

Course Outline

COURSE: HTM 204 **DIVISION:** 50 **ALSO LISTED AS:**

TERM EFFECTIVE: Spring 2018 **CURRICULUM APPROVAL DATE:** 03/27/2017

SHORT TITLE: CUST SERV MULTI-CUL WKPLCE

LONG TITLE: Customer Service in a Multi-Cultural Workplace

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

COURSE DESCRIPTION:

This course provides the student with information about the concept of culture and cultural diversity and how it influences customer service within the global marketplace, including how to develop an organizational environment that supports and acknowledges a multitude of cultures. Emphasis will be placed on developing competent communication behaviors and strategies for providing excellent customer satisfaction in a multicultural environment. This course has the option of a letter grade or pass/no pass.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

- L - Standard Letter Grade
- P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 05 - Hybrid
- 72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. Identify language and cultural expectations that impact customer satisfaction. (ILO: 7,2,1)

Measure of assessment: Case Study, Homework, Exam

Year assessed, or planned year of assessment: 2017

Semester: Fall

This SLO addresses cultural diversity: true

2. Summarize why the genuine care and comfort of all customers should be the highest mission in a diverse customer service workplace. (ILO: 7,2,1,4)

Measure of assessment: Homework, Exam

Year assessed, or planned year of assessment: 2017

Semester: Fall

This SLO addresses cultural diversity: true

3. Explain the importance of developing innovative strategies for fulfilling unexpressed wishes as it relates to overall customer satisfaction and repeat business in a global marketplace. (ILO: 7,2,1,4)

Measure of assessment: Paper, Case Study, Exam

Year assessed, or planned year of assessment: 2017

Cultural Diversity:

Identify language and cultural expectations that impact customer satisfaction. (ILO: 7,2,1)

Summarize why the genuine care and comfort of all customers should be the highest mission in a diverse customer service workplace. (ILO: 7,2,1,4)

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 03/27/2017

6 Hours:

Content: Defining Service -

a) Identify and Deliver on a Service Promise

b) The Quality Service Cycle

Student Performance Objectives: Explain what it means to deliver on a service promise. Describe the elements which make up the cycle of service. Discuss how a quality service cycle is created. Discuss how to set goals and priorities in the customer service industry.

9 Hours:

Content: Building a World-Class Customer Service Team

a) Creating a Lasting Impression Through Customer Service

b) Cross-Cultural Business Etiquette Social Graces

c) Communicating Core Identify and Culture from a Business Perspective to all Employees

d) Soft Skills Efficacy

Student Performance Objectives: Identify the combination of behaviors and qualities that constitute soft skills efficacy in a global economy. Discuss the basic functions required to provide exceptional customer service within the global marketplace. Cite opportunities for education, training and career development in customer service industries.

4.5 Hours:

Content: Cultural Awareness and the Relationship Between Culture and Communication

Student Performance Objectives: Describe the types of communication diversity encountered in a global economy.

6 Hours:

Content: Influence of a Multi-Cultural Workforce on an Organization's Destiny, Purpose and Overall Service Goals

a) Principles of a Culturally Diverse Organization Inclusive of Varying Groups and Constituencies it Intends to Serve

b) Defining the Meaning of Culture in Terms of Explicit and Implicit Norms and Values

Student Performance Objectives: Discuss the service marketing and management required to develop customer service outcomes in a competitive global marketplace. Identify the communication traits and behaviors that impact job performance and career prospects.

4.5 Hours:

Content: Thinking Globally, Performing Locally

Student Performance Objectives: Discuss the phrase "Thinking Globally, Performing Locally". Identify businesses that practice this strategy.

4.5 Hours:

Content: Reconciling Cultural Dilemmas Through Cultural Awareness and Cross-Cultural Training to Enhance Customer Service

Student Performance Objectives: Define issues of cultural identity including factors such as language, age, race, ethnicity, religion, gender, sexual identity and economic status in relationship to developing effective customer service in the global marketplace.

4.5 Hours:

Content: The Dimensions of Diversity and the Impact on Internal and External Business Services

Student Performance Objectives: Explain the difference between an internal and an external business service. Discuss the impact of diversity on these business services.

4.5 Hours:

Content: Principles of Leadership Management and Product Performance in Diverse Workplaces

Student Performance Objectives: Recognize and apply team building skills and leadership skills that will enhance productivity and performance in diverse workplaces.

4.5 Hours:

Content: Principles of Workplace Ethics

Student Performance Objectives: Define integrity. Discuss ethical principles relating to the workplace. Identify the economic, social and environmental considerations of the customer service industry.

4 Hours:

Content: Cultural Impressions of Professionalism

Student Performance Objectives: Recognize and apply the communication behaviors and characteristics that constitute business professionalism in a culturally diverse marketplace.

Methods of Instruction:

lecture, discussion, collaborative learning, guest speakers

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 20.00 %

Written Homework, Paper

Problem-solving assignments

Percent of total grade: 20.00 %

Case Studies

Objective examinations

Percent of total grade: 40.00 %

Multiple Choice, True-False, Matching, Completion

Other methods of evaluation

Percent of total grade: 20.00 %

Class Participation

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 12

Assignment Description: Read related chapter(s) and answer study guide questions. Investigate Disney's Quality Service Cycle and come prepared to discuss your findings with the class.

Required Outside Hours: 18

Assignment Description: Read related chapter(s) and answer study guide questions. Select a major corporate business and investigate their customer service practices. Go into one of their local businesses and observe the customer services being practiced. Come prepared to discuss your findings with the class.

Required Outside Hours: 9

Assignment Description: Read related chapter(s) and answer study guide questions. Select two local businesses and spend an hour listening to the communication going on within the businesses as it relates to various cultures. Come prepared to discuss your findings with the class.

Required Outside Hours: 12

Assignment Description: Read related chapter(s) and answer study guide questions. In a 3 - 4 page paper identify the shared values, attitudes, standards and beliefs that characterize the corporate culture of an organization of your choice. Come prepared to discuss your paper with the class.

Required Outside Hours: 9

Assignment Description: Read related chapter(s) and answer study guide questions. Homework: Write a 1 - 2 page paper on the phrase "Thinking Globally, Performing Locally" and how it relates to business strategies.

Required Outside Hours: 9

Assignment Description: Read related chapter(s) and answer study guide questions. Work in small groups to develop a plan for recognizing cultural diversity, managing diversity and capitalizing on diversity in the workplace.

Required Outside Hours: 9

Assignment Description: Read related chapter(s) and answer study guide questions. Problem Solving Exercise: Case Study - Relating to Diversity and the Impact on Internal and External Business Services.

Required Outside Hours: 9

Assignment Description: Read related chapter(s) and answer study guide questions. Problem Solving Exercise: Case Study - Relating to Leadership Management in a Diverse Workplace.

Required Outside Hours: 9

Assignment Description: Read related chapter(s) and answer study guide questions. Problem Solving Exercise: Case Study - Ethical Principles in the Workplace, specifically relating to fairness, truth or values.

Required Outside Hours: 8

Assignment Description: Read related chapter(s) and answer study guide questions.

REPRESENTATIVE TEXTBOOKS:

Recommended Representative Textbooks

Fons Trompenaars and Charles Hampden-Turner. Riding the Waves of Culture: Understanding Diversity in Global Business, Third Edition. McGraw-Hill, 2012.

ISBN: 13:978-0-07-177308-9

Reading Level of Text, Grade: 12th Verified by: MS Word

Recommended Other Texts and Materials

Be Our Guest, Perfecting the Art of Customer Service, by Theodore Kinni, The Disney Institute

The New Gold Standard, 5 Leadership Principles for Creating a Legendary Customer Experience, by Joseph Michelli, Courtesy of the Ritz-Carlton Hotel Company, McGraw-Hill

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Not Transferable

UC TRANSFER:

Not Transferable

SUPPLEMENTAL DATA:

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: C

Maximum Hours: 3

Minimum Hours: 3

Course Control Number: CCC000578307

Sports/Physical Education Course: N

Taxonomy of Program: 130710