



Syllabus

BUS 236 Special Topics in Business

General Information

Date

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Author

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Department

Business

Course Prefix

BUS

Course Number

236

Course Title

Special Topics in Business

Course Information

Credit Hours

3

Lecture Contact Hours

3

Lab Contact Hours

0

Other Contact Hours

0

Catalog Description

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

Key Assessment

This course does not contain a Key Assessment for any programs

Prerequisites

None

Co-requisites

None

Grading Scheme

Letter

First Year Experience/Capstone Designation

This course **DOES NOT** satisfy the outcomes applicable for status as a FYE or Capstone.

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Perseverance
Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Develop techniques for exceeding customer expectations
2. Articulate keys to credibility
3. Demonstrate the importance of follow-up in problem solving
4. Mediate conflict

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