



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="388 756 915 808">a. defining effective post-sales support and customer service</li> <li data-bbox="388 808 915 878">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="388 944 915 1030">a. a detailed description of the sales call, sales presentation, and negotiation of “sales resistance.”</li> <li data-bbox="388 1030 915 1062">b. Identify reasons for failing to close the sale.</li> <li data-bbox="388 1062 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, & Criminal Justice	Discipline:	Business Administration
Course Coordinator:	Brandel Boyd		
Course Number:	BUSM 1030	Course Title:	Supervision
Semester / Session:	Spring 2026	Start / End Date:	January 12, 2026 – May 8, 2026

#### Instructor Information

Name:	Keith Aldous	Credentials:	MBA
Phone Number:	567-241-9685	E-Mail Address:	kaldous@ncstatecollege.edu
Office Location:		Office Hours:	By appointment

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

Weeks	Topics	Assignment	Due Date
1	Supervisory challenges and the managerial functions of supervisors	Two chapter assignments and a Chapter Quiz	At close of week 1 as designated in Canvas
2	Supervisory planning and supervising a diverse workforce	Three chapter assignments and two Chapter Quizzes	At close of week 2 as designated in Canvas
3	Leadership and followership as well as communicating in a “noisy world”	Three chapter assignments and two Chapter Quizzes	At close of week 3 as designated in Canvas
4	Principles of motivating followers as well as making decisions and managing change	Two chapter assignments and two Chapter Quizzes; Mid-term Memorandum; and Simulation Survey	At close of week 4 as designated in Canvas
5	The principles of organizing and empowering employees for success	Three chapter assignments and one Chapter Quiz	At close of week 5 as designated in Canvas
6	Building and managing effective teams as well as performance management	Three chapter assignments and two Chapter Quizzes	At close of week 6 as designated in Canvas
7	The fundamentals of controlling and resolving conflicts	Three chapter assignments and one Chapter Quiz	At close of week 7 as designated in Canvas
8	Positive Discipline	Final Exam	At close of week 8 as designated in Canvas

## **II. Grading and Testing Guidelines:**

Course Grading: (This is subject to change at the instructor's discretion)

\*Academic dishonesty/cheating will not be tolerated. It will result in an "F" for the course.

Activity	Qty	Points	Percentage
Quizzes, 11 total @ 10 points each	11	110	21%
Chapter Assignments 19 total (PSB's, TSB's, etc.)	19	325	61%
Supervisor Memo (Mid-Term)	1	40	7%
Final Exam	1	60	11%
<b>Total</b>		<b>535</b>	<b>100%</b>

**\*Extra Credit:** There is a possible 8 bonus points that can be obtained with one 5 point possible assignment and a 3 point possible bonus for "perfect attendance" (not turning in any assignments late).

**Class Participation/Pop Quizzes:** These points will be assigned based on the level of involvement in the class by the student, number of missed class sessions, and quiz results. These points would also include any projects or problems that we do in class. Quizzes may be administered randomly and without notice. Any in-class work that we do such as quizzes or in-class projects cannot be made up.

## **III. 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. Due dates are otherwise firm; if you need an extension you must get approval from the instructor prior to the due date of the exam unless extenuating circumstances occur.
3. A student who misses an examination for any reason is responsible for \_\_\_\_\_
  - a. Contacting me as soon as possible to discuss whether or not a makeup exam is possible
4. No makeup opportunity will be given for absences of unscheduled quizzes.

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

1. Class attendance is necessary to acquire the knowledge required to \_\_\_\_\_
  - a. Exercise the learning you acquire from this course in the field upon graduation.
  - b. Receive an A grade in the course
2. Students are responsible for \_\_\_\_\_
  - a. Reading all chapters assigned on a weekly basis
  - b. Completing all graded assignments (quizzes and otherwise) by their due dates
  - c. Contacting the instructor when any issues arise with completing a. and b. above.
  - d. Late homework is not accepted unless otherwise approved by the instructor
3. Attendance
  - a. In an online class, attendance is determined upon completion of weekly assignments.
  - b. Each week, attendance is reported based on this participation
    - That is, if 4 assignments are due that week, and a student completes all 4 by the due date; they will be counted as in full attendance for that week
      1. Likewise, if a student only completes 1-3 of the 4 assignments, they will be reported as partially in attendance.
      2. If a student completes 0 of the assigned assignments for a week, they are counted as absent for the week.
4. Late Assignments
  - a. Given the compacted nature of 8-week courses, it is highly advisable that students do not fall behind in their coursework. To assist in motivating students to that end, **late work in this course is not accepted.**
    - If extenuating circumstances occur, students are encouraged to communicate with the instructor as soon as possible for possible override of this policy. However, depending on the situation, advanced notice of the issue may be required.

- The instructor holds the right to accept or deny any student's request to make up work that does not appear to align with this policy.

**V. Classroom Expectations:**

1. All students are expected to demonstrate professional behavior and use language appropriate for the classroom learning experience.
2. During classroom discussion, please respect each other's input and opinions. If you disagree with a comment made by a classmate, make sure that you respond with disagreement to the IDEA and not to the person!
3. Please do not use bad language in the classroom.
4. Avoid personal or private conversations. Good communication and listening require that only one person be speaking at a time.
5. For in-person section courses: Absolutely avoid cell phone conversations. Make sure your cell is "off" or on "vibrate" when entering class, and avoid text messaging.
6. Everyone should have the opportunity to participate in the discussion and ask questions.