



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Call Center Management II							
Course Code		ÇMH104		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 is expected to be able to explain call center technologies, information management in call center, quality management and human resources management.							
Course Content		Call Center Technologies, Technology Management at Call Centers, Quality Management at Call Centers, Information Management at Call Centers and Decision Making.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Problem Solving					
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	Call Center Technologies
2	Theoretical	Call Center Technologies
3	Theoretical	Call Center Technologies
4	Theoretical	Call Center Technologies
5	Theoretical	Technology Management at Call Centers
6	Theoretical	Technology Management at Call Centers
7	Theoretical	Technology Management at Call Centers
8	Theoretical	Technology Management at Call Centers
9	Theoretical	Quality Management in Call Centers
10	Theoretical	Quality Management in Call Centers
11	Theoretical	Quality Management in Call Centers
12	Theoretical	Quality Management in Call Centers
13	Theoretical	Information Management and Decision Making in Call Centers
14	Theoretical	Information Management and Decision Making in Call Centers
15	Theoretical	Information Management and Decision Making in Call Centers
16	Final Exam	Semestr final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	2	0	6	12
Term Project	2	0	25	50
Midterm Examination	1	4	1	5
Final Examination	1	4	1	5
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.
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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	3	3	3	3	4
P4	4	3	4	4	5
P5	2	1	2	3	4
P6	2	3	3	2	3
P7	2	2	3	3	3
P8	2	1	1	1	1
P9	1	1	1	1	1
P10	1	1	1	1	1

