



UNIVERSITI TEKNOLOGI MARA

CSM601: ISSUES IN CUSTOMER SERVICE

Course Name (English)	ISSUES IN CUSTOMER SERVICE APPROVED	
Course Code	CSM601	
MQF Credit	3	
Course Description	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 integral elements in customer service excellence.	
Transferable Skills	Organizing skill Critical thinking skill	
Teaching Methodologies	Lectures, Seminar/Colloquium, Case Study, Discussion, Presentation, Journal/Article Critique	
CLO	<p>CLO1 appraise the challenges and issues of customer service in Malaysia and other countries. (LO6, C6, PO6)</p> <p>CLO2 relate critical thinking skills on customer service practices. (LO6, C6, A5, PO6)</p> <p>CLO3 evaluate customer service issues and cases. (LO6, C6, A5, PO6)</p> <p>CLO4 organize an event that is related to customer service. (LO5, LO7, LO8, C6, P5, A5, PO5, PO7, PO8)</p>	
Pre-Requisite Courses	No course recommendations	
Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Johnston, R., & Clark, G 2012, <i>Service Operations Management: Improving Service Delivery (4th Edition)</i>, 4th Edition Ed., 12, Pearson Education Essex • Ford, R. C., Sturman, M. C. & Heaton, C. P 2010, <i>Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience</i>, Cengage Learning • Harris, E. K 2010, <i>Customer Service: A Practical Approach</i>, 6th ed Ed., Prentice Hall New Jersey • Lovelock, C., Wirtz, J. & Chew, P 2011, <i>Essentials of Services Marketing</i>, 2nd Edition Ed., Prentice Hall Singapore • Lucas W., Robert 2004, <i>Customer Service: Building Successful Skills for the Twenty-First Century</i>, Creative Presentation
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	