



North Central State College

**MASTER SYLLABUS**

**2025-2026**

- A. Academic Division: Engineering Technology, Business & Criminal Justice Division
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM1130 Principles of Selling and Customer Service
- D. Assistant Dean: Brooke Miller, M.B.A.
- E. Credit Hours: 3
- F. Prerequisites: ENGL 0040 (minimum grade of C-) or qualifying placement test score
- G. Last Course/Curriculum Revision Date: Fall 2024    Origin date: 09/20/2011
- H. Textbook(s) Title:

*Customer Service, A Practical Approach*

- Author: Elaine K. Harris
- Copyright Year: 2013
- Edition: 6<sup>th</sup>
- Publisher: Pearson
- ISBN #: 9780132742399 eCampus

*The Power of Selling*

- Author: Kimberly Richmond
- Copyright Year: 2019
- Edition: Version 2.0
- Publisher: Flatworld
- ISBN #: 9781453395264

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: This course provides a conceptual understanding of the skills, duties, and responsibilities required of salespeople and those involved with customer service. The selling process and such concepts as relationship selling, trust and connections are presented within a context of ethical behavior. After sales support and effective customer service strategies are described. Negotiation, conflict management and creative problem-solving skills are applied.
- K. College-Wide Learning Outcomes

<b>College-Wide Learning Outcomes</b>	<b>Assessments - - How it is met &amp; When it is met</b>
Communication – Written	
Communication – Oral	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Describe professional careers in sales and customer service and define the megatrends and ethical/legal issues facing these professions.	Exams/quizzes throughout the semester but primarily assessed on exam before or during first half of term.
2. Describe the importance of knowing your company, products, and markets, and being able to thoroughly define customer segments and their behaviors.	Exams/quizzes throughout the semester but primarily assessed on exam before or during first half of term.
3. Describe effective communication modes, styles and methods as they apply to working with diverse customers.	Exams/quizzes and exercises throughout the semester but primarily assessed on exam before or during first half of term.
4. Summarize how to establish a customer service oriented culture by <ul style="list-style-type: none"> <li data-bbox="385 751 915 804">a. defining effective post-sales support and customer service</li> <li data-bbox="385 804 915 878">b. describing the importance of relationships to successful selling and customer service.</li> </ul>	Exams/quizzes and exercises throughout the semester but primarily assessed on exam before or during first half of term.
5. Define the steps and stages of the selling and buying processes to include: <ul style="list-style-type: none"> <li data-bbox="385 941 915 1026">a. a detailed description of the sales call, sales presentation, and negotiation of “sales resistance.”</li> <li data-bbox="385 1026 915 1058">b. Identify reasons for failing to close the sale.</li> <li data-bbox="385 1058 915 1121">c. Demonstrate effective techniques to mitigate roadblocks to closing the sale.</li> </ul>	Exams/quizzes and exercises throughout the semester but primarily assessed on exam during second half of term. Consultative Sales Presentation completed week second half of term.
6. Identify organizational strategies and performance key process indicators used in sales and customer service departments.	Exams/quizzes throughout the semester but primarily assessed on exam before or during second half of term.
7. Identify the elements of continuous training and education for employees including personal self-development approaches to insure a successful careers in sales and customer service	Exams/quizzes throughout the semester but primarily assessed on exams before or during second half of term.
8. Demonstrate interpersonal public speaking skills by providing an effective consultative selling presentation.	Consultative Sales Presentation completed second half of term.

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70–72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63–66	D	1.00	Below Average
60–62	D-	0.67	Poor
00–59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.\* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences.

Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

\* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

**Important information regarding College Procedures and Policies can be found on the syllabus supplement located at**

**<https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf>**



Academic Division: Engineering Technology, Business, and Criminal Justice

Discipline: Business Administration

Course Coordinator: Brandel Boyd

Course Number: BUSM-1130

Course Title: Principles of Selling & Customer Service

Semester / Session: Spring 2026 / Session A

Start / End Date: 1-12-26 thru 3-6-26

#### Instructor Information

Name: Brandel Boyd

Credentials: Ph.D. Public Administration; MBA.HRM

Phone Number: 419-755-4572

E-Mail Address: bboyd@ncstatecollege.edu

Office Location: 233 Kehoe

Office Hours: Mondays 9 AM to 2 PM

#### I. Topical Timeline (Subject to Change):

Weeks	Topics	Assignment	Due Date
1	Overview of Customer Service and its Challenges	Topic Discussions	By close of Week 1
2	Problem-solving and Communication in Customer Service	Topic Discussions, Customer Service Diary Report, and Training Posting	By close of Week 2
3	Coping with Challenging Customers and Technology	Topic Discussions and Training Posting	By close of Week 3
4	Leadership in Customer Service	Topic Discussions, Training Posting, and Customer Service Interview Project	By close of Week 4
5	Exploring Sales Careers and Building Customer Relationships and Trust	Topic Discussions	By close of Week 5
6	Ethics in Sales and How/Why Customers Buy	Topic Discussions	By close of Week 6
7	Prospecting and Preparing for Success in Sales	Topic Discussions and Market/Sales Research PowerPoint Project	By close of Week 7
8	Handling Objections, Closing the Sale, and Follow-Up	Topic Discussions	By close of Week 8

#### III. Grading and Testing Guidelines:

Assignments will be graded within one week after the due date. Students can work ahead, but assignments will not be graded until after they are due in case a student wants to revise and resubmit that assignment.

Activity	Scoring	Total Points	% of Total
Customer Service Discussions	<b>6 total</b> (@ 10 pts each)	60	9.46%

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Customer Service Diary Discussions	<b>2 total</b> (@ 25 pts each)	50	7.89%
Principles of Selling Discussions	<b>12 total</b> (@ 10 pts each)	120	18.93%
Customer Service Training Postings	<b>4 total</b> (@ 25 pts each)	100	15.77%
Check Your Understanding	<b>1 total</b>	4	.63%
Customer Service Interview Project	<b>1 total</b>	100	15.77%
Market/Sales Research PowerPoint	<b>1 total</b>	100	15.77%
Roll Call Attendance	<b>1 total for the term</b>	100	15.77%
	<b>Total</b>	<b>634</b>	<b>100%</b>

#### **IV. Examination Policy:**

1. The reasons for which a student will be excused from taking an examination \_\_\_\_\_
  - a. Hospitalization (with documented verification)
  - b. Death in the immediate family (with documented verification)
  - c. Personal illness or illness in immediate family - (doctor's excuse required).
2. A student who misses an examination for any reason is responsible for \_\_\_\_\_
  - Contacting me to see if making up that exam is possible
3. No makeup opportunity will be given for absences of unscheduled quizzes.

#### **V. Class Attendance and Homework Make-Up Policy:**

##### **Attendance**

There are no face-to-face attendance requirements. It is anticipated that students will be logging into the course frequently (many times each week).

Your attendance will be marked each week as

- fully attended (submitting all assignments for the module);
- partially attended (submitting some portion of assignments for the module); or
- absent (not submitting any assignments for a module).

##### **Homework/Participation Requirements**

**Students must participate within the first week of the term in order to avoid being dropped for non- participation.** This is a college-wide policy. **Students must also participate in and achieve at least 67% success by the point of mid-term grade reporting to again avoid being dropped from the course for non- participation (another college-wide policy).**

Homework can only be made up in extenuating circumstances that are approved in advance by the instructor. Assignments submitted late without instructor approval may not be graded.

**If an assignment is approved to be submitted and graded late, a 20% minimum penalty will be applied. Only assignments submitted within one week of the due date will be considered for late grading.**

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**There are no late assignments accepted after the last day of the term—NO EXCEPTIONS! Any assignments listed with due dates within finals week are final!**

**VI. Classroom Expectations:**

Kind and courteous discussion is required. You are not expected to agree with the viewpoint expressed by others, but you must always exhibit a professional level of communication (i.e. no rude or vulgar conversation allowed). The general rule of thumb is to always treat others with the respect that you would appreciate from them. If concerns arise, discuss them with your instructor.

**VII. Artificial Intelligence (AI) Policy:**

Artificial intelligence (AI) can be a valuable tool for academic purposes. AI may assist with generating ideas, checking grammar, and improving writing skills and other class-related tasks, but it should not be relied upon solely. Students are expected to demonstrate independent thinking and analysis and use AI to supplement their work. AI does not replace critical thinking and relying solely on AI to complete assignments undermines your learning.

Any work submitted must be the student's own, and using AI to generate entire assignments or portions of assignments is strictly prohibited and will result in academic consequences. To promote transparency and accountability, students must document their use of AI in any assignments, including the prompts or instructions they provided to the AI and any additional notes about the AI's output or their analysis. AI is not always accurate and may produce outdated, misleading, biased, or entirely incorrect information. Always verify any AI-generated content with credible academic sources.

Plagiarism, including using AI to generate assignments, not only cheats the student out of learning, but is considered a form of academic misconduct and will result in disciplinary action.