



**UNIVERSITI TEKNOLOGI MARA**

**CSM605: ISSUES IN CUSTOMER SERVICE**

<b>Course Name (English)</b>	ISSUES IN CUSTOMER SERVICE <b>APPROVED</b>	
<b>Course Code</b>	CSM605	
<b>MQF Credit</b>	4	
<b>Course Description</b>	This course provides a linkage between the theory in customer service and its practices. Besides focusing on the current customer service issues in Malaysia, it also enables students to understand the global issues in relation to customer service practices. The course also equips students with issues on customer retention and service recovery which are the integral elements in customer service excellence	
<b>Transferable Skills</b>	Communication Skills Creative Skills	
<b>Teaching Methodologies</b>	Inquiry-based Learning, Case Study, Presentation	
<b>CLO</b>	<p>CLO1 Integrate prior knowledge and solutions related to current customer service issues.</p> <p>CLO2 Perform work practices professionally and ethically in addressing contemporary customer service issues</p> <p>CLO3 Present new ideas and solutions from different perspective including personal, local, national and global.</p>	
<b>Pre-Requisite Courses</b>	No course recommendations	
<b>Reading List</b>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Robert Johnston, Graham Clark, Michael Shulver 2012, <i>Service Operations Management</i>, Financial Times/Prentice Hall [ISBN: 0273740482]</li> <li>• Robert Ford, Michael Sturman, Cherrill Heaton 2011, <i>Managing Quality Service In Hospitality: How Organizations Achieve Excellence In The Guest Experience</i>, Cengage Learning [ISBN: 1439060320]</li> <li>• Elaine K. Harris 2013, <i>Customer Service</i>, Pearson [ISBN: 9781292040356]</li> <li>• Jochen Wirtz, Christopher H. Lovelock, Patricia Chew 2012, <i>Essentials of Services Marketing</i>, Ft Press [ISBN: 9810686188]</li> <li>• Robert W Lucas 2004, <i>Customer Service: Building Successful Skills for the Twenty-First Century</i>, Career Education [ISBN: 0072938056]</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	