

**PALOMAR COLLEGE**  
**COURSE OUTLINE OF RECORD FOR**  
**DEGREE CREDIT COURSE**

X Transfer course    X A.A. degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:** BUS 122    Call Center Services

**UNIT VALUE:** 3

**MINIMUM NUMBER OF SEMESTER HOURS:** 48

**BASIC SKILLS REQUIREMENTS:** Appropriate language and computational skills.

**ENTRANCE REQUIREMENTS**

**PREREQUISITE:** None.

**COREQUISITE:** None.

**RECOMMENDED PREPARATION:** None.

**SCOPE OF COURSE:** Preparation for employment in a call center telemarketing environment. Includes purpose and effectiveness of a call center; technologies used; ergonomics; professional procedures; customer service and customer psychology; and interpersonal and telecommunication skills.

**SPECIFIC COURSE OBJECTIVES:** Successful students will be able to

1. Explain the benefits and uses of call center operations
2. Use call center technology effectively
3. Analyze customer needs
4. Demonstrate effective interpersonal and telecommunications skills
5. Apply the basic elements of call center customer service
6. Apply problem-solving techniques to handle unusual service situations and difficult callers
7. Work effectively with management
8. Identify ergonomic factors that affect job performance

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

1. Overview and purpose of call center operations
2. Economics of call center operations
3. Product knowledge
4. Technological proficiency
5. Analysis of customer needs and personality types
6. Interpersonal skills
7. Effective customer service transactions
8. Effective telecommunications techniques
9. Problem solving techniques
10. Working with management
11. Growth and career opportunities
12. Ergonomics

**REQUIRED READING:**

Anderson, Kristin and Ron Zemke. Delivering Knock Your Socks Off Service.  
Revised edition. New York: AMACOM/American Management Association, 1998.

Zemke, Ron and Kristin Anderson. Coaching Knock Your Socks Off Service.  
New York: AMACOM/American Management Association, 1997.

**SUGGESTED READING:** None.

**REQUIRED WRITING:** At least three paragraphs of writing during the semester. May be written homework exercises or essay test questions.

**OUTSIDE ASSIGNMENTS:**

**Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.**

Reading text, studying notes and handouts, completing exercises.

**INSTRUCTIONAL METHODOLOGY:**

**Check all that apply:**

- lecture
- laboratory
- lecture-laboratory combination
- directed study

Training methods include lecture, discussion, demonstration, self-study, and hands-on practice.

**This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.**

Yes  No

**If yes, check all that apply:**

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

The following is a typical grading policy:

Exercises (including skills demonstrations)	40%
Tests	30%
Comprehensive final exam	20%
Class participation	<u>10%</u>
TOTAL	100%

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes  No  Number of times course may be taken for credit: 1

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

**CONTACT PERSON:** Rena Stevens, Extension 2490.

**SIGNATURES ON FILE**