



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE:** Emotional Intelligence in Customer Service Management

**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 with international or intercultural focus</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>	To develop the soft skills and competencies needed to achieve personal and professional leadership, focused on team management and relationships with internal and external customers. Also, to develop in the student the talent necessary to apply Emotional Intelligence in a successful individual, social and professional context.		
<b>COMPETENCES DEVELOPED</b>	<b>Competence</b>	<b>Emphasis</b>	<b>Intended Learning Outcome (ILO)*</b>
	Identifying and analyzing processes of emotional intelligence from a personal and service management perspectives, to generate insight and provide innovative solutions that develop the potential and professional talent.	Skill	ILO 001 ILO 002 ILO 004 A&S ILO 006 A&S ILO 007
	Developing skills for evaluate and intervene in service problems, applying	Context	ILO 001 ILO 002

	<p>methods of emotional intelligence for building a wonderful experience for the customer.</p>		<p>ILO 004 BA&amp;S ILO 006 BA&amp;S ILO 007</p>
	<p>Being able to lead and build emotional climates oriented towards the achievement of collective commitment and service culture</p>	<p>Skill</p>	<p>ILO 001 ILO 002 ILO 004 BA&amp;S ILO 006 BA&amp;S ILO 007</p>
	<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>		
<p><b>COURSE CONTENTS</b></p>	<p>Module 1: Introduction to Emotional and Social Intelligence  Module 2: Application Fields of Emotional Intelligence  Module 3: Social Intelligence, successful stories  Module 4: Development of emotional competencies of star workers  Module 5: Coaching &amp; Emotional Intelligence Relationship, and its impact on Service Management  Module 6: Emotional leadership for service excellence  Module 7: Case Analysis  Module 8: Model to build emotional climate and achieve leadership in service  Module 9: Tools for leadership, emotional climate, and high impact service management  Module 10: The Future of Service Management from Christopher Lovelock's view  Module 11: Designing value experiences for the customer  Module 12: Empathic communication in the service  Module 13: Case Analysis  Module 14: Strategies for communication in critical situations  Module 15: Emotional and social intelligence to secure SLAs in service  Module 16: Final project presentation</p>		
<p><b>METHODOLOGY</b></p>	<p>Problem Based Learning (PBL) Lecture</p>		

	<p>Conferences  Theoretical classes  Participative classes :Small Groups Discussion and Course Discussions</p>
<p><b>ASSESSMENT</b></p>	<p>Case analysis, debate forums and reflection – action workshops, aimed at identifying the cognitive domain and the application of content to reality.</p> <p>Action–research workshops oriented to achieving creative proposals that contribute new approaches related to the learning content in a given reality and context.</p> <p>Design of booklets and guidelines, to evaluate the development of the propositive competition, in a particular context and case.</p> <p>Use of multimedia for achieving innovative competences and metacognitive competences. Design of videos.</p> <p>Final project applied to evaluate the achievement of the objectives of the course and development of competences of the course.</p> <p>1<sup>st</sup> and 3<sup>rd</sup> competence will be evaluated through forums, debates, workshops, and written tests. The second competence will be assessed by case studies and applied works –Project Based Learning.</p>