

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



BUSINESS ETHICS & CUSTOMER CARE (NEW)

Part A: Business Ethics

Introducing Business Ethics

- A Very New Old Subject
- Foundation of Ethical Decision-Making
- Teleological Ethics
- Deontological Theories
- Ronald Green and Norm Values
- Moral Reasoning
- Virtue Ethics
- Development of Business Ethics

Rules

- Views of Morality
- Problem of 'The Line'
- Bluffing and the Individual
- It's Legal so it's OK
- Telling the Truth
- Is Business Bluffing Wasteful?

Capitalism and Justice

- Capitalism
- Distributive Justice
- Wealth & Power
- Service
- Rewarding Merit
- Inequality
- State Intervention
- Welfare State

Employees & Rights

- Right to Work
- Equality of Opportunity
- Employer Rights
- Affirmative Action
- Fair Wages
- Unions
- Security and Privacy in the Workplace
- Whistleblowing
- Sexual Harassment

Ethics of Marketing Communications

- Promotion Techniques
- Privacy
- Value of Advertising
- Controls

Rights of Stakeholders

- Stakeholder Theory of The Firm
- Stakeholder Concept in Practice
- Consumerism and Product Liability
- Strict Liability
- Total Quality Management and Business Ethics
- Obligations to Competitors
- Dangers of Competitive Action
- Obligations to Suppliers

Ethics in Sales
Misrepresentation
Internal Conflicts
Sabotaging Competitors
Use of Sales Techniques

Financial Ethics

Creative Accounting
Insider Dealing
Leveraged Buyouts
Buyback

Ethics of Environment

Global Warming
Climate Change
Doomsday Scenario

Ethics of Globalisation

Low Cost Labour
Child Labour
Multinationals
Bribery and Extortion
International Manager's Responsibilities

Corporate Responsibility and the Future of Business Ethics

Role of Company Directors
Corporate Responsibility
Future of Business Ethics

Part B: Customer Care

What Is Customer Service

Customer Service is Important
What is Customer Service?
Understanding of Satisfaction Excellent Customer Service is Rare
Five Needs of Every Customer
External and Internal Customers
Customer Attributes
Cost of Losing a Customer
Skill Building

The Challenges of Customer Service

Elements of Success
Barriers to Excellent Customer Service
Power of Perceptions
Understanding Expectations
Levels of Expectations
Scope of Influence
Reputation Management
Techniques for Exceeding Customers' Expectations
Keys to Credibility
Importance of Values
Ethics in Customer Service
Current Status of Customer Service
New Trends in Customer Service

Problem Solving

- Role of Problem Solving in Customer Service
- Creativity and Problem Solving
- Problems as Opportunities
- Confronting Conflict
- Problem Solving Process and Strategies
- Developing Negotiation Skills
- Professional Approaches to Apologising and Conveying Bad News
- Barriers to Problem Solving and Decision Making
- Importance of Follow-Up in Problem Solving

Strategy and Formulating a Plan for Success

- Why a Strategy?
- Planning
- Importance of Infrastructure
- Culture
- High and Low Touch Customers
- Consumption Behaviour
- Segmenting the Market
- Developing a Strategy

Empowerment

- What is Empowerment?
- Importance of a Mission and Purpose Statement
- Empowerment and Opportunity
- Examples of Empowerment
- Steps to Empowering Customer Service Providers
- Co-Production of Customer Service
- Why Co-production Works
- Design of Systems
- Guidelines for System Design

Communications in Customer Service

- What is Communication?
- Building Customer Intelligence
- Methods of Communication
- Listening
- Voice Inflection as a Customer Service Tool
- Telephones and Customer Service
- Words to Use and Avoid
- Power Phrases
- Power of Eye Contact
- Appeal to Senses in Communication
- Communication and Technology

Coping with Challenging Customers

- Who are Challenging Customers?
- Why Customers are Challenging
- Creating Challenging Customers
- Characteristics of Challenging Customers
- Respect
- Positive Empathy
- Responsibility Check
- Being Wrong
- Ways of Coping with Challenging Customers
- Payoffs of Coping with Challenging Customers

Motivation

- What is Motivation?
- Needs and Wants
- Motivating Factors
- Understanding Morale
- Self- Concept and Motivation
- Power of Self Motivation
- Teamwork
- Saying Thank You and Motivating Others

Leadership in Customer Service

- Leadership Defined
- Knowledge of Yourself
- Formal and Informal Leaders
- Coach or Counsellor
- Characteristics of Excellent Leaders
- Leadership and Goals
- Creation of a Customer Service Culture
- Benefits of Job Aids
- Leadership without Position
- Your Manager as a Customer

Customer Retention and Measurement of Satisfaction:

- What is Customer Retention?
- Value of Existing Customers
- Understanding Churn
- When to Improve your Customer Retention Programme
- Developing a Customer Retention Programme
- Measurement of Satisfaction
- Sources of Information
- Benefits of Measuring your Effectiveness
- Tips for Realistically Determining your Effectiveness
- Surveys
- Evaluating your Own Performance
- Measuring Performance and the Business

Delivering Customer Service to the Changing Market Place

- Today's Changing Marketplace
- Understanding Today's Customer
- Embracing New Technologies
- Call Centres
- Customer Service over the Internet
- Enhancing Service Experiences and Building Customer Loyalty

Excellence in Customer Service

- Excellence is the Goal
- Getting Started
- Rewards of Excellent Customer Service

Main Texts:

- Understanding Business Ethics – Roger Bradburn (Continuum)
- Customer Service: A Practical Approach – Elaine K Harris (Prentice Hall)

SS/B/HC/MS/M 110506

