MINISTRY OF EDUCATION AND TRAINING

**LAC HONG UNIVERSITY**

**COURSE OUTLINE**

**<126074 – CUSTOMER SERVICE >**

| 1. **GENERAL INFORMATION** |  |
| --- | --- |
| Course name (Vietnamese): | Cham soc khach hang |
| Course name (English): | Customer Service |
| Course ID: | 126074 |
| Types: | Fundamentals of major |
| Faculty/Department: | Tourism and Travel Management |
| Main Lecturer: | Phan Van Hai  Email: haipv@lhu.edu.vn |
| Lecturer participating in: | Vu Duc Cuong  Email: CuonLecturerd.lhu.edu.vn |
| Number of credits: | 3 |
| Theory :  Practice :  Exercise : | 45 periods  0 periods  0 periods |
| Specialty : | Obligatory to students in Major of Tourism and Travel Management |
| Previous course: | Basic Marketing |
| **2. COURSE DESCRIPTION** |  |

This course will equip students with the knowledge and some basic skills such as: Identifying the types of customers, Understanding the importance of Customer Service and Customer Service Management, Implementing the principles of behavior in situations of contact with customers, Learning ways and methods to identify the needs, wishes and feedback from customers, Understanding and applying Customer Service Management processes to specific jobs.

|  | **3. COURSE LEARNING OUTCOMES**  **Table 1: Course Learning Outcomes (CLOs)**   | **Course Learning Outcomes (CLOs)** | **Course Learning Outcomes Content** | **Bloom domain/Bloom level** | **Program Learning Outcomes PLOs (\*)** | | --- | --- | --- | --- | | CLO1 | Using methods and processes to evaluate the effectiveness of Customer Service to build an effective business strategy | Knowledge (3) | PLO2 (PI2.1) | | CLO2 | Establishing an operational plan for Customer Service operations in different environmental conditions | Skills (4) | PLO4 (PI4.3) | | CLO3 | Being responsible in professions | Attitude (2) | PLO7 (PI7.1) | |
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|  | **4. COURSE CONTENT, LESSON PLAN** |
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**Table 2: Course Content, Lesson Plan**

| **Week** | **Lesson/**  **Chapter** | **Name/Chapter** | **Lesson Learning Outcomes (LLO)** | | **Lecture and Study activities** | **Teaching methods** | **Assessment methods** | **References (\*)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | Chapter 1 | **THE OVERVIEW OF CUSTOMER**  1.1. Concepts  1.2. Internal customers  1.3. External customers  1.4. Role and importance of customers | LLO1 | **Using** the knowledge to identify the types of customers | Lecturer introduces the course overview, regulations and study goals.  Students approach new information by listening, observing, and questioning. | Lecture  Didactic questioning | + Short form and Multiple choice tests  + Short answer test | [2] |
| 2 | Chapter 2 | **CUSTOMER SERVICE MANAGEMENT**  2.1. Concepts of Customer Relationship Management  2.2. Purpose and Effects of Customer Relationship Management | LLO2 | Behavior in Customer Service Management | Lecturer answers students’ questions and divides them into groups to discuss, and asks students to give specific examples. | Lecture  Didactic questioning  Discussion | + Short form and Multiple choice tests  + Short answer test | [2] |
| 3 | Chapter 2 | 2.3. Three Pillars of customer satisfaction  2.4. Satisfying customers | Lecturer answers students’ questions and divides them into groups to discuss models, dynamics and influential factors. | Lecture  Didactic questioning  Discussion | + Short form and Multiple choice tests  + Short answer test | [2] |
| 4 | Chapter 3 | **TRANSACTIONS WITH CUSTOMERS**  3.1. Direct Customer Transactions  Concepts  Role  Methods and performance skills | LLO3 | **Establishing** transactions directly and indirectly with other clients | Lecturer answers students’ questions. Then the Lecturer gathers groups of 2 to 4 students and asks them to come up with a set of specific market segment criteria for a product.  Lecturer gives a practical situation and asks students to answer based on that situation. | Lecture  Discussion | + Short form and Multiple choice tests  + Short answer test | [2] |
| 5 | Chapter 3 | 3.2. Indirect transactions through equipments  Concepts  Role  Methods and performance skills |
| 6 | Chapter 3 | 3.3. Handling complaints |
| 7 | Chapter 4 | **ESTABLISHING CUSTOMER SERVICE MANAGEMENT PROCESS**  Concepts and role  The Customer Service Management process | LLO4 | **Configuring** Customer Relationship Management implementation process | Lecturer answers students’ questions. Then the Lecturer gathers groups of 2 to 4 students and asks them to list their Customer Service procedures. | Lecture  Discussion | + Short form and Multiple choice tests  + Short answer test | [2] |
| 8 | Chapter 5 | **PERFORMING, VALUING CUSTOMER SERVICE ACTIVITIES**  5.1. Concepts and meaning  5.2. Methodology | LLO5.1 | **Using** the tourism market information to perform and measure customer service activities | Lecturer answers students’ questions. Then the Lecturer gathers groups of 2 to 4 students and asks them to list the methods of measurement and deployment. | Lecture  Didactic questioning  Discussion | + Short form and Multiple choice tests  + Short answer test | [2] |
| 9 | Chapter 5 | 5.3. Organizing: CASCADE formula chain |
| 10 | Chapter 5 | 5.4. Establishing a culture of Customer Service | LLO5.2 | **Considering** thetourism market information to set up a culture of Customer Service | Lecturer offers groups to report on their tourism projects | Presentations  Didactic questioning  Discussion | Cross-review | [2] |
| 11 | Exam | Group reports  Self-study 30% |  |  |  |  | Discussion  Essay |  |

| **5.** | **MAPPING OF LESSON AND COURSE LEARNING OUTCOMES**  **Table 3: Mapping of Lesson and Course Learning Outcomes** |
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| **Lesson Learning Outcomes** | **Course Learning Outcomes** | | | **Evaluation Component** |
| --- | --- | --- | --- | --- |
| **CLO1** | **CLO2** | **CLO3** |
| **LLO1** | X |  |  | A1 |
| **LLO2** |  |  | X | A1 |
| **LLO3** |  | X |  | A1, A2, A3 |
| **LLO4** |  | X |  | A1, A2, A3 |
| **LLO5.1** | X |  |  | A1, A2, A3 |
| **LLO5.2** |  |  | X | A1, A2, A3 |

**6. COURSE ASSESSMENT**

**Table 4: Course assessment**

| **Evaluation Component** | **Assessment** | **CLOs** | **Percentage (%)** |
| --- | --- | --- | --- |
| A1. Process | - Participating in lesson construction  - Class exercices  - Discussion, Role-playing in group | CLO1, CLO2, CLO3 | *30%* |
| A2. Midterm | - Doing class exercices | CLO1, CLO2, CLO3 | *30%* |
| A3. Final | - Doing test on papers | CLO1,CLO2, CLO3 | *40%* |

| **7. COURSE REQUIREMENTS AND EXPECTATIONS** |
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- Attendance: Obeying the regulations.

- Students have to read the given study documentation by the lecturer before every lesson on the online learning system (LMS - learn.lhu.edu.vn).

- Students who do homework on Kahoot, Quizizz and quick exercises in class will be given bonus marks for the students' process.

- Finishing given group discussions according to the lecturer's regulations.

| **8.** | **STUDY REFERENCES** |
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**Textbook**

[1]. Luu Dan Tho, Luong Van Quoc (2016), *Quan tri quan he khach hang*, NXB Tai chinh, Ha Noi

**References**  [1]. Truong Dinh Chien va nnk (2018), *Quan tri quan he khach hang*, NXB Phu nu, Ha Noi

**9. SOFTWARE OR SUPPORTING EQUIPMENTS FOR PRACTICE**

- Internet, Google Chrome, Kahoot

**General rules:**

| **Abbreviation** | **Description** |
| --- | --- |
| **PLO** | Program Learning Outcomes |
| **CLO** | Course Learning Outcomes |
| **LLO** | Lesson Learning Outcomes |

| **Head of Major/ Head of Faculty** | Dong Nai, 2024  Responsible lecturer  (sign and write full name)  **Phan Van Hai** |
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