



UNIVERSITI TEKNOLOGI MARA

CSM602: QUALITY IN CUSTOMER SERVICE

Course Name (English)	QUALITY IN CUSTOMER SERVICE APPROVED		
Course Code	CSM602		
MQF Credit	4		
Course Description	This course is designed to provide the basic understanding of the principles, methodologies, techniques and tools in managing excellent customer service quality. Students will be exposed on various aspects of quality management approaches such as TQM, ISO, and process improvements. The main objective of this course is to ensure quality in delivering customer service. These insights, if properly nurtured and applied, enable organization to improve their service quality which will eventually improve organizational performance.		
Transferable Skills	Effective Communicator Creative and Innovative		
Teaching Methodologies	Lectures, Blended Learning, Discussion		
CLO	<p>CLO1 Elaborate the concept of Quality Management System and initiatives for Continuous Quality Improvement.</p> <p>CLO2 Demonstrate autonomous learning through current service quality issues with changing customer needs to retain long term relationship</p> <p>CLO3 Propose ideas in relation to organization's service quality practices based on the observation of real service environment.</p>		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • Robert C. Ford, Michael C. Sturman @ Cherill P. Heaton 2010, <i>Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience.</i>, Cengage Learning • Bagdan, P. 2013, <i>Guest Service in The Hospitality Industry</i>, John Wiley & Sons, Inc • Evans, J.R., & Lindsay W. M. 2001, <i>The Management and Control of Quality</i>, 5th ed Ed., South-Western College Publishing Cincinnati, OH • Hudson, S. & Hudson, L. 2013, <i>Customer Service for Hospitality and Tourism.</i>, Goodfellow Publishers Ltd Oxford • Foster, S. Thomas, J.R. 2001, <i>Managing Quality: An Integrative Approach.</i>, Prentice-Hall Publishing • Zeithland, Valarie A., Parasuraman & Leonard L. Berry 2001,). <i>Delivering Quality Services: Balancing Customer Perceptions and Expectations</i>, Free Press Inc. New York </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • Robert C. Ford, Michael C. Sturman @ Cherill P. Heaton 2010, <i>Managing Quality Service in Hospitality: How Organizations Achieve Excellence in the Guest Experience.</i>, Cengage Learning • Bagdan, P. 2013, <i>Guest Service in The Hospitality Industry</i>, John Wiley & Sons, Inc • Evans, J.R., & Lindsay W. M. 2001, <i>The Management and Control of Quality</i>, 5th ed Ed., South-Western College Publishing Cincinnati, OH • Hudson, S. & Hudson, L. 2013, <i>Customer Service for Hospitality and Tourism.</i>, Goodfellow Publishers Ltd Oxford • Foster, S. Thomas, J.R. 2001, <i>Managing Quality: An Integrative Approach.</i>, Prentice-Hall Publishing • Zeithland, Valarie A., Parasuraman & Leonard L. Berry 2001,). <i>Delivering Quality Services: Balancing Customer Perceptions and Expectations</i>, Free Press Inc. New York
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Article/Paper List	This Course does not have any article/paper resources		
Other References	This Course does not have any other resources		