

Course Specification

University	Suan Dusit University
Campus/Faculty /Field of Study	Business English Program Faculty of Humanities and Social Sciences

1. General Information

1.1 Course title and code

1552641 English for Customer Service

1.2 Credit Hours

3 (3-0-6)/ 3 hours/week

1.3 Program in which the course is offered and course types (compulsory, elective, etc)

Elective

1.4 Name of faculty member responsible for the subject / Name of lecturer

1) Name of lecturer being responsible for the subject: Ms. Janalyn Ramos-Dayrit

2) Name of lecturer: Ms. Janalyn Ramos-Dayrit

1.5 Semester/year at which the course is offered

2nd Semester/3rd and 4th year/Section A1

1.6 Pre-requisites for this course

None

1.7 Co-requisites for this course

None

1.8 Location (indicate room numbers)

Room _____ Building _____ Suan Dusit University

1.9 Date on which the course is modified

15 November 2019

2. Aims and Objectives

2.1 Subject aims

Upon completion of this course students should be able to achieve the following objectives:

1. Practice honest, consistent and professional style in accomplishing assignments and various tasks.
2. Enhance knowledge on basic principles of customer service in English to make a good first impression and learn key expressions and vocabulary to communicate in a clear, polite and helpful way.
3. Learn strategies to help in dealing with unexpected problems and cross-cultural issues with confidence and develop skills to deal with complaints and questions quickly and professionally.
4. Listen carefully, ask questions, participate and be responsible for the assigned task, duties and role in the workgroup.
5. Get some expert advice in using of information technology to handle customer service in an efficient and cost-effective way.

2.2 Purpose for developing/modifying the course

To improve the learner's ability in English within the Customer Service sector. Participants will develop their ability to speak, listen, read and write in English, as well as understand the challenges of customer service.

3. Course Management

3.1. Course description

Vocabulary and expressions, principles and techniques of customer services; study cross-cultural issues in customer services. Practice listening and speaking with customers. Practice compromising and dealing with customers. Practice reading passages about customers' complaints and problems including writing synopses.

3.2. Teaching Hours per semester

Lecture / Practice hours	Additional Teaching Hours	Training / Field work	Self-study
45	45	-	90

3.3. Additional Private Study or Learning Hours

Students can contact the teacher online through chat on social network applications or through phone calls from 8am until 5pm.

4. Development of Learning Outcome in Domains of Learning

Learning Outcomes Being Developed	Teaching Strategies	Methods of Assessment	Assessment Week	Proportion of Assessment
<p>1. Develop self-discipline, punctuality and responsibilities</p> <p>2. Show honesty in the assigned tasks</p> <p>3. Conform to rules and regulations</p> <p>4. Have academic and professional ethics</p>	<p>1. Take on time attendance, check assignments and give weekly tests</p> <p>2. Check assignments and grade weekly tests thoroughly</p> <p>3. Set guidelines for proper behavior and assign points accordingly</p> <p>4. Explain rules and regulations clearly and ask for justifying inappropriate behavior or action</p>	<p>1. On time attendance in every class</p> <p>2. Regular grading of assignments and tests</p> <p>3. Rubric for guidelines for behavior</p> <p>4. Lecture on rules and regulations and one to one chat with students if necessary</p>	1-15	10%
<p>1. Have an understanding of an acquired skill of English in listening, speaking, reading and writing</p> <p>2. Have knowledge in the field of Business English covering vocabulary, grammar and expressions;</p> <p>3. Have basic knowledge of business;</p> <p>4. Have integrated knowledge in other related disciplines</p>	<p>1. Discussions, videos, pair and group work</p> <p>2. Lectures, discussions, pair and group work</p> <p>3. Lectures and videos</p> <p>4. Lectures, videos and power point presentations</p>	<p>1. Class activities, exercises and interviews</p> <p>2. Weekly individual and group tests and activities</p> <p>3. Class tests and interviews</p> <p>4. Exercises and discussions</p>	2, 6, 8, 10, 12, 14 and 16	50%

Learning Outcomes Being Developed	Teaching Strategies	Methods of Assessment	Assessment Week	Proportion of Assessment
<p>1. Have the ability to search for and integrate up-to-date information and new technology;</p> <p>2. Think creatively and have the ability to apply knowledge appropriately;</p> <p>3. Be able to think , analyze and solve problems systematically;</p> <p>4. Synthesize original body of knowledge</p>	<p>1. Class discussions on finding up-to-date information</p> <p>2. Class activities based on situations in real life</p> <p>3. Assign problems using real life simulations</p> <p>4. Lectures, class discussions and exercises</p>	<p>1. Interactive talks and eliciting information</p> <p>2. Pair work, group and class exercises</p> <p>3. Assign exercises in pairs and groups</p> <p>4. Elicit information and answers from discussions and exercises</p>	Week 14 and 16	20%
<p>1. Have cooperative interpersonal skills and respect for the rights and opinions of others;</p> <p>2. Communicate effectively</p> <p>3. Work, and be responsible for the assigned work, duties and roles in the workgroup.</p>	<p>1. Have group and class discussions</p> <p>2. Interactive talks in class involving all students</p> <p>3. Group discussions with rotating group leaders</p>	<p>1. Provide feedback during and after discussions</p> <p>2. Provide opportunity for equal participation and healthy discussions</p> <p>3. Assign points to group leaders and individual members for responsibility and participation in discussions</p>	1 – 15	10%
<p>1. Be able to use information technology to search for information and present work</p> <p>2. Use information technology for</p>	<p>1. Assign exercises involving researching information on the internet</p> <p>2. Create Facebook and email groups, and use mobile apps</p>	<p>1. Individual and group presentations</p> <p>2. Online exercises and assignments</p> <p>3. Monthly Individual presentations</p> <p>4. Weekly individual and</p>	1 – 15	10%

Learning Outcomes Being Developed	Teaching Strategies	Methods of Assessment	Assessment Week	Proportion of Assessment
<p>communication</p> <p>3. Calculate and analyze basic quantitative data</p> <p>4. Calculate and process data by using computer applications</p>	<p>3. Assign minor research work</p> <p>4. Assign exercises for finding and presenting information from the internet</p>	<p>group tests</p>		

5. Teaching Plan and Evaluation

5.1 Teaching Plan

Week (Hours)	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional Materials	Assessment and Evaluation (Proportion)	Lecturer
1 (3 hrs)	Introduce the course, learning activities and evaluation Introduction to Customer Service	<ul style="list-style-type: none"> - Explain the course syllabus, course overview and objectives - Student and teacher self-introduction - Hand-outs and visual aids. - Question and answer activity 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides in discussing the course syllabus - Let the students participate by giving their views, expectations and comments and question & answer portion 	<ul style="list-style-type: none"> - Evaluate students about expectation and goals question and answer activity 	Jana Ramos-Dayrit
2 (3 hrs)	Continuation to Customer Service	<ul style="list-style-type: none"> - Handouts compilation and visual aids - Enumerate and discuss the customer, customer service and customer service representatives - In-class exercises - Situational activity 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Let each students define what is customer service - Initiate in-class exercises - Encourage students to participate and be creative in situational activity 	<ul style="list-style-type: none"> - Evaluate students thru book exercises and situational activity 	Jana Ramos-Dayrit
3 (3 hrs)	Communicating Effectively with Customers	<ul style="list-style-type: none"> - Handouts compilation and visual aids - Explain the ways to communicate effectively with the customers - In-class exercises - Role play - Assignment 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Let students identify the different ways to communicate effectively - Encourage the students in answering the book activities and participate in role play activity 	<ul style="list-style-type: none"> - Evaluate students' participation thru role play (5%) - Evaluate students by giving them assignment (5%) 	Jana Ramos-Dayrit

Week (Hours)	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional Materials	Assessment and Evaluation (Proportion)	Lecturer
4 (3 hrs)	Continuation Communicating Effectively with Customers	<ul style="list-style-type: none"> - Handouts compilation and visual aids -- Explain the ways to communicate effectively with the customers - In-class exercises - Short quiz 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students participate in class discussion by initiating individual question and answer session to test their understanding before the short quiz 	<ul style="list-style-type: none"> - Evaluate students thru short quiz (5%) 	Jana Ramos-Dayrit
5 (3 hrs)	Working in a Wired World: Customer Service on the Web	<ul style="list-style-type: none"> - Handouts compilation and visual aids - Explain customer service using the web - In-class exercise - Group work 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students participate in class discussion - Encourage students to form a group then discuss and answer the book activities 	<ul style="list-style-type: none"> - Evaluate students' participation thru group work activity (5%) 	Jana Ramos-Dayrit
6 (3 hrs)	Continuation Working in a Wired World: Customer Service on the Web	<ul style="list-style-type: none"> - Handouts compilation and visual aids - Discuss - Explain customer service using the web - In-class exercise - Group reporting 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students read the situations in the book and encourage them to give their views and in doing the in-class exercises - Let students work in group the assigned topic to present in front of the class 	<ul style="list-style-type: none"> - Evaluate students thru book exercises and group reporting 	Jana Ramos-Dayrit
7 (3 hrs)	Managing the Customer Encounter	<ul style="list-style-type: none"> - Handouts compilation and visual aids - Discuss the different encounter with the customers and how to 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students participate in class discussion by initiating 	<ul style="list-style-type: none"> - Evaluate students' participation thru role play (5%) 	Jana Ramos-Dayrit

Week (Hours)	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional Materials	Assessment and Evaluation (Proportion)	Lecturer
		manage them - In-class exercise - Role play	individual question and answer session to test their understanding - Let students work in group and do the brainstorming activities given and role play		
8 (3 hrs)	Continuation Managing the Customer Encounter	- Handouts compilation and visual aids - Discuss the different encounter with the customers and how to manage them - In-class exercise - Short quiz	- Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students participate in class discussion by initiating individual question and answer session to test their understanding - A short quiz will be given at the end of class	- Evaluate students thru short quiz (5%)	Jana Ramos-Dayrit
9 (3 hrs)	Handling Complaints and Conflicts	- Handouts compilation and visual aids - Explain how to handle the different complaints and conflicts - In-class exercise - Role play	- Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students read, analyze and give feedback of the lesson - Initiate in-class exercises and role play at the end of the class	- Evaluate students thru in-class exercises (book activities)	Jana Ramos-Dayrit
10 (3 hrs)	Continuation Handling Complaints and Conflicts	- Handouts compilation and visual aids - Explain how to handle the different complaints and conflicts - In-class exercise - Mid-term exam	- Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students read, analyze and give feedback of the lesson - Let students take the mid-term exam - Handout exam paper	-Mid-term exam (20%)	Jana Ramos-Dayrit

Week (Hours)	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional Materials	Assessment and Evaluation (Proportion)	Lecturer
11 (3 hrs)	Continuously Improving Customer Service	<ul style="list-style-type: none"> - Handouts compilation and visual aids - Discuss how to continuously improve customer service - In-class exercise - Assignment 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students read the paragraph and encourage them to give their views and in doing the in-class exercises - Elaborate more about Argumentative paragraph by giving students situations to think and discuss about 	<ul style="list-style-type: none"> - Evaluate students by giving them assignment (5%) 	Jana Ramos-Dayrit
12 (3 hrs)	Continuation Continuously Improving Customer Service	<ul style="list-style-type: none"> - Handouts compilation and visual aids - Discuss how to continuously improve customer service - In-class exercise - Group reporting 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Elaborate more about continuous improving customer service by giving students situations to think and discuss about 	<ul style="list-style-type: none"> - Evaluate students thru book exercises and group reporting 	Jana Ramos-Dayrit
13 (3 hrs)	The Part of Tens	<ul style="list-style-type: none"> - Handouts compilation and visual aids - Discuss the different part of ten to be effective in customer service tasks - In-class exercise - Role play 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Assist each students in describing the different parts of tens - Let the students give their views and in doing the in-class exercises - Encourage students to participate in group work activities 	<ul style="list-style-type: none"> - Evaluate students' participation thru group work activity (5%) 	Jana Ramos-Dayrit

Week (Hours)	Topic / Details	Teaching and Learning Activities / Activities and Tasks	Instructional Materials	Assessment and Evaluation (Proportion)	Lecturer
14 (3 hrs)	Continuation The Part of Tens	<ul style="list-style-type: none"> - Handouts compilation and visual aids - - Discuss the different part of ten to be effective in customer service tasks - In-class exercise 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Let the students work in group and have them take their time in discussing the topics given - Let the students analyze each in-class exercises (book activity) 	<ul style="list-style-type: none"> - Evaluate students thru individual project (20%) 	Jana Ramos-Dayrit
15 (3 hrs)	Review of the topics	<ul style="list-style-type: none"> - Review content in all topics covered for the final exam - In-class exercise 	<ul style="list-style-type: none"> - Use the OHP, laptop, video, textbook, power point slides for the discussion - Initiate question and answer portion to test students readiness - Let students play a game for the in-class exercises 	<ul style="list-style-type: none"> - Evaluate students thru book exercises 	Jana Ramos-Dayrit

5.2 Assessment and Evaluation

1) Assessment

Participation in Learning Activities	20%
Group Project	20%
Quiz and Homework	20%
Midterm Exam	20%
Final Exam	20%

2) Evaluation

Non-referenced Assessment

Scores	Grade
85-100	A
79-84	B+
73-78	B
67-72	C+
61-66	C
55-60	D+
50-54	D
0-49	F

6. Teaching and Learning Resources

6.1 Required text

Ramos-Dayrit, J. (2019). *English for Customer Service*. Bangkok: Suan Dusit Graphic Site

6.2 Essential references

Deviney, D.E., D.B.A., (1998) *Outstanding Customer Service: The Key to Customer Loyalty*.
Virginia Beach: Coastal Training Technologies Corp.

Leland, K., & Bailey, K. (2006) *Customer Service for Dummies 3rd Edition*. Indianapolis: Wiley
Publishing, Inc.

6.3 Suggested references

Craven, M. (2008) *Real Listening and Speaking*. Cambridge: Cambridge University Press

Craven, M. (2008) *Real Listening and Speaking 4*. Cambridge: Cambridge University Press

Harding, K., & Henderson, P. (1996) *High Season English for the Hotel and Tourist Industry*.
Hong Kong: Oxford University Press

Rod Revell & Trish Stott, (1999) *Highly Recommended English for the Hotel and Catering
Industry*. Hong Kong: Oxford University Press

7. Course Evaluation and Improvement Processes

7.1 Strategies for Obtaining Student Feedback on Quality of Teaching

1. Formal evaluation by the university online and the Business English Program
2. Group and Class discussions

7.2 Other Strategies for Evaluation of Teaching

1. Independent feedback from students
2. Assessment of results achieved by students
3. Consultation with students' advisors

7.3 Processes for Improvement of Teaching

1. Discussions with and feedback from colleagues
2. Classroom research
3. Expand knowledge through online teaching courses
4. Attend seminars and conferences to interact with delegates and attend presentations to improve knowledge on teaching strategies

7.4 Processes for Verifying Standards of Students Achievement

Learning Outcomes in Five Domains	Assessment			
	Observation	Class Activities	Quiz, Midterm and Final Exam	Homework
Morals and Ethics	✓		✓	
Knowledge		✓	✓	✓
Cognitive skills		✓	✓	✓
Interpersonal skills and responsibilities	✓		✓	
Communication Information Technology and Numerical Skills		✓	✓	✓

7.5 Action planning for verifying and improving effectiveness of the course

1. Students' feedback on course – lessons and tests
2. Inclusion of topics (if any) as per suggestions by students
3. Assessment of students' display of language and business skills during class exercises and activities