



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE:** • **Customer Service Tools**

**LEVEL OF STUDY:** Undergraduate Program

<b>GENERAL ACADEMIC INFORMATION</b>			
<b>LATEST UPDATE</b>	2016-2		
<b>ACADEMIC AREA</b>	Service, Hospitality and Quality		
<b>SEMESTER</b>	NA		
<b>SUBJECT TYPE</b>	Elective		
<b>CREDIT POINTS</b>	3		
<b>CLASSROOM HOURS PER WEEK</b>	4		
<b>PRE-REQUISITES</b>	NA		
<b>LANGUAGE</b>	Spanish		
<b>INTERNATIONAL CONTENT</b>	<ul style="list-style-type: none"> <li>• Reading materials include international journal articles</li> <li>• Reading materials in English</li> <li>• Development of projects that integrate national and international students, or collaborative projects, as well as on-site or online teamwork</li> <li>• Development of projects with international or intercultural focus</li> <li>• Foreign speakers or professors visiting the classroom or participating online</li> <li>• International cases are used and compared against national reality</li> <li>• International bibliography is used</li> </ul>		
<b>COURSE DETAILS</b>			
<b>COURSE DESCRIPTION</b>	The course aims to teach the student to analyze and structure the service value chain of a company / institution. Design and plan customer service tools to be applied in a company / institution. Raise different scenarios for the organization and achieve better decision-making. Construct matrices for measuring the financial and economic impact of CST. Segment customer portfolio based on CST and its impact on sales. Measure the financial impact of the different CST's implemented in the company / institution.		
<b>COMPETENCES DEVELOPED</b>	<b>Competence</b>	<b>Emphasis</b>	<b>Intended Learning Outcome (ILO)*</b>

	Describe CST and apply them in the company / institution according to their importance.	Context	ILO 001 ILO 002 ILO 004 BA&S ILO 006 BA&S ILO 007
	Describe the different types of customer service strategy.	Knowledge	ILO 001 ILO 002 BA&S ILO 006 BA&S ILO 007
	Develop the "customer equity" that identifies the financial value of the service.	Skill	ILO 001 ILO 002 BA&S ILO 006 BA&S ILO 007
	<p><b>* Intended Learning Outcome</b></p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BA&amp;S ILO06: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p> <p>BA&amp;S ILO07: Understand transformational leadership to improve organizations and human resource development.</p>		
<b>COURSE CONTENTS</b>	Customer Service Tools: Value Generation, and Strategic management: Organizational behavior of customers and services. Administrative processes: planning, organization, monitoring, and control of HSC. Functional areas: financial analysis of CST.		
<b>METHODOLOGY</b>	Problem Based Learning (PBL) Lecture Theoretical classes Participative classes :Small Groups Discussion and Course Discussions		
<b>ASSESSMENT</b>	<p>Permanent assessment: 1st Midterm exam: 30%; 2nd Midterm exam: 30%; Final exam: 40%.</p> <p>1<sup>st</sup> and 3<sup>rd</sup> competence will be evaluated through workshops, forums, debates, case studies and written tests. The second competence will be assessed by developing an applied work –Project Based Learning</p>		