



**Course Syllabus
SEMESTER
The School of Business, Hospitality Management, and Public Safety**

Course Name:	Contemporary Customer Service
Course & Section Number:	BUS211-XXX
Meeting Day(s) & Time(s):	
Credits:	3
Contact Hours:	3
Instructor's Name:*	
Office Hours & Location:	
OCC Phone:	
OCC Email:**	
Additional Contact Information:	N/A

****Please use only Owens' email for course communications. Include your course section in the subject line (ex. BUS211-XXX).**

Catalog description:

We will focus on identifying the needs to help foster a more customer-oriented service environment. Develops strategies for effective communications by understanding key behavioral styles and the roles they play in customer service. Explains how to establish and maintain positive customer relations through customer service breakdowns and frontline strategies for the recovery process.

Co-requisites: NONE

Prerequisites: NONE

Course Materials:

BUS 211 225 Fall 2025

CONTEMPORARY CUSTOMER SERVICE - TOM PASSERO

REQUIRED



CUSTOMER SERVICE CAREER SUCCESS THROUGH CUSTOMER LOYALTY
TIMM, PAUL R.

ISBN13: 9780133056259
EDITION: 6TH
FORMAT: PAPERBACK
PUBLISHER: Pearson
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What You Will Learn in the Course

Course Objectives:

1. Explain the six core competencies necessary for service success.
2. Recognize the kinds of behaviors and personality factors that please customers.
3. Employ four simple, positive approaches to enhance your active listening skills.
4. Identify your telephone use attitudes as well as those of your company.
5. Recognize key disadvantages of e-service.
6. Categorize customer turnoffs as stemming from value, systems, or people problems.
7. Recognize the importance of personalization or "one-to-one" customer service.
8. Validate why feedback is so important.
9. Illustrate methods of winning back the lost customer.
10. Apply seven categories of actions to enhance the customer's perception of value.
11. Know five ways of producing A-plus information.
12. Name effective ways to ensure convenience and timing in customer transactions.
13. Solicit ways to lead and motivate customer service employees.

Student Learning Outcomes:

Students will:

Outcome	Where assessed
SLO 1: Identify appropriate customer service techniques (e.g., active listening, conflict resolution, and problem-solving) in both face-to-face and digital interactions.	DB2, DB3, DB4, Quiz 4
SLO 2: Describe the core principles of effective customer service, including communication, professionalism, and responsiveness.	DB 2, BCSS Q1, BCSS Q5, BCSS Q6
SLO 3: Obtain and reflect on organizational strategies for soliciting feedback from customers and providing rewards for employees who deliver customer service.	BCSS Q1, BCSS Q3, Quiz 5 & 6

Program Outcomes:

The following program outcomes are assessed in this course:

Outcome	Where assessed
Demonstrate leadership and the ability to manage time, tasks, and interpersonal relationships.	Building a Customer Service Strategy (BCSS) Q3

Institutional General Education Competencies:

As a student at Owens Community College, you will take General Education courses as part of your degree program. While specific to the General Education courses, they will be reinforced in many of your degree program major courses and may be measured in your capstone course(s) and others as identified.

Competency	Where assessed
Communicate effectively.	DBs 1-5, all BCSS Q Cases
Act with professional responsibility.	BCSS Q 3
Think analytically, critically, and creatively.	BCSS Q 4-6

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to ensure you equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects, including accounting, computing, economics, mathematics, science, and writing. For more information, go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services assist students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Help Desk: Call (567) 661-7120 if you are experiencing technical issues with your user-name and/or password or having navigational issues in Blackboard.

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information, visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and Harassment Policy and the College's Title IX Policy/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Use of AI Tools: In this course, students are encouraged to explore and utilize generative AI tools, such as chatbots, text generators, paraphrasers, etc., as part of their learning and coursework. Proper attribution and transparency about your usage of an AI tool are expected. Here are some examples of ethical and responsible generative AI use.

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor. APA Example:
 - OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the document after submission, notify the instructor immediately and correct them as soon as possible.

- If you are working on a group assignment, discuss the use of AI tools with your group members and agree on how you plan to use them and how you will be transparent with the instructor regarding their use.
- I encourage you to use AI tools when completing assignments. **HOWEVER**, they should use them with caution and with proper citation. AI is not a replacement for your thinking and research. **You will receive zero points on any assignment where I determine you use a ChatGPT-like source without providing proper citations (APA style – Here's a link to [Purdue Owl](#), a great resource for writing style and citations!)**

If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu

The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments, including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Student & Instructor Responsibilities

General Student Responsibilities:

- Course Announcements: Watch for weekly announcements from me, but also intra-week announcements.
- Course Communication: Use only Owens' email for course communications. Include your course section in your correspondence (ex., BUS211-XXX).
- Assignment Prep: Read the chapters, instructions, rubrics, and, where applicable, watch the instructor's assignment description videos before attempting all course assignments.
- Assignment Submissions: **USE THE ASSIGNMENT WORKSHEETS** I provide for the BCSS Question Cases and Discussion Boards located in each Assignment Set Activity Folders. If you cannot access the worksheet, submit your work via MS Word (*.docx) or Portable Document Format (*.pdf).
- Assignment Due Dates: Submit all assignments on or before the specified due date. Please alert me if you miss the due date, and I will work with you!
- **NOTE:** December 11, 2025, is the last day students can drop the course without receiving an official letter grade. Please consult with your academic advisor prior to the end of the semester to review options.
- Student professionalism: Be professional in all instructor and student communications (i.e., Discussion Boards). I monitor all class discussions.

General Instructor Responsibilities:

- Course Communication: I will provide weekly announcements outlining what assignments are due and any other important additions/changes to the course.
- Grading assignments: Assignments that are submitted by the due date will be graded and returned/recorded in the grade center within 1 week. All feedback will be posted on **BLACKBOARD ULTRA**.
- Answering emails: I will respond to your emails within 24 hours Monday-Friday, and 48 hours during weekends.
- In-person availability: Please see Office Hours for my availability.

Course Overview/Navigation:

You are enrolled in an alternative learning format. Since this course is taught entirely online, you must be focused, disciplined, and self-directed. **Although this is a web course, it is not self-paced.** This means that there are weekly assignment deadlines and assignment windows that you must observe to get full credit. It is your sole responsibility to meet these deadlines.

This online course will incorporate asynchronous (anytime) assignments such as chapter quizzes, BCSS questions, and discussion boards. We will use the **BLACKBOARD ULTRA LEARNING SYSTEM** for course management, content acquisition, and communication. This section explains how to access and use key features of this system.

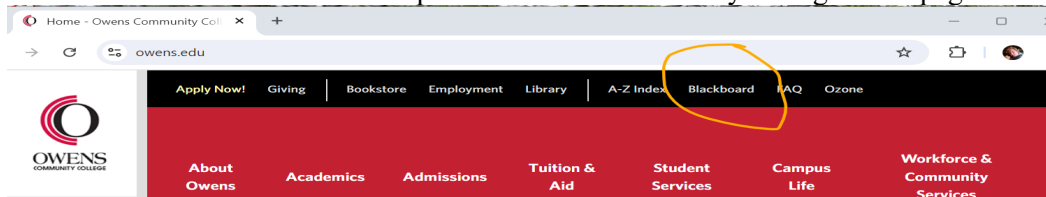
BLACKBOARD ULTRA is a learning management system (LMS) that contains a plethora of information about this course, including the course syllabus, chapter outlines, chapter quizzes, PowerPoint slides, sample quizzes, and links to many related websites. More importantly, you will use **BLACKBOARD ULTRA** to review course **ANNOUNCEMENTS, ASSIGNMENTS, and CHANGES**

TO SCHEDULES, COMPLETE ASSIGNMENT QUIZZES, take part in online conversations with your fellow students and me, and submit your **ASSIGNMENTS** to me electronically. I will maintain your course grades in this tool.

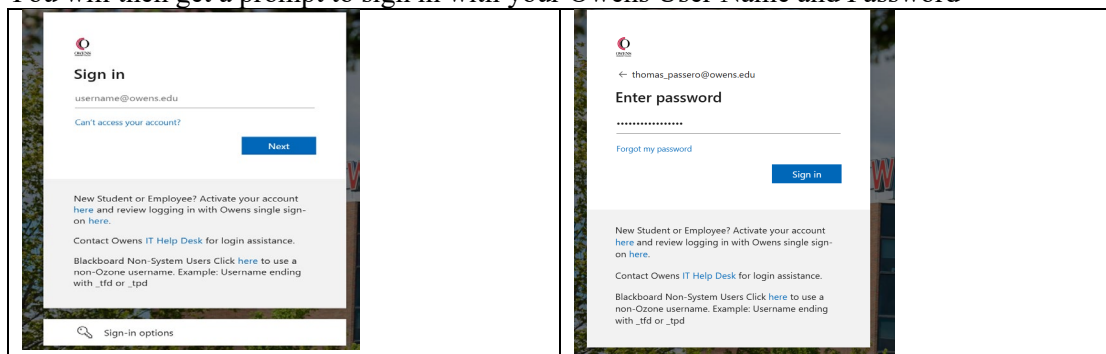
Course Navigation:

Here are the login instructions for **BLACKBOARD ULTRA**:

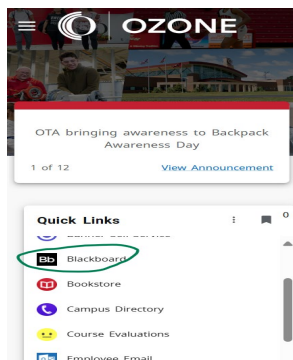
1. Logging into **BLACKBOARD ULTRA** is as simple as clicking on the “BLACKBOARD ULTRA” link at the top of the Owens Community College Homepage:



2. You will then get a prompt to sign in with your Owens User Name and Password



3. This will take you to your Ozone page where you would click on **BLACKBOARD ULTRA** from the Quick Links selection.



4. Another way is to click **OZONE**, sign in, and then click **BLACKBOARD ULTRA**.
5. Choose the courses in which you are enrolled (e.g., **2025FA.BUS-211-225: Contemporary Customer Service**)
6. Here are instructions for important BLACKBOARD ULTRA functions:
 - a. To view weekly announcements
 - i. Click **ANNOUNCEMENTS** at the top of the screen
 - ii. View the most recent and/or past announcements. I do not delete them; you may catch up on ones missed – but please don't let that happen! Keep current!
 - b. To view weekly assignments: two methods
 - i. Click **CONTENT** at the top of the screen, then scroll and click on the **ASSIGNMENT SETS** you wish to see.
 - ii. **OR**
 - iii. Click **CALENDAR** at the top of the screen, then **DUE DATES** to see the Assignment Set activities, sorted by due date.
 - c. To retrieve posted documents (syllabus, bio, slides, etc.)
 - i. Click **CONTENT**, then the document you wish to download (note: it could be in a folder, document, or Assignment Set)
 - ii. Click the **DOWNLOAD ICON** (square with a downward arrow) to place the document in a location of your choice.
 - d. To submit assignments,
 - i. Click **CONTENT**, then **ASSIGNMENT SET**.
 - ii. Click **ASSIGNMENT SET X ACTIVITIES**, then the specific activity you complete.
 - iii. Scroll to the bottom of that screen and upload your files in the **SUBMISSION** location.
7. To view your grade,
 - a. Click **GRADEBOOK** at the top of the **BLACKBOARD ULTRA** screen
 - b. You will see the items due during the course, their due date, and points earned versus points available by assignment.
 - c. You may access each unsubmitted assignment from this screen if you so choose (or access the assignments from the Content screen as explained earlier).

Assignment Due Dates and Gradebook

I have indicated the assignments due each week at the end of this syllabus and via the **BLACKBOARD ULTRA ASSIGNMENTS FOLDER**. You must review the **ASSIGNMENTS** folder each week to ensure you have all the necessary information to complete the required tasks. On-time assignments are assignments *electronically* delivered to me via **BLACKBOARD ULTRA** on or before the **REQUIRED DUE DATE AND TIME**.

The BLACKBOARD ULTRA GRADEBOOK shows you the points you earned verses the possible points per activity. PLEASE NOTE that the GRADEBOOK only shows points for those activities you completed, not the total possible points for the course (1000). Therefore, you should refer to the course grading scale shown below to determine your course grade.

Make-Up Policy:

I will allow a four-day “late” allowance on all time-sensitive assignments (e.g., Discussion Boards, BCSS Questions, and Quizzes. If you post late, you will incur a 10% late penalty. After the allowance, you will not receive points for that activity. If you let me know you’ll be late submitting an assignment, I will work with you. But do not tell me weeks or months after a due date has passed. I will not be accommodating.

How Grades are Determined, and Major Assignments

Evaluation Measure: The grade points for the areas of work are as follows.	Student Learning Outcomes Assessed	Points
Online Quizzes (Six @ 60 points)	SLO 1, 2, 3	240
On-going Case: BCSS Questions (Six @ 100 points)	SLO 1, 2, 3	600
Discussions (Five @ 32 points)	SLO 1, 2	160
Total Possible Points		1000

Grading Scale

Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
F	0-599

Specific Course Rules: Grading Criteria

Online Quizzes (240)

You will take **SIX** online quizzes during the term. Each quiz is worth 40 points and consists of multiple-choice and true/false questions. Each quiz covers specific chapters, and these are in the appropriate **CONTENT/ASSIGNMENT SET/ASSIGNMENT SET ACTIVITIES** folders in **BLACKBOARD ULTRA**. Please study the material before taking the quiz – you may take the test **TWO TIMES**.

Please note that all the Online Quizzes will be available at the beginning of the course, but must be done by the respective Assignment Set due date!

Discussions (160):

You will respond to **FIVE** discussion forums (*asynchronous*) on various international business topics posted in the **DISCUSSIONS (DBs)** section. You may also access the DBs in their respective **CONTENT/ASSIGNMENT SET/ASSIGNMENT SET ACTIVITIES** locations. Each discussion is worth 32 points. This assignment helps facilitate, in part, our BUS 211 Learning Community. You will address the posted discussion board topic completely (4-6 sentences, 1-2 paragraphs), and then respond to two of your peers' comments. These responses should be more than just "Yes, nice job. I agree with what you said." Instead, explain why you agree or disagree with your peer, and perhaps offer another example or situation that clarifies your position (at least 2-3 sentences). I will monitor and participate in these discussions, so you should check in periodically. **ANY RESPONSE LESS THAN THE MINIMUM LENGTH WILL RESULT IN A LOSS OF POINTS!**

Please note that all the DBs will be available at the beginning of their respective Assignment Set Start Dates, and must be done by the respective Assignment Set due date!

Building a Customer Service Strategy (BCSS) Ongoing Cases (600):

You will choose an organization (for-profit business, not-for-profit organization) and apply the ideas from each chapter to that organization. You may select an organization where you work and/or one that interests you. YOUR CHOICE. You will then complete **SIX BCSS Question Sets** associated with the textbook chapters. Each set incorporates a **RUBRIC THAT MUST BE FOLLOWED** to achieve maximum assignment points (100 points).

I am looking for detailed answers using concepts you learned from the text and your everyday experience with giving and receiving customer service. **Please answer the question completely, as there is usually more than one part per question.** For your information, I will include a **rubric** for each BCSS question set outlining what is required for 100%, 75%, 50%, and 25% credit. This rubric will be in the **ASSIGNMENTS** folder located in **BLACKBOARD ULTRA**. **PLEASE USE THE WORKSHEET INCLUDED IN THE RUBRIC, OR YOU WILL LOSE POINTS.**

YOU WILL USE THIS ORGANIZATION AS THE BASIS FOR ALL SIX BCSS QUESTION SETS - NO VARIATIONS, PLEASE!!!

Please note that all BCSS Question Sets will be available at the beginning course but must be done by the respective Assignment Set due date!

Important Dates to Remember (for 16-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 16-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	Exam Week
DATE	Last Day of Classes
DATE	Last Day to Drop Course Without a Letter Grade
DATE	Commencement

BUS 211 SEMESTER Assignment Calendar

**Weeks/Dates	Chapters	**Assignments Due
Weeks 1-2	Chapter 1	Assignment Set 1 – <u>Due DATE, TIME</u> • Discussion Board 1 • Online Quiz #1 (Chapter 1) • BCSS On-Going Case Question Set 1 WITH CHOICE OF ORGANIZATION (Chapter 1)
Weeks 3-4	Chapter 2 Chapter 3	Assignment Set 2 – <u>Due DATE, TIME</u> • Discussion Board 2 • Online Quiz #2 (Chapters 2-3) • BCSS On-Going Case Question Set 2 (Chapters 2-3)
Weeks 5-8	Chapter 4 Chapter 5 Chapter 6	Assignment Set 3– <u>Due DATE, TIME</u> Discussion Board 3 • Online Quiz #3 (Chapters 4-6) • *BCSS On-going Case Question Set: CUSTOMER SERVICE PROJECT AND PROGRAM ASSESSMENT TOOL (Chapters 4-6, 13) NOTE: THIS IS AN INTERVIEW ASSIGNMENT – PLEASE ARRANGE AN INTERVIEW TIME/DAY WITH YOUR ORGANIZATION’S CONTACT AT THEIR CONVENIENCE!
Weeks 9-10	Chapter 7 Chapter 8 Chapter 9	Assignment Set 4– <u>Due DATE, TIME</u> • Discussion Board 4 • Online Quiz #4 (Chapters 7-9) • BCSS On-Going Case Question Set 4 (Chapters 7-9)
Weeks 11-13	Chapter 10 Chapter 11	Assignment Set 5 – <u>Due DATE, TIME</u> • Discussion Board 5 • Online Quiz #5 (Chapters 10-11) • BCSS On-Going Case Question Set 5 (Chapters 10-11)
Weeks 14-16	Chapter 12 Chapter 13	Assignment Set 6 - <u>Due DATE, TIME</u> • Extra Credit (OPTIONAL) • Online Quiz #6 (Chapters 12-13) • BCSS On-Going Case Question Set 6 (Chapters 12)

**The Customer Service Project is used as an assessment tool for the Business Management Technology Program Learning Outcome #3: “Demonstrate leadership and the ability to manage time, tasks, and interpersonal relationships.”*

****Please note that all BCSS Question Sets AND Online quizzes will be available at the beginning of the course, but must be done by their respective Assignment Set due date!**

Disclaimer: The instructor reserves the right to amend this syllabus and will communicate changes to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.