilities, and customer service.

E. MINNESOTA TRANSFER CURRICULUM GOAL AREA(S) AND COMPETENCIES

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION

None noted