

Course	Cultural Competence in Customer Service, 3 ECTS
Course period	15.10. – 14.12 2018
Enrolment	1.03.2018 – 13.05.2018 http://www.projectboosted.eu/student-corner/courses/cultural-competence-in-customer-service/ A notice of acceptance will be sent by June 1, 2018
Host university and faculty	Satakunta University of Applied Science, Tourism
Implementation mode	100 % online. Sessions are recorded and uploaded in Moodle learning environment.
Language of instruction	English (intermediate level is required)
Min/Maxim. participants	25/35
Purpose, content, learning outcome	<p>Purpose The purpose of the course is to increase the awareness and understanding of cultural aspects and their substantial impact on international customer service as well as to develop sensitivity to cultural differences.</p> <p>Content Customer target markets and their cultures; customers' cultural differences related to values, beliefs, language, religion; cultural dimensions in different cultural theories; successful intercultural communication in customer service; value creation in customer journeys; high quality customer service as a competitive advantage in tourism business</p> <p>Learning outcome Student</p> <ul style="list-style-type: none"> • recognizes and compares one's own culture to other cultures • identifies the effects of cultural diversity on international customer service • understands the customers' value creation process on the basis of cultural knowledge • designs and develops services increasing international customer satisfaction • implements high-level service by taking into consideration the customers' cultural origin
Student's workload	3 ECTS means approx. 79 hours of student work. This includes all the course activities (assignments, online lectures, independent studying, group work with presentation, assessment and feedback).
Course implementation	This course includes online lectures, assignments and presentations. All the course material and details are in Moodle (key and further instructions will be sent to accepted students). Assignments: 1) Orientation, individual work (written composition of the course subject) 2) Moodle tasks, individual/group work (introduction, conversation, assessment) 3) Cultural Competences, group work (presentation incl. written report based on materials in Moodle, independent studying and field work) Details in Moodle.
Internationality	Study material, lectures and assignments consist of international examples. Study groups are multicultural.

Co-operation with tourism industry	Students must find an industrial stakeholder for their group work assignment. Feedback from industry is required.
Prerequisites and assessment	<p>Basic skills in IT, customer service and marketing are required.</p> <p>Assessment:</p> <ol style="list-style-type: none"> 1) Orientation, individual work (written composition of the course subject): fail-pass 2) Moodle tasks, individual/group work (introduction, conversation, reflection): fail-pass 3) Cultural Competences, group work (presentation incl. written report based on materials in Moodle, independent studying and field work) :1-5, 100% of the total course grade. <p>Grading scale from 1-5 will be used. Grade-specific assessment criteria are introduced in the Moodle. All assignments are checked through a plagiarism system to ensure original work with proper referencing. All assignments have to be approved in order to get a course grade. Due dates are to be followed strictly because of the project schedule, and failing in this will means removing the student from the course. In real emergency student must contact immediately the course teacher for extra arrangements. In case of illness, official sick leave certificate is needed.</p>
Resources	<p>Online learning infrastructure: Student needs a computer with camera, microphone and Internet access.</p> <p>Recommended literature:</p> <ul style="list-style-type: none"> • Minkov, M., Hofstede, G. & Hofstede, G.H. (2011). Cultural differences in a globalizing world. Emerald. • Lewis, R. (2006). When cultures collide: leading across cultures. Boston: Nicholas Brealey. • Hofstede, G. Different textbook the students can choose from
Lecturer and contact during the course	<p>Lecturer Tiina Garcia</p> <ul style="list-style-type: none"> • Moodle conversation forum: course-related questions • Teacher available in Hill, schedule in Moodle • In other matters, tiina.garcia (at)samk.fi