

## NATIONAL DIPLOMA: CONTACT CENTRE MANAGEMENT

Qualification code: NDCC01 - NQF Level 6

Campus where offered: Pretoria Campus (day and block-mode classes)  
Last year of new intake: 2018  
Teach-out (phase-out) date: 31 December 2023

Students registered for this qualification should complete their studies according to the teach-out date prescribed for the qualification, subject to the stipulations of Regulation 3.1.11 and 3.1.13 in the Students' Rules and Regulations.

Information on phased-out programmes can be obtained from the TUT website, [www.tut.ac.za](http://www.tut.ac.za).

### CURRICULUM

Consult the 2018 Faculty Prospectus for the full contents of the qualification.

#### 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 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. On 18 October 2019, the syllabus content was defined as follows:

### C

**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, Supply Chain 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, Supply Chain 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, Supply Chain 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:  $\pm$  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:  $\pm$  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:  $\pm$  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:  $\pm$  96 hours)

