



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Call Center Sector							
Course Code		ÇMH203		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to give general information about the call center sector, to teach the basic concepts related to current developments and efficiency and efficiency in the sector.							
Course Content		Call Center Sector and Development, Sector of Major Actors Call Center, Call Center Industry in the World and Turkey, Sector Call Center Effectiveness and Efficiency.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study					
Name of Lecturer(s)		Ins. Berkin HANAYLI							

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 Sector and Development
2	Theoretical	Call Center Sector and Development
3	Theoretical	Call Center Sector and Development
4	Theoretical	Major Actors of the Call Center Industry
5	Theoretical	Major Actors of the Call Center Industry
6	Theoretical	Major Actors of the Call Center Industry
7	Theoretical	Call Center Industry in the World and Turkey
8	Intermediate Exam	Midterm
9	Theoretical	Call Center Industry in the World and Turkey
10	Theoretical	Call Center Industry in the World and Turkey
11	Theoretical	Analysis of call center companies in our country.
12	Theoretical	Students should first investigate the call center sector representatives in our country.
13	Theoretical	The major call center sector representatives in the world.
14	Theoretical	Comparison of the major call centers in the world and in our country.
15	Theoretical	Comparison of the major call centers in the world and in our country.

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	15	0	2	30
Individual Work	10	0	2	20
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	At the end of this course, the student can sort and analyze call centers in our country.
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2	At the end of this course, the student can compare the call center industry in our country with the call center industry in the world.
3	In this course the student can explain the state of the call center industry in Turkey.
4	At the end of this course, the student will be able to recognize the Call Center Sector.
5	At the end of this course, the student can explain the situation of the call center sector in the world.

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	4	5	5
P4	5	5	5	4	4
P5	5	5	5	5	5
P6	4	4	4	5	5
P7	4	4	4	5	5
P8	3	3	3	4	4
P9	3	5	5	5	5
P10	5	5	5	5	5

