

# EMP 315B: NEW WORLD OF WORK SKILLS: CUSTOMER SERVICE

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## New Course Proposal

Date Submitted: Tue, 10 Sep 2019 23:42:25 GMT

### Originator

zbecker

### Justification / Rationale

The New World of Work program was developed under the Doing What Matters for Jobs and the Economy framework of the California Community College system. The program identifies the top "Professional Competencies" required for success in the workplace and provides curriculum that can be used by all colleges in the California Community College system.

There are ten primary competencies; each competency is one .5 unit credit course and two equivalent non-credit courses. Faculty can include the credit modules into existing programs or encourage students to complete the competencies as non-credit learning opportunities. These competencies are also included in the required objectives of the work-based learning program at College of the Desert.

### Effective Term

Fall 2020

### Credit Status

Noncredit

### Subject

EMP - Employability Skills

### Course Number

315B

### Full Course Title

New World of Work Skills: Customer Service

### Short Title

CUSTOMER SERVICE

### Discipline

#### Disciplines List

ALL DISCIPLINES

### Modality

Face-to-Face

100% Online

Hybrid

### Catalog Description

Understand the difference between Empathy and Sympathy and learn how to develop good relationships with people from diverse cultures and backgrounds; work with clients and customers; make decisions based on client and customer needs; and understand the importance of client satisfaction.

### Schedule Description

Learn the importance of Empathy in the workplace and how to improve your ability to connect with others to provide customer service and client satisfaction. Prerequisite: EMP 315A or concurrent enrollment

### Non-credit Hours

12

### Lecture Units

0

**Lab Units**

0

**In-class Hours**

4

**Out-of-class Hours**

8

**Total Course Units**

0

**Total Semester Hours**

12

**Override Description**

Noncredit course.

**Prerequisite Course(s)**

EMP 315A or concurrent enrollment

**Required Text and Other Instructional Materials****Resource Type**

Web/Other

**Open Educational Resource**

Yes

**Year**

2018

**Description**

New World of Work Instructional Materials available through Linked Learning/New World of Work.

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**Class Size Maximum**

40

**Entrance Skills**

Recognize the difference between empathy and sympathy.

**Requisite Course Objectives**

EMP 315A-Recognize the difference between empathy and sympathy.

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**Entrance Skills**

Understand how good listening techniques improve trust.

**Requisite Course Objectives**

EMP 315A-Develop good listening techniques and appropriate questions to help understand what others are thinking and feeling.

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**Course Content**

1. Empathy vs. Sympathy review
2. Customer service
3. Customer satisfaction
4. Self evaluation and improvement plan.

**Course Objectives**

Objectives	
Objective 1	Learn techniques for developing good relationships with people from diverse backgrounds and cultures.
Objective 2	Learn the importance of customer satisfaction and how to make decisions based on customer needs and points of view.

**Student Learning Outcomes**

Upon satisfactory completion of this course, students will be able to:	
Outcome 1	Demonstrate how Empathy and good listening skills impact customer relations.

**Methods of Instruction**

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	In class discussion and/or online Canvas discussions on customer service and satisfaction.
Collaborative/Team	Creation of cooperative learning tasks such as a small group or paired activities to discuss a variety of different approaches to customer service.
Technology-based instruction	Use of learning materials available on the web, including "What Not To Do" videos.
Lecture	Presentation of customer service topics through videos and case studies.
Self-exploration	Survey at end of class compared to beginning-of-class survey completed in prerequisite course and evaluation of differences.

**Methods of Evaluation**

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
College level or pre-collegiate essays	Writing assignments completed out-of-class analyzing current approaches to customer service concepts and in-class presentations of areas that could be improved.	In and Out of Class
Student participation/contribution	Class discussion and questions on videos and assigned readings on the difference between customer service and customer satisfaction.	In Class Only
Self/peer assessment and portfolio evaluation	Survey completed out-of-class with in-class analysis of results and how the materials presented in class modified understanding or behavior.	In and Out of Class
Group activity participation/observation	Activity-based analysis of videos and reading materials as applied to definitions of customer service and customer satisfaction.	In Class Only
Presentations/student demonstration observations	Presentation on development of customer service academic and workplace goals.	In Class Only
Other	Out-of-class hours will be accounted for electronically through the learning management system.	Out of Class Only

**Assignments**
**Other In-class Assignments**

1. Individual or group projects designed to identify and apply effective customer service principles.
2. Online research and activities designed to identify effective customer relationship behaviors.
3. Case studies designed to identify what constitutes good customer service and client satisfaction in the workplace.
4. Online individual, small group, or paired presentations designed to identify and apply effective communication tools and techniques.
5. End of semester survey to identify self-awareness of strengths and weaknesses.

**Other Out-of-class Assignments**

1. Students are expected to spend a minimum of eight hours on outside assignments which include a variety of video resources, self analysis of life experiences, and development of academic and workplace goals.

**Grade Methods**

Pass/No Pass Only

**Distance Education Checklist**

**Include the percentage of online and on-campus instruction you anticipate.**

**Online %**

100

**Instructional Materials and Resources**

**If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

New World of Work materials are maintained by Shasta College and made available to faculty and students through Linked In Learning which requires password access.

**If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.**

New World of Work materials have been developed at the state level in collaboration with industry and vetted as appropriate to enhance the learning experience.

**Effective Student/Faculty Contact**

**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?**

**Within Course Management System:**

Timely feedback and return of student work as specified in the syllabus  
Discussion forums with substantive instructor participation  
Regular virtual office hours  
Private messages  
Online quizzes and examinations  
Video or audio feedback  
Weekly announcements

**External to Course Management System:**

Direct e-mail  
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

**For hybrid courses:**

Scheduled Face-to-Face group or individual meetings

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

This class will be taught either online or as a hybrid via Canvas. Instructors will use asynchronous text and video messages to interact with the students. Also, discussions boards, constant announcements will be used. Zoom virtual office hours with screen sharing and interaction capabilities will be available.

**If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.**

Canvas is used for external interaction as well.

**Other Information**

**Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.**

All materials for the course are web-based so online and/or hybrid modality is appropriate.

## MIS Course Data

**CIP Code**

32.0105 - Job-Seeking/Changing Skills.

**TOP Code**

051800 - Customer Service

**SAM Code**

D - Possibly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Workforce Prep Enhanced Funding

**Approved Special Class**

Not special class

**Noncredit Category**

Workforce Preparation

**Funding Agency Category**

Not Applicable

**Program Status**

Program Applicable

**Transfer Status**

Not transferable

**Allow Audit**

No

**Repeatability**

Yes

**Repeatability Limit**

NC

**Repeat Type**

Noncredit

**Justification**

Noncredit courses are repeatable until students are comfortable they have achieved the skills and knowledge to meet the objectives and outcomes of the course.

**Materials Fee**

No

**Additional Fees?**

No

## Approvals

**Curriculum Committee Approval Date**

11/05/2019

**Academic Senate Approval Date**

11/14/2019

**Board of Trustees Approval Date**

12/19/2019

**Chancellor's Office Approval Date**

01/10/2020

**Course Control Number**

CCC000611574

**Programs referencing this course**New World of Work Empathy on the Job Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined?key=263/>)Construction Technology Career Preparation Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined?key=292/>)Culinary Career Introduction Certificate of Completion (<http://catalog.collegeofthedesert.eduundefined?key=297/>)