



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Call Center Management I							
Course Code		ÇMH103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 ( <i>Hours</i> )	Theory	3	Practice	1	Laboratory	0
Objectives of the Course		At the end of this course the student's Call Center Services industry in the world and Turkey to recognize, comprehend concepts related to the sector are expected to be able to assess developments in the sector and the main sectoral actors.							
Course Content		Call Center Concept and Development, Call Center Terminology, Call Center Services, Planning at Call Centers, Human Resources Management at Call Centers, Process Management at Call Centers, Team Management at Call Centers.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study, Individual Study					
Name of Lecturer(s)		Ins. Yasin BAŞLAR							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Call Center Services, Call Gürsoy, Aslı Öztürk Terzi, Hıdır Polat, Mehmet Carlık, Sakarya Publishing.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Login
2	Theoretical	Call Center Concept
3	Theoretical	Benefits Generated by Call Center
4	Theoretical	The Call Center's Priority
5	Theoretical	Services Provided at Call Center
6	Theoretical	Service Channels at Call Center
7	Theoretical	World Call Center Sector
8	Intermediate Exam	Midterm
9	Theoretical	Call Center Industry in Turkey
10	Theoretical	Call Center Planning
11	Theoretical	Shift Planning in Operations
12	Theoretical	Shift Planning in Operations
13	Theoretical	Performance Management and Scope
14	Theoretical	Performance Management at Call Center
15	Theoretical	An overview

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Lecture - Practice	14	0	1	14
Term Project	25	0	1	25
Individual Work	7	0	1	7
Midterm Examination	1	5	1	6



Final Examination	1	5	1	6
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Describe the basic concepts of Call Center Management course.
2	Analyze and evaluate information on the Call Center Services area.
3	Call Center Services can identify the ethical and technical qualities that must be in the employee.
4	Understand the importance of Call Center Services.
5	Understand the duties of the Call Center Manager.

### Programme Outcomes (Call Center Services)

1	Ability to use information and communication technology tools and other professional tools and techniques
2	Ability to plan and implement professional processes
3	Foreign language communication skills
4	Professional confidence
5	Entrepreneurship Skills
6	Ability to use theoretical domain knowledge in practice
7	Ability to manage a process to meet requirements
8	Work skills in teams, including interdisciplinary
9	Ability to identify and solve problems in professional practice
10	Professional ethics and accountability

### Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	5	4	5	4	5
P4	5	5	5	5	5
P5	4	4	4	4	4
P6	4	4	4	4	4
P7	3	3	5	3	3
P8	2	2	2	2	2
P9	3	5	5	5	5
P10	1	1	1	1	1

