

MODULE DESCRIPTOR

SECTION A: MODULE DETAILS

Module Title	Customer experience						
Short Title	CustExp						
Module Code	MG526	Date of First Approval			September 2018		
Responsible Department	Business, Law & Computing	Date of Version			September 2018		
FHEQ Level	Level 5: Diploma	Version No.			1		
Credit Value	15 Credits	Expected Length			15 weeks		
Status	Approved	Regime of Delivery			Campus Based		
Semester taught	S1 <input checked="" type="checkbox"/>	S2 <input checked="" type="checkbox"/>	S3 <input type="checkbox"/>	SB <input type="checkbox"/>	S1A <input checked="" type="checkbox"/>	S2A <input checked="" type="checkbox"/>	SBA <input type="checkbox"/>
	T1 <input type="checkbox"/>	T2 <input type="checkbox"/>	T3 <input type="checkbox"/>	T4 <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>

SECTION B: MODULE DESCRIPTION

Brief Description
Delivering an exceptional customer experience is a challenge which requires skill and an in-depth knowledge of customer requirements.
This module will provide the skills and understanding necessary to assess customer expectations, and develop and deliver activities that meet those expectations. It introduces customer experience frameworks, and how to monitor and measure customer satisfaction.

Indicative Content
<ul style="list-style-type: none"> • Customer Context and particularly importance of customer expectations • Customer journey/experience and how to enhance that experience • Key stakeholders in the customer experience • Examples of good practice • Use of technology • Monitoring and measuring customer experience with a view to improving customer experience • Soft skills including communication skills and customer service skills.

SECTION C: MODULE OUTCOMES

On successful completion of the module, the student will be able to:	
1.	Understand the principles of managing the customer experience
2.	Understand the different dimensions of the customer experience and key factors for managing that experience
3.	Know how to monitor and measure customer experiences in context

Key Skills Matrix		
	<i>Developed</i>	<i>Assessed</i>
Information Acquisition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Critical thinking, analysis and synthesis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-reflection	<input type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Oral	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Written	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Information & Communications Technology (ICT)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Numeracy & Quantitative Skills	<input type="checkbox"/>	<input type="checkbox"/>
Problem Solving & Decision Making	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Independent & Self-managed Learning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Working with Others	<input type="checkbox"/>	<input type="checkbox"/>

SECTION D: MODULE STRATEGY

Employability / Career Development Statement

Understanding and knowing how to enhance the customer experience is a critical skill, whether those customers are internal or external. This module will thus equip students with the knowledge but also the skills to improve the customer experience in different settings. This will ultimately impact on the organisation's success.

Learning & Teaching Strategy

Learning in the module takes place through seminars. Seminars are interactive and include group activity and discussion, using the students experience as customers themselves, where appropriate. The seminars will also include analysis of a variety of case studies on the customer journey to demonstrate good practice.

As the seminars are interactive sessions, the students are expected to familiarise themselves with relevant discussion topics, well in advance, to ensure a fair and meaningful contribution from each student. Teaching notes and Power Point slides will be made available on the VLE in advance to facilitate such familiarisation.

Assessment Strategy

This module will be assessed through a report which will demonstrates an understanding of key aspects of business which impact on the customer experience, based on an organisational example. The report will also consider what changes could be made to enhance the customer experience within that setting.

SECTION E: SCHEDULED LEARNING AND TEACHING

Notional Hours	
1 Credit is equivalent to 10 notional learning hours (30 credits = 300 learning hours). All hours should be calculated based on what an individual student might be expected to receive.	
<i>Category (Please refer to QAA Guidance in completing this section)</i>	<i>Total Hours</i>
Scheduled Learning and Teaching Activities (SLTA)	
Lectures (incl. virtual and face to face contact)	
Seminars (incl. virtual and face to face contact)	45
Tutorials – per individual student (incl. virtual and face to face contact)	
Project supervision (incl. virtual and face to face contact)	
Demonstration (incl. virtual and face to face contact)	
Practical classes and workshops	
Supervised time in studio/workshop/rehearsal space	
Fieldwork, e.g. survey work, data collection	
External visits, e.g. visits to sites, museums or collections	
Sub-total: SLTA	45
PLUS Guided Independent Study (GIS)	105
PLUS Placements / Study Abroad / Work based Learning	
TOTAL (Sub-total of SLTA plus GIS, plus Placements)	150

SECTION F: ASSESSMENTS

Summative Assessment Regime				
ID	KIS Category/Activity Type & Brief Description (Please refer to: QAA Guidance in completing this section)	Learning Outcomes Assessed	Weighting % or P/F	Indicative Week No.
CW1	Coursework: Report: 2500 word report on analysis and improvement of customer experience	1-3	100%	14
Module Pass Requirements: Standard Regs apply				

SECTION G: ACADEMIC RESOURCES

Key Texts
<ul style="list-style-type: none">• Soudagar, R., Iyer, V. and Hildebrand, V. (2011) The customer experience edge. US, McGraw-Hill.• Pennington, A. (2016) The customer experience book: how to design, measure and improve customer experience in your business. Harlow, Pearson.
Journals (including e-Journals)
<ul style="list-style-type: none">• Brand Republic• Journal of Marketing
Databases
<ul style="list-style-type: none">• Mintel• WARC
Websites
<ul style="list-style-type: none">• Advertising Association (www.adassoc.org.uk)• Chartered Institute of Marketing (www.cim.co.uk)

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