17. Customer service workshop

Wyższa Szkoła Handlu i Usług
W POZNANIU

SUBJECT DESCRIPTION

FIELD OF STUDY	Tourism and recreation
FIELD OF SPECIALIZATION	International tourism
MODE OF STUDY	Full-time studies/part-time studies
SEMESTER	5

SUBJECT NAME	Customer service workshop	MPR_4_17
Number of hours of particular class forms	Full-time studies – 30; Part-time studies –18	
• Lectures	Full-time studies – 10; Part-time studies – 8	
• Other forms	Full-time studies – 20; Part - time studies – 10	

Learning objectives	– conveyance of knowledge and skills that are a basic scope of professional activities conducted by a modern service market employee, formation of a proactive attitude to performing work with special emphasis on sales, trade, negotiation and customer service structures

Subject learning outcomes	

No.	Learning outcomes: a student who has passed the course can	Reference of learning outcomes to the curriculum	Reference of learning outcomes to the area
EK_W01	specify an essence and position of professional customer service in a general company activity structure with respect to the multidimensional functioning of each organization;	K_W10 K_W15	P6S_WG
EK_U02	make a commercial presentation with special respect to professional image creation rules;	K_U04	P6S_UW
EK_U03	use the knowledge about interpersonal skills in practical quasi-professional actions;	K_U02	P6S_UW
EK_U04	undertake cooperation to form an effective team that efficiently works for the sake of fulfilling the intended objective;	K_U12	P6S_UK P6S_UO
EK_K05	adopt a creative stance with a high level of cognitive openness accompanied by being aware of ethical aspects of marketing actions.	K_K09	P6S_KR P6S_KK

Content no.	Learning / Curriculum content	Reference of learning outcomes to

		the subject
	Lectures	
T_01	Sales and services as a challenge for the 20th-century labor market, a contemporary employee's social competence – analysis attempt, professional customer service – formation of relations based on a customer's worldview	EK_W01

	Classes	
T_02	Pro-customer sales model, image desired in commerce and services, *success spiral* by Eler Samson, professional image elements, image "thieves", professionalism "destroyers"	EK_U02 EK_U03
T_03	Efficient verbal communication, factor affecting the inter-human communication efficiency, communication feedback loop, factors facilitating everyday communication – the art of asking questions/ active listening, assertive communication – between submission and violence, rhetoric and esthetics elements, *feedback* in communication	EK_U02 EK_U03 EK_U04 EK_K05
T_04	Efficient extra verbal communication, basic extra verbal communication elements, *body language* as an interpersonal communication facilitation factor, mistakes in extra verbal messages, interpersonal efficiency in public speaking	EK_U02 EK_U03 EK_U04
T_05	Conflict – negotiations – mediations, difficult situations in relations with a customer, so-called *awkward customer* service, complaints department as a professional reliability formation area, emotional intelligence vs. conflict escalation, emotional intelligence in practice, P-E-U-P rule	EK_W01 EK_U02 EK_U03 EK_U04 EK_K05
T_06	Producing an impact on people – phenomenon essence, basic impact production rules and techniques, impacting people in practice, difference between impact and manipulation, ethical aspects of producing an impact on people	EK_W01 EK_U02 EK_U03 EK_U04 EK_K05
T_07	Emotions and tension at work, understanding of the tension physiology, prevention in stress management, efficient relaxation techniques	EK_U03 EK_U04 EK_K05

Teaching methods and forms in classes	Learning and curriculum content
Lecture with a multimodal presentation of selected problems	
Conversational lecture	T_03, T_04, T_05
Problem-focused lecture	
Information lecture	T_01, T_02
Discussion	T_08, T_09, T_10
Work with text	
Case study method	
Problem-based learning	
Teaching/simulation game	
Practice method	T_06, T_07, T_08, T_10
Workshop method	
Project method	T_11
Multimodal presentation	
Sound and/or video demonstrations	

Activating methods (e.g. „brainstorming", SWOT analysis technique, decision-making tree technique, snowball sampling, "mind maps" construction)	
Others (what?)	
…	

Assessment criteria referred to particular learning outcomes				
Learning outcome	With grade „2"	With grade „3"	With grade „4"	With grade „5"
EK_W01	The student cannot specify the essence and position of professional customer service in a general company activity structure with respect to the multidimensional organization functioning.	The student can specify the essence and position of professional customer service in a general company activity structure with respect to the multidimensional organization functioning.	The student can specify the essence and position of professional customer service in a general company activity structure with respect to the multidimensional organization functioning with accurate examples in this area.	The student can specify the essence and position of professional customer service in a general company activity structure with respect to the multidimensional organization functioning. Moreover, the student performs a structure analysis of the customer service area based on their examples.
EK_U02	The student cannot properly make a commercial presentation with respect to professional image creation rules.	The student can properly make a commercial presentation with respect to professional image creation rules.	The student cannot only properly make a commercial presentation with respect to professional image creation rules but also introduces their own elements to this presentation.	The student cannot only properly make a commercial presentation with respect to professional image creation rules but is also very creative with the presented contents.
EK_U03	The student cannot use their knowledge about interpersonal skills in practical quasi-professional actions.	The student can use their knowledge about interpersonal skills in practical quasi-professional actions.	The student cannot only use their knowledge about interpersonal skills in practical quasi-professional actions but also motivates the usage of particular interpersonal techniques based on the acquired knowledge.	The student cannot only use their knowledge about interpersonal skills in practical quasi-professional actions but also introduces their own solutions and generates changes.
EK_U04	The student cannot undertake cooperation to form an effective team that efficiently works for the sake of fulfilling the intended purpose.	The student can undertake cooperation to form an effective team that efficiently works for the sake of fulfilling the intended purpose.	The student cannot only undertake cooperation to form an effective team efficiently working for the sake of fulfilling the intended purpose but is also ready to play a particular role in this team.	The student cannot only undertake cooperation to form an effective team efficiently working for the sake of fulfilling the intended purpose but also has a number of initiatives based on leadership principles.
EK_K05	The student does not adopt a creative stance characterized by a high level of cognitive openness accompanied by being aware of ethical aspects of marketing actions.	The student adopts a creative stance to its basic extent. The stance is characterized by a high level of cognitive openness accompanied by being aware of ethical aspects of marketing actions.	The student satisfactorily tries to adopt a creative stance characterized by a high level of cognitive openness accompanied by being aware of ethical aspects of marketing actions.	The student is fully involved in adopting a creative stance characterized by a high level of cognitive openness accompanied by being aware of ethical aspects of marketing actions.

Verification of learning outcomes	Symbols EK for a class/subject module				
	W01	U02	U03	U04	K05

Written exam	X	X	X	X	X
Oral exam					
Written examination					
Oral examination					
Written test					
Oral test					
Quizz					
Project					
Essay	X	X	X	X	X
Report					
Multimodal presentation					
In-class work					
Others (what?)					

Hourly dimension of classes and student work	Full-time studies	Part-time study
1. Lectures (joint participation of academic teachers and students)	10	8
2. Other forms (joint participation of academic teachers and students)	20	10
Together 1+2	-	-
3. Internships (conducted independently by students)	**30**	**18**
4. Student's own work (including homework and design work, preparation for the credit/examination)	—	—
Together 3+4	20	32
SUM 1+2+3+4	**20**	**32**
Total ECTS credits according to study plan	**50**	**50**
Hourly dimension of classes and student work	**2**	

Basic literature	1. Aronson E., *Człowiek istota społeczna,* Wydawnictwo Naukowe PWN, Warszawa 2004 2. Cialdini R., *Wywieranie wpływu na ludzi. Teoria i praktyka,* GWP, Gdańsk 2004 3. Goleman D., *Inteligencja emocjonalna w praktyce,* Media Rodzina, Poznań 1999 4. Wojciszke B., *Człowiek wśród ludzi. Zarys psychologii społecznej,* Wydawnictwo Naukowe Scholar 2002
Complementary literature	1. Alberti R., Emmons M., *Asertywność. Sięgaj po to, czego chcesz, nie raniąc innych*, GWP, Gdańsk 2004 2. Argyle M., Domachowski W. (red.), *Reguły życia społecznego,* Wydawnictwo Naukowe PWN, Warszawa 1994 3. Armstrong M., *Jak być lepszym menedżerem,* Dom Wydawniczy ABC, Warszawa 1997 4. Gordon T., *Wychowanie bez porażek szefów, liderów, przywódców,* Instytut Wydawniczy PAX 1996 5. Hartley M., *Jak słuchać, by ludzie do nas mówili,* Wydawnictwo Feeria, Łódź 2007 6. Litzke M., Schuh H., *Stres, mobbing i wypalenie zawodowe,* GWP Gdańsk 2007 7. Nęcki Z., *Komunikacja międzyludzka,* Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 1996

	8. Stankiewicz J., *Komunikowanie się w organizacji,* Wydawnictwo Astrum, Wrocław 2006
	9. Śmieja M., Orzechowski J. (red.), *Inteligencja emocjonalna. Fakty, mity, kontrowersje,* Wydawnictwo Naukowe PWN, Warszawa 2008
	10. Stewart J., *Mosty zamiast murów Podręcznik komunikacji interpersonalnej,* PWN, Warszawa 2008
	11. Zimbardo P., Leippe M., *Psychologia zmiany postaw i wpływu społecznego,* Wydawnictwo Zysk i S-ka, Poznań 2004