

Subject card

Subject name and code	Professional Customer Service, PG_00171417						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marcin Krzaczek				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		19.0		1.0	50
Subject objectives	After concluding the course, the student should be able to: - indicate the elements of professional customer service; - create the correct customer service concept in a given industry; - respond appropriately to problems arising in customer service.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.		is ready to follow and develop the principles of business ethics and corporate social responsibility in his professional life, respect customers, taking into account changing social needs		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills		
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures		has extended knowledge of a man as a producer and consumer and the relations between people, and extended knowledge of man as the creator of culture and social structures		[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task		

Subject contents	01. Characteristics and importance of customer service.		
	02. Elements of the customer service process.		
	03. Direct customer service.		
	04. Telephone customer service.		
	05. Internet customer service.		
	06. Crisis situations in customer service.		
	In order to deepen their understanding of the concepts discussed during lectures, students have the opportunity to attend consultations.		
Prerequisites and co-requisites	Basic knowledge of marketing and marketing communication.		
	Communicative knowledge of English, including Business English concepts.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Individual and group activities during classes	51.0%	50.0%
	activity and attendance at classes	51.0%	25.0%
	final project	51.0%	25.0%
Recommended reading	Basic literature	J. Dunckel, B. Taylor, Profesjonalny system obsługi klienta: strategie wiodące do sukcesu, M&A Communications, Lublin 2000. M. Szelągowska, Od standaryzacji obsługi po rekomendację klienta: zarządzanie jakością obsługi klienta w praktyce, Wydawnictwo Helion, Gliwice 2017. K. Leland, K. Bailey Obsługa klienta, Wydawnictwo RM, Warsaw 1999.	
	Supplementary literature	J. Dunckel, Etykieta w biznesie: kompletny przewodnik, M&A Communications, Lublin 1996. R. Hiebeler, T. Kelly, Ch. Ketteman, Najlepsze wzorce. Od satysfakcji klienta do sukcesu firmy, Studio Emka, Warsaw 2000. S. Hyken, Kult Klienta: doskonała obsługa kluczem do sukcesu firmy, Wolters Kluwer Business, Warsaw 2011. M. Krzaczek, Nadchodzi era e-maklera, Gazeta Bankowa, 2010, vol. 3, pp. 40-45.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Defining the correct location of the branch in terms of customer service aspects.		
	Description of the behavior of a professional client advisor.		
	Role-playing scenes in which the student takes on the role of the service person and the instructor takes on the role of the client, prepared during classes and consultations.		
Work placement	Not applicable		

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