

# **COURSE OUTLINE**

## **ENTR-109**

### **Customer Service for the New Business Start Up**

1 Semester Hour

## **HOWARD COMMUNITY COLLEGE**

### **Description**

In this course the entrepreneur discovers the elements of the customer service function pertinent to their business. Topics include establishing effective and efficient interpersonal relations with current and potential clients. Functions such as initiating contact, providing clear information, determining level of client need and understanding, and incorporating office procedures are emphasized. (1 hour weekly)

### **Overall Course Objectives**

Upon completion of this course the entrepreneur will:

1. Delineate and begin to implement the operational imperatives for managing excellent customer service.
2. Construct efficient and effective systems of customer service delivery.
3. Specify elements which measure customer service effectiveness.
4. Implement management of effective customer service.

### **Major Topics**

- I. Operational imperatives for managing excellent customer service.
  - Know the customer.
  - Focus on organizational purpose
- II Development of customer driven processes.
- III. Measurement and management from the customer's point of view.
- IV. How to recognize, reward and celebrate customer service success.

### **Evaluation and Grading**

Summary evaluation will be based on the student/entrepreneur's oral presentation or written summary and documented progress towards building a business.

### **Other**

This course is a Business elective.