

Subject card

Subject name and code	Professional Customer Service, PG_00206456						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
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		credit		
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	0.0	30.0	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		2.0		18.0	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
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	has in-depth knowledge of a person as an individual making economic decisions, based on interactions with other people, especially in enterprises operating on the international market	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	is ready to comply with and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of views and cultures, is professional towards the customer and loyal to the employer	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK6] demonstration of practical skills
	[MSGMU2_U05] can apply the rules and standards of business activity in order to solve complex and atypical problems arising from international economic cooperation	uses normative systems (professional, ethical) and is able to use them to effectively solve complex professional and social problems	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
	[EKONMU2_W05] has a knowledge of the human being as a manufacturer and consumer and has a 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
	[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	is able to communicate in an international and culturally diverse environment, using advanced knowledge of relationship marketing and CRM; supports one's own position, doubts and suggestions with arguments based on selected theories, views of various authors and/or statistical data	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU6] demonstration of practical skills
	[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
Subject contents	01. Introduction to customer service - definition, meaning, significance in business activity, customer service in trade and services. 02. Elements of the customer service process - service channels - direct, telephone and internet service. 03. Direct service - elements related to the place of service (location of the facility, external appearance, internal appearance), elements related to the service person (appearance, behavior, body language, manner of speech, argumentation, language), processes in direct service. 04. Telephone service - technical elements (phone number, place of service, IVR systems), personal (manner of speech, voice, argumentation, atmosphere of the conversation) and process elements (taking a call, starting a call, pauses in the conversation, transferring the caller, ending the conversation). 05. Internet service - websites, mobile application, e-mail, instant messengers, social media, the internet in traditional service channels. 06. Crisis situations in customer service - causes, diagnosis, typology of difficult customers, dealing with different types of customers, complaint processes. Any doubts related to the lecture topics and questions regarding the course material are addressed during consultation hours. Participation in consultations enables the clarification of substantive issues and deepens the understanding of subject-related concepts.		

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
	final project	51.0%	25.0%
	activity and attendance at classes	51.0%	25.0%
	Individual and group activities during classes	51.0%	50.0%
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		
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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