

BA234 - Bachelor of Customer Service Management

PEO1	Customer service practitioners who apply in-depth and comprehensive theoretical knowledge and practical competencies with cognitive skills in service industry.
PEO2	Customer service practitioners who perform comprehensive managerial and entrepreneurial skills effectively with ethics and professionalism in different organisations.
PEO3	Customer service practitioners who use a broad range of digital applications and analytical techniques with numeracy skills for customer service functions.
PEO4	Customer service practitioners who demonstrate teamwork, leadership, interpersonal, communication, creativity, and innovation skills.
PEO5	Customer service practitioners who demonstrate learning and self-improvement commitment for continuous development.

PROGRAMME OUTCOMES (PO)	
Upon completing the BA234 - Bachelor of Customer Service Management, students should be able to:	
PO1	Apply business, management, and customer service knowledge in the service industry.
PO2	Provide solution using customer service best practices to solve the current business issues in service industry
PO3	Display practical skills related to business, management and customer service areas.
PO4	Demonstrate interpersonal skills in the proper context diversity of audience in the service industry
PO5	Demonstrate ideas in both written or oral forms using suitable and different form of presentation.
PO6	Display skills related to technology to support the lifelong learning skills within the service industry.
PO7	Provide solution using numerical data for interpretation and business analysis in service industry
PO8	Demonstrate leadership, autonomously leadership skills in managing responsibilities in the service industry.
PO9	Integrate initiatives to ensure continuous personal skills and development in service environment
PO10	Demonstrate entrepreneurial skills and competency in service environment
PO11	Demonstrate values, ethics and accountability in engaging with stakeholder and society in service industry