DESCRIPTION OF THE OBJECT

FIELD OF STUDY	Management
SPECIALISATION	Trade and services
MODE OF STUDY	Full-time studies / Part-time studies
SEMESTER	5

Name of the subject	Customer service workshop	
Hourly dimension of particular forms of classes	Full-time studies – 30 Part-time studies – 18	
• **lectures**	Full-time studies – 5 Part-time studies – 2	
• **other forms**	Full-time studies – 25 Part-time studies – 16	

Learning objectives:	– imparting knowledge and skills which constitute the basic catalogue of professional activities of a modern service market employee, – to develop a pro-active attitude towards their work, with particular emphasis on the structures of sales, trade, negotiation and customer service structures.

Learning outcomes for the subject	

Number	Learning outcomes, a student who has successfully completed the course will be able to:	Reference of learning outcomes for the programme	The reference to the learning outcomes for the area
EK_W01	define the essence and place of professional customer service in the overall structure of a company's operations, taking into account the multifaceted functioning of each organisation	K_W09 K_W13	P6S_WG P6S_WK
EK_W02	make a sales presentation, with particular emphasis on the principles of professional image building;	K_U12	P6S_UK
EK_U03	apply knowledge of interpersonal skills in practical activities of a quasi-professional nature;	K_U04	P6S_UW
EK_U04	work together to build an effective team that works efficiently in order to achieve the set objective;	K_U08	P6S_UW
EK_K05	adopt a creative attitude characterised by a high level of cognitive openness, while remaining aware of the ethics of marketing activities.	K_K09	P6S_KR

Content number	Educational/ curricular content	Reference to learning outcomes for the subject

	Lectures	
T_01	Sales and services as a challenge for the world of work in the 21st century; social competence of a modern employee - an attempt at analysis; professional customer service - building relationships based on the world of the customer.	EK_W01
	Exercises	
T_02	The pro-customer sales model; desirable image in commerce and services; the spiral of success according to Eleri Sampson; elements of professional image; image "thieves" and "destroyers" of professionalism.	EK_U02 EK_U03
T_03	Effective verbal communication; factors affecting the effectiveness of interpersonal communication; feedback loop in the communication process; factors improving everyday communication - the art of questioning/active listening; assertive communication - between submission and violence; elements of rhetoric and eristic; feedback in communication.	EK_U02 EK_U03 EK_U04 EK_K05
T_04	Effective non-verbal communication; basic elements of non-verbal communication; body language as a factor in improving interpersonal communication; errors in non-verbal messages; interpersonal effectiveness in public speaking.	EK_U02 EK_U03 EK_U04
T_05	Conflict - negotiation - mediation; difficult situations in customer relations; handling the so-called difficult customer; complaint department as an area for building professional credibility; emotional intelligence in the face of escalating conflict; emotional intelligence in practice - P-E-U-P principle.	EK_W01 EK_U02 EK_U03 EK_U04 EK_K05
T_06	Exerting influence on people - the essence of the phenomenon; basic principles and techniques of exerting influence; influence in practice; the difference between influence and manipulation; the ethics of exerting influence.	EK_W01 EK_U02 EK_U03 EK_U04 EK_K05
T_07	Emotions and stress at work; understanding the physiology of stress; anger management and aggression control; prevention in stress management; effective relaxation techniques.	EK_U03 EK_U04 EK_K05

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01
Problem-based lecture	
Informative lecture	
Discussion	
Working with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	T_02 – T_07
Workshop method	

Project method	
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball" method, constructing „mind maps")	
Other (which ones?) - ...	
…	

Evaluation criteria in relation to particular learning outcomes				
Learning outcome	For assessment 2	For assessment 3	For assessment 4	For assessment 5
EK_W01	The student is not able to determine the essence and place of professional customer service in the general structure of the company's activity, taking into account multidimensional functioning of the organisation.	The student is able to determine the essence and place of professional customer service in the general structure of the company's activity, taking into account multidimensional functioning of the organisation.	The student is able to determine the essence and place of professional customer service in the general structure of the company's activity, taking into account a multidimensional functioning of the organisation and gives relevant examples for functional activity in the above-mentioned area.	The student is able to determine the essence and place of professional customer service in the general structure of the company's activity, taking into account a multidimensional functioning of the organisation. - according to given examples.
EK_W02	The student is not able to conduct a business presentation properly, taking into account the principles of building a professional image.	The student is able to make a correct sales presentation taking into consideration the rules of creating a professional image.	The student is not only able to make a correct sales presentation taking into account the principles of building a professional image, but also introduces original elements to this presentation.	The student is not only able to make a correct sales presentation taking into account the principles of building a professional image, but also shows a high degree of creativity in the area of the presented content.
EK_U03	The student is not able to use the knowledge of interpersonal skills in practical activities of a quasi-professional.	The student is able to use the knowledge of interpersonal skills in practical activities of a quasi-professional.	The student is not only able to use knowledge in the field of interpersonal skills in practical activities of a quasi-professional, The student not only applies the knowledge of interpersonal skills in practical activities of a quasi-professional character, but also justifies the use of particular interpersonal techniques based on the acquired knowledge.	The student is not only able to use the knowledge of interpersonal skills in practical activities of a The student is not only able to use the knowledge of interpersonal skills in practical activities of a quasi-professional character, but also introduces his/her own solutions and generates changes. and generates changes.
EK_U04	The student is not able to undertake cooperation in order to build an effective team, working efficiently to achieve the assumed objective.	The student is able to undertake cooperation in order to build an effective team, working efficiently to achieve the assumed objective.	The student is not only able to cooperate not only cooperate in order to build an effective team, working efficiently The student not only has the ability to cooperate in order to build an effective team working efficiently to achieve the assumed objective, but also shows	S The student is not only able to cooperate to build an effective team that works efficiently to achieve a set objective. The student not only cooperates with others to build an effective team that works efficiently to achieve a set objective, but also takes a high level

			the willingness to take on a specific role in this team.	of initiative based on leadership principles. based on leadership principles.
EK_K05	The student does not adopt a creative attitude, characterised by a high level of cognitive openness, while maintaining awareness of the ethics of marketing activities.	The student at a basic level tries to adopt a creative attitude, characterised by a high level of cognitive openness and shows awareness of the ethics of marketing activities.	The student satisfactorily tries to adopt a creative attitude, characterized by a high level of cognitive openness and shows awareness of the ethics of marketing activities.	The student adopts with full commitment a creative attitude, characterised by a high level of cognitive openness and shows awareness of the ethics of marketing activities.

Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written examination					
Oral examination					
Written credit					
Oral credit	X	X	X	X	X
Written colloquium					
Oral colloquium					
Test					
Project					
Written work					
Report					
Multimedia presentation					
Work during exercise	X	X	X	X	X
Other (which?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	5	2
2. Other forms (joint participation of academic staff and students)	25	16
3. Consultation with the teacher	-	-
Total 1+2+3	**30**	**18**
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
Total 4+5	**20**	**32**
SUMMARY 1+2+3+4+5	**50**	**50**
Total ECTS credits according to the study plan	**2**	

Reference literature	1. Aronson E., *Człowiek istota społeczna,* Wydawnictwo Naukowe PWN, Warszawa 2012. 2. Cialdini R., *Wywieranie wpływu na ludzi. Teoria i praktyka,* GWP, Gdańsk 2014.

	3. Goleman D., *Inteligencja emocjonalna w praktyce,* Media Rodzina, Poznań 2009.	
	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 2004.	
	3. Armstrong M., *Jak być lepszym menedżerem,* Dom Wydawniczy ABC, Warszawa 2007.	
	4. Litzke M., Schuh H., *Stres, mobbing i wypalenie zawodowe,* GWP Gdańsk 2007.	
	5. Stankiewicz J., *Komunikowanie się w organizacji,* Wydawnictwo Astrum, Wrocław 2006.	
	6. Śmieja M., Orzechowski J. (red.), *Inteligencja emocjonalna. Fakty, mity, kontrowersje,* Wydawnictwo Naukowe PWN, Warszawa 2008	
	7. Stewart J., *Mosty zamiast murów Podręcznik komunikacji interpersonalnej,* PWN, Warszawa 2008.	
	8. Zimbardo P., Leippe M., *Psychologia zmiany postaw i wpływu społecznego,* Wydawnictwo Zysk i S-ka, Poznań 2004.	