

Title of the Course		PROFESSIONAL CLIENT SERVICE	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Communication psychology		
Science Sector	Psychology		
Science Subsector	Social psychology		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		13	
Individual work/ discussions in distance		16	
Exams/tests		3	
1 <sup>st</sup> level professional study programme	Marketing and Trade		
Author(s) of the course	Mg.paed. Aivis Kārkliņš		
Lecturer(s) of the course	Mg.paed. Aivis Kārkliņš		
Goal of the course:	To look at the aspects of client service in the context of entrepreneurship, to introduce to the most significant factors and concepts of client service, to discuss about today’s problematic of issues ethics in client service		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student describes the meaning of client service for delivering marketing and reaching results in business.			
2. Skills: 2.1. A student takes an action in various situations, understands the interdependencies and takes justified decisions independently, chooses the most appropriate model of client service.			
3. Competences: 3.1. A student practically uses the gained knowledge and applies it in real situation in communication with clients; 3.2. A student solves different complicated situations and independently takes justified decisions, builds effective client service models for the particular commercial activity and individual situations.			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	Organisation and culture of client service. Process of client service.	8	40	14	16	2
2.	Meaning of client typology. Client perception types.					
3.	Rapport or ability to conform with client needs. A talk during the process of client service.					
4.	Needs analysis of client or the ability to ask questions.					
5.	Ability to listen during the process of client service and its meaning.					
6.	Culture of the telephone communication. Incoming calls or the skills to hold a conversation over a phone					
7.	Outgoing call and basics of telemarketing					
TOTAL:		8	40	14	16	6
80						
Mastering the course and successfully passing examination, student is capable of (knowledge, skills and competencies)						
Study Results:		Evaluation Criteria				
		(40-69%)	(70-89%)	(90-100%)		
Knowledge		To name and recognise terms	To define and recognise terminology, client types	To understand and offer a solution to a problem-situation		
Skills		To use and justify usage of terms	To evaluate and analyse usage of terms in practice	To synthesize, model and discuss about real client problem-situations		

	<b>STUDY COURSE DESCRIPTION</b>	APPROVED by College of Business Administration at 18.01.2021. meeting of Council of Studies Protocol No VAD 4-03/18.01.2021
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<b>Competences</b>	Responsibility, initiative, creativity during evaluation of real problem-situations	Decision-making, critical thinking during real problem-situations, presentations skills during offering solutions to real problem-situations	Organisation and planning skills, self-discipline during solving different complexity issues and ability to make informed decisions
<b>Acknowledgement of the obtained study results</b>			
<b>Study Results</b>	<b>1.1.</b>	<b>2.1</b>	<b>3.1-3.2</b>
<b>Evaluation Method</b>			
Moodle discussions/tasks	X	X	X
Exam	X	X	X

<b>Core Literature</b>	
1.	Pīters Fisks. Klientu apkalpošanas ģēnijs. – Lietišķās informācijas dienests, 2010
2.	Mišels Zavadskis. Pārdošanas meistarība. – Jumava, 2017
3.	Vidžaja Kumars. Ķermeņa valoda. – Zvaigzne ABC, 2008
4.	S.Omārova. Cilvēks runā ar cilvēku. – Rīga: Kamene, 1996-2006
5.	Kenets Blančards, Šelodns Blouss. Sajūsminātie klienti. – Zvaigzne ABC, 2013
<b>Additional Literature</b>	
1.	Leiks Nevils, Hekī Kristīne. Klientu apkalpošanas rokasgrāmata. Rīga: mazās un vidējās uzņēmējdarbības bibliotēka, 2008.
2.	Peter Fader, Sarah Toms. Клиентоцентричность. - Альпина Паблишер, 2021
3.	Robert Dew, Cyrus Allen. Клиентский опыт. - Альпина Паблишер, 2020
4.	Белый С., Куфтырев А. 55 способов привлечь миллион клиентов; Питер - Москва, 2013
5.	Христосенко М. Бизнес-сайт. Как найти клиентов и увеличить продажи; Питер - Москва, 2014
6.	Порт Майкл. Нет отбоя от клиентов. Простая и надежная система привлечения клиентов, даже если вы ненавидите продавать; Манн, Иванов и Фербер - Москва, 2014.
<b>Recommended Periodicals</b>	
1.	<a href="http://dive-group.com">http://dive-group.com</a>
2.	<a href="https://www.tenfold.com/what-is/what-is-crm">https://www.tenfold.com/what-is/what-is-crm</a>
3.	<a href="https://www.helpscout.net/blog/customer-service-skills/">https://www.helpscout.net/blog/customer-service-skills/</a>
4.	<a href="https://frontapp.com">https://frontapp.com</a>
5.	<a href="http://www.propagandacritic.com">www.propagandacritic.com</a>

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