

# NATIONAL DIPLOMA: CONTACT CENTRE MANAGEMENT

## Qualification code: NDCC01 - NQF Level 6

Campus where offered: Pretoria Campus

### Important notification to new applicants:

Students who intend to enrol for this qualification for the first time in 2017 or thereafter, should note that it will not be possible to continue with any Baccalaureus Technologiae as from 2020, since it is being replaced by qualifications aligned with the newly-implemented Higher Education Qualification Sub-Framework. Potential students are advised to consult the University's website for any new qualifications which might not be published in this Prospectus.

## REMARKS

a. *Admission requirement(s) and selection criteria:*

- **FOR APPLICANTS WHO OBTAINED A SENIOR CERTIFICATE BEFORE 2008:**

**Admission requirement(s):**

A Senior Certificate or an equivalent qualification. An exception may be made in the case of a candidate with a post-matric qualification.

**Selection criteria:**

Selection is based on a TUT potential assessment.

- **FOR APPLICANTS WHO OBTAINED A NATIONAL SENIOR CERTIFICATE IN OR AFTER 2008:**

**Admission requirement(s):**

A National Senior Certificate with a bachelor's degree or a diploma endorsement, or an equivalent qualification with an achievement level of at least 4 for English (home language or first additional language) and 3 for Mathematics or 3 for Mathematical Literacy.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **19**.

**Assessment procedures:**

Applicants with a final APS of 22 and more will be admitted to the programme. Applicants with a score of 19 to 21 will be required to do the TUT potential assessment.

- **FOR APPLICANTS WITH A NATIONAL CERTIFICATE (VOCATIONAL):**

**Admission requirement(s):**

A National Certificate (Vocational) with at least 50% for English (home language or first additional language) and 50% for Mathematics or Mathematical Literacy, 50% for Life Orientation (excluded for APS calculation), 60% for any other three compulsory vocational subjects and 50% for the fourth subject.

The certificate must be in any of the following fields: management, marketing, hospitality, tourism, office administration, information technology, computer science, finance, economics or accounting.

**Selection criteria:**

To be considered for this qualification, applicants must have an Admission Point Score (APS) of at least **27**.



- b. *Minimum duration:*  
Three years.
- c. *Presentation:*  
Day and block-mode classes (offered on Saturdays). Saturday classes are offered to students who have relevant working experience in a contact centre environment.
- d. *Intake for the qualification:*  
January only.
- e. *Exclusion and readmission:*  
See Chapter 2 of Students' Rules and Regulations.
- f. *Recognition of Prior Learning (RPL), equivalence and status:*  
See Chapter 30 of Students' Rules and Regulations.
- g. *Subject credits:*  
Subject credits are shown in brackets after each subject.

## CURRICULUM

### FIRST YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CCC100T	Contact Centre Management I	(0,200)	
COS140T	Communication Skills I	(0,200)	
CUR100T	Customer Relations I	(0,200)	
CYC100T	Contact Centre Technology I	(0,200)	
PEO100T	People Management I	(0,200)	
TOTAL CREDITS FOR THE FIRST YEAR:		<b>1,000</b>	

### SECOND YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CCC200T	Contact Centre Management II	(0,200)	Contact Centre Management I
CUR200T	Customer Relations II	(0,200)	Customer Relations I
CYC200T	Contact Centre Technology II	(0,200)	Contact Centre Technology I
FTS100T	Financial and Statistical Methods I	(0,200)	
PEO200T	People Management II	(0,200)	People Management I
TOTAL CREDITS FOR THE SECOND YEAR:		<b>1,000</b>	

### THIRD YEAR

CODE	SUBJECT	CREDIT	PREREQUISITE SUBJECT(S)
CCC300T	Contact Centre Management III	(0,350)	Contact Centre Management II
CUR300T	Customer Relations III	(0,350)	Customer Relations II
PEO300T	People Management III	(0,300)	People Management II
TOTAL CREDITS FOR THE THIRD YEAR:		<b>1,000</b>	
TOTAL CREDITS FOR THE QUALIFICATION:		<b>3,000</b>	



## SUBJECT/MODULE INFORMATION (OVERVIEW OF SYLLABUS)

The syllabus content is subject to change to accommodate industry changes. Please note that a more detailed syllabus is available at the Department or in the study guide that is applicable to a particular subject/module. On 13 September 2017, the syllabus content was defined as follows:

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**COMMUNICATION SKILLS I (COS140T) 1 X 3-HOUR PAPER**  
(Subject custodian: Department of Applied Languages)

The development of communication skills in the contact centre environment, emphasising basic communication skills, professional English and telephone skills. (Total tuition time: ± 130 hours)

**CONTACT CENTRE MANAGEMENT I (CCC100T) 1 X 3-HOUR PAPER**  
(Subject custodian: Department of Business and Information Management Services)

An overview of the management of a contact centre, with the emphasis on basic business principles and industry and product knowledge. (Total tuition time: ± 96 hours)

**CONTACT CENTRE MANAGEMENT II (CCC200T) 1 X 3-HOUR PAPER**  
(Subject custodian: Department of Business and Information Management Services)

Creating world-class contact centre management skills, focusing on management principles, decision-making, productivity, contact centre administration, quality management, etc. (Total tuition time: ± 96 hours)

**CONTACT CENTRE MANAGEMENT III (CCC300T) 1 X 3-HOUR PAPER**  
(Subject custodian: Department of Business and Information Management Services)

Creating contact centre management skills, focusing on advanced business principles, logistic management, introduction to project management and information management. (Total tuition time: ± 96 hours)

**CONTACT CENTRE TECHNOLOGY I (CYC100T) CONTINUOUS ASSESSMENT**  
(Subject custodian: Department of Business and Information Management Services)

A study of the latest technology in the contact centre environment in an effort to enable students to use the basic technology and to inform them of the latest developments and trends. (Total tuition time: ± 96 hours)

**CONTACT CENTRE TECHNOLOGY II (CYC200T) CONTINUOUS ASSESSMENT**  
(Subject custodian: Department of Business and Information Management Services)

A focus on information management and the integration of technology in the contact centre. (Total tuition time: ± 96 hours)

**CUSTOMER RELATIONS I (CUR100T) 1 X 3-HOUR PAPER**  
(Subject custodian: Department of Marketing, Logistics and Sport Management)

An introduction to service marketing. The fundamentals of the service marketing exchange process, distinguishing features, value (customer service, satisfaction and loyalty) and service metrics and technology. Elements of services: 7Ps. Planning, implementation and control. (Total tuition time: ± 96 hours)

**CUSTOMER RELATIONS II (CUR200T) 1 X 3-HOUR PAPER**  
(Subject custodian: Department of Marketing, Logistics and Sport Management)

Creating skills to ensure customer satisfaction and service quality by focusing on service marketing principles and customer service relationship management. (Total tuition time: ± 96 hours)

**CUSTOMER RELATIONS III (CUR300T) 1 X 3-HOUR PAPER**  
(Subject custodian: Department of Marketing, Logistics and Sport Management)

Fundamental philosophies of Customer Relationship Management (CRM): An overview of customer service within the working environment; An in-depth understanding of decision-making styles displayed by customers; An instrument for measuring customer satisfaction within the working environment; The significance of building relationships with loyal customers and implications of offering poor service to customers. (Total tuition time: ± 96 hours)



**F****FINANCIAL AND STATISTICAL METHODS I (FTS100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of Mathematics and Statistics)**

Introduction to statistics and sampling methods, organisation and description of data using tables and graphs, measures of location and dispersion, basic probability, probability distributions (Binomial, Poisson, Normal), introduction to sampling distributions (means and proportions), confidence intervals, hypothesis testing, Chi-squared tests, regression and correlation analysis, time series analysis, index numbers, elementary interest calculations. (Total tuition time: ± 100 hours)

**P****PEOPLE MANAGEMENT I (PEO100T)****1 X 3-HOUR PAPER****(Subject custodian: Department of People Management and Development)**

An introduction to human behaviour, dealing with concepts, such as motivation, personality, learning, perceptions, attitudes and individual differences. Students are enriched through personal development and thinking skills. (Total tuition time: ± 96 hours)

**PEOPLE MANAGEMENT II (PEO200T)****1 X 3-HOUR PAPER****(Subject custodian: Department of People Management and Development)**

Students acquire the skills to lead people in teams. Emphasis is placed on team leadership skills, industrial relations, selection, induction and training and performance management. (Total tuition time: ± 96 hours)

**PEOPLE MANAGEMENT III (PEO300T)****1 X 3-HOUR PAPER****(Subject custodian: Department of People Management and Development)**

Students acquire the skills to manage human resources, with particular reference to organisational behaviour, leadership, change management and human resource management as the key issues. (Total tuition time: ± 96 hours)

