

DIPLOMA IN CONTACT CENTRE MANAGEMENT

Qualification code: DPCC19 - NQF Level 6 (360 credits)

SAQA ID: 100970, CHE NUMBER: H16/14323/HEQSF

Campus where offered:

Pretoria Campus

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.

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 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 a bachelor's degree or a diploma endorsement, 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: accounting, computer science, economics, finance, hospitality, information technology, management, marketing, office administration or tourism.

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 classes. Block-mode classes are offered on Saturdays to students who have relevant work experience in 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. *WIL in Contact Centre Management II and III:*
See Chapter 5 of Students' Rules and Regulations.
- h. *Module credits:*
Module credits are shown in brackets after each module.

CURRICULUM

FIRST YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CAP105X	Communication for Academic Purposes	(5)	(10)	
CCM105D	Contact Centre Management I	(5)	(24)	
CCR105D	Contact Centre Customer Relation I	(5)	(24)	
CCT105D	Contact Centre Technology I	(5)	(24)	
CPL105X	Computer Literacy	(5)	(10)	
HRM105D	Human Resource Management I	(5)	(24)	
INI125D	Information Literacy I (block module)	(5)	(2)	
LF1125X	Life Skills I (block module)	(5)	(2)	
TOTAL CREDITS FOR THE FIRST YEAR:			120	

SECOND YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CCC206D	Contact Centre Communication	(6)	(24)	
CCM206D	Contact Centre Management II	(6)	(24)	Contact Centre Management I
CCR206D	Contact Centre Customer Relation II	(6)	(24)	Contact Centre Customer Relation I
CCT206D	Contact Centre Technology II	(6)	(24)	Contact Centre Technology I
CCX226D	WIL in Contact Centre Management II (block module, offered in the second semester)	(6)	(10)	
HRM206D	Human Resource Management II	(6)	(24)	Human Resource Management I
TOTAL CREDITS FOR THE SECOND YEAR:			130	

THIRD YEAR

CODE	MODULE	NQF-L	CREDIT	PREREQUISITE MODULE(S)
CCM306D	Contact Centre Management III	(6)	(30)	Contact Centre Management II
CCR306D	Contact Centre Customer Relation III	(6)	(30)	Contact Centre Customer Relation II
CCX326D	WIL in Contact Centre Management III (block module, offered in the second semester)	(6)	(26)	WIL in Contact Centre Management II



HRM306D Human Resource Management III	(6)	(24)	Human Resource Management II
TOTAL CREDITS FOR THE THIRD YEAR:		110	
TOTAL CREDITS FOR THE QUALIFICATION:		360	

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 module. On 12 September 2018, the syllabus content was defined as follows:

C

COMMUNICATION FOR ACADEMIC PURPOSES (CAP105X) 1 X 3-HOUR PAPER *(Module custodian: Department of Applied Languages)*

A workable knowledge of English is an essential skill for any graduate who is required to conduct themselves successfully in a professional working environment. This module will equip students with the competencies required to compose a selection of written texts related to communicating both internally and externally within a professional environment. In addition, the module includes strategies that are essential for the effective communication in various situations, including small groups to avoid unproductive conflict, a multicultural context, etc. (Total tuition time: not available)

COMPUTER LITERACY (CPL105X) CONTINUOUS ASSESSMENT *(Module custodian: End User Computing Unit)*

Students have to acquire foundational knowledge in computing fundamentals, essential digital skills in key applications based on MS Office Suite and network basics (i.e. MS Outlook and Internet). Students will do online exams that are mapped with SAQA. (Total tuition time: not available)

CONTACT CENTRE CUSTOMER RELATION I (CCR105D) 1 X 3-HOUR PAPER *(Module custodian: Department of Business and Information Management Services)*

An introduction to service delivery within a contact centre environment. Creating memorable employee-customer experiences and positive workplace environments. Managing employees serving customers, building a team culture and exploring various factors that negatively influences customer service. (Total tuition time: ± 90 hours)

CONTACT CENTRE CUSTOMER RELATION II (CCR206D) 1 X 3-HOUR PAPER *(Module custodian: Department of Business and Information Management Services)*

Understand the fundamental principles of the customer relations and building long-term customer relationships. Promoting true customer loyalty in order to drive profits and improve service delivery. The core of this module is to understand what customers want and need by focusing on service quality and customer satisfaction within contact centres. (Total tuition time: ± 90 hours)

CONTACT CENTRE CUSTOMER RELATION III (CCR306D) 1 X 3-HOUR PAPER *(Module custodian: Department of Business and Information Management Services)*

Manage the customer base that drives revenue and generates higher margins. Identify essential metrics for Customer Relationship Management (CRM) evaluation and optimisation. Meet performance and profitability goals. Provides a robust foundation in CRM principles and practices in assisting the contact centre to achieve excellent customer satisfaction. (Total tuition time: ± 90 hours)

CONTACT CENTRE COMMUNICATION (CCC206D) 1 X 3-HOUR PAPER *(Module custodian: Department of Business and Information Management Services)*

Communicating complex information reliably and coherently using appropriate professional or occupational conventions, formats and technologies for a given context within the contact centre. Writing skills: responding to email queries and customer complaint letters, writing weekly and monthly reports, minutes of team meetings and quality assurance reports. (Total tuition time: ± 90 hours)



CONTACT CENTRE MANAGEMENT I (CCM105D) **1 X 3-HOUR PAPER**
(Module 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 (CCM206D) **1 X 3-HOUR PAPER**
(Module 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 (CCM306D) **1 X 3-HOUR PAPER**
(Module 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 (CCT105D) **CONTINUOUS ASSESSMENT**
(Module 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 (CCT206D) **CONTINUOUS ASSESSMENT**
(Module 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)

H

HUMAN RESOURCE MANAGEMENT I (HRM105D) **1 X 3-HOUR PAPER**
(Module custodian: Department of People Management and Development)
A broad frame of reference regarding basic psychology and social perception that can be understood in the workplace, that include themes such as individual differences, human abilities, personality, frustration, conflict, stress, perception, learning, memory, attitudes, social perception, role theory and group dynamics. Students are introduced to the role of Human Resource Management that forms the basis for the second year level of this module. (Total tuition time: ± 90 hours)

HUMAN RESOURCE MANAGEMENT II (HRM206D) **1 X 3-HOUR PAPER**
(Module custodian: Department of People Management and Development)
The purpose of this module is to equip students with the applied competence to operate within a Human Resources Management environment. students will acquire specific skills and knowledge in the following areas: Job design and job analysis, Recruitment and selection, Employee on-boarding, motivation and retention, Career management, Performance management and appraisal and managing compensation and benefits (Total tuition time: ± 90 hours)

HUMAN RESOURCE MANAGEMENT III (HRM306D) **1 X 3-HOUR PAPER**
(Module custodian: Department of People Management and Development)
The dynamic factors in Human Resources Management require assessment outcomes on organisational behaviour, organisational culture and socialisation, mentorship, globalisation as an economic and business activity, performance management, motivation in an organisation, group and team behaviour, stress in the workplace, structure and design of organisations, fundamentals of leadership, communication processes, decisions making, competency-based frameworks, diversity, technology in the HR environment, managing organisational change and learning and ethics in the workplace. (Total tuition time: ± 90 hours)

L

INFORMATION LITERACY I (INI125D) **CONTINUOUS ASSESSMENT**
(Module custodian: Directorate of Library and Information Services)
Introduction of information literacy. Development of a search strategy and application of a search string to search engines and academic databases. Evaluation of information sources. Ethical and legal use of information. (Total tuition time: not available)



L**LIFE SKILLS I (LF1125X)****CONTINUOUS ASSESSMENT**

(Module custodian: Directorate of Student Development and Support)

Academic, personal and socioemotional skills development for students in higher education. Personal and social dimensions address: effective planning and self-management (goal setting and time management); Adjusting to university life (student life, diversity and change); Intra- and interpersonal skills development (conflict management, self-esteem, relationship management); Effective living (healthy living, HIV education, substance abuse); Academic dimension addresses: academic skills for university (e.g. critical thinking, creativity, managing assignments and assessments). (Total tuition time: not available)

W**WIL IN CONTACT CENTRE MANAGEMENT II (CCX226D)****WORK-INTEGRATED LEARNING****WIL IN CONTACT CENTRE MANAGEMENT III (CCX326D)****WORK-INTEGRATED LEARNING**

(Module custodian: Department of Business and Information Management Services)

Practical application in a work situation in order to demonstrate and apply knowledge and skills in collaborative and teamwork. To comprehend verbal, written and data communication principles. Demonstrate the ability to be creative, innovative and to do critical thinking and problem-solving. Ability to take initiative and to perform self-management. Execute information management. Understand workplace culture, etiquette and practices. Execute technical, application and work skills. (Total tuition time: ± 100 hours for CCX226C and ± 260 hours for CCX316D)

