

DESCRIPTION OF STUDY COURSE

Course unit title	Customer Service	
Programme	Accountancy and Finance	
Year of study	2	
Academic year	2017./2018.	
Level of course unit (e.g. first, second or third cycle)	Short cycle	
Course unit code	PG027	
Name of lecturer(s)	Elita Lielā	
Number of ECTS credits allocated (1KP = 1,5ECTS)	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	Latvian	
Type of course unit (compulsory, optional)	Optional	
Semester when the course unit is delivered	3	
Mode of delivery	face-to-face	
Aim of Course	<p>To provide an opportunity for students to learn about customer service and management of customer relations; to develop customer servicing skills; to analyze and improve customer service in a company.</p> <p>Students' independent work to promote ability to analyze individually and independently the situation in a particular company as well as to give its evaluation.</p>	
Preliminary knowledge (prerequisites and co-requisites)	Secondary School Education, Basic knowledge of Economics, Business Communication, Management, English Language	
Course contents	<ol style="list-style-type: none"> 1. Introduction to customer services. 2. Customer tribes. 3. Customer information and research of their needs. 4. The knowledge and skills of customer service specialists. 5. Customer-oriented organization and management. 6. The principles of active customer service. 7. Strategy of customer service. 8. Improvement of customer service process. 9. Working with customer complaints. 10. Customer loyalty. 	
Planned learning activities and teaching methods	Students attend lectures, participate in practical work, do case studies, complete independent work, group work and homework. The total evaluation of the course consists of participation in lectures, the quality of the practical work, independent work and group work completion and presentation.	
	Teaching methods	Student workload
	Lectures	12
	Case Studies	8
	Independent and group practical work	12
	Independent and group work completion	32
Independent and group work presentation	16	

	Total 80 hours			
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Knowledge and skills about customer service and customer relation management. 2. Skills to apply the principles of active customer service in an innovative company and skills to formulate the goals of corporate customer service. 3. Skills to identify problems in customer service and develop their solutions. 			
Assessment methods and criteria	Learning outcome	1.	2.	3.
	The form of assesment			
	Case Studies	•	•	•
	Independent and group practical work	•	•	•
	Independent work presentation	•	•	•
Group work presentation	•	•	•	
Recommended or required reading	<p>Required reading:</p> <ol style="list-style-type: none"> 1. Fisks, P., <i>Klientu apkalpošanas ģēnijs</i>. Rīga: SIA “Lietišķais informācijas dienests”, 2010. 350 lpp. 2. Frīdmentls, D., <i>Aktīvā klientu apkalpošana</i>. – R.: Zvaigzne, 2006. 127 lpp. 3. Heppell, M., <i>Piecvaiņģņu serviss ar minimāliem ieguldījumiem</i>. Rīga: Zvaigzne, 2010. 136 lpp. 4. Leiks, N., Hekī, K., <i>Klientu apkalpošanas rokasgrāmata</i>. – R.: SIA ”Lietišķās informācijas dienests”, 2005. 216 lpp. <p>Recommended reading</p> <ol style="list-style-type: none"> 1. Lovelock, C. H., Wirtz J., <i>Services Marketing: People, Technology, Strategy</i> 6th.ed.: Pearson Prentice Hall: Prentice Hall, 2007. 648 p 2. Seth, R., <i>Creating Customer Delight: the how and why of CRM</i> - New Delhi: Response Books, 2005. 154 p 3. Timm, P., R., <i>Technology and Customer Service : profitable relationship building</i> -: Pearson Prentice Hall: Prentice Hall, 2005. 200 p 4. Zanetti, D., <i>Amaze Your Customers! : creative tipsonwinning and keeping your customers</i> – London : KoganPage, 2006. 144 p. 			
Recommended optional programme components	To be agreed at the start of the course.			

Lecturer

_____/E. Lielā/