SİİRT UNIVERSITY
SOCIAL SCIENCES VOCATIONAL HIGH SCHOOL
CALL CENTER SERVICES PROGRAM COURSE CONTENTS (2018)

1. SEMESTER

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Turkish Language 1	TAR101	1	2+0	2	2

Language, Languages and Turkish Language, Grammar, words and sentences, types of words, elements of expression and types of expression, basic principles of proper and effective speaking

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Ataturk's Principles and History of Revolution-I	ATA101	1	2+0	2	2

To introduce Atatürk's Principles and Revolutions, to explain the conditions, environment and developments that prepared the Turkish Revolution. The National War of Independence led by Mustafa Kemal Pasha and the establishment of a fully independent new Turkish State based on national sovereignty are among the subjects of the course.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
English 1	ING101	1	2+0	2	2

It aims to improve students' literacy, listening, speaking and language skills by using materials that comply with academic standards. In order to improve the language skills of the students, making academic applications in the lessons is also within the scope of the course.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
General Law Knowledge	CMH101	1	2+0	2	4

The basic concepts of law, the lawl system, the definition of the right and its types, getting to know the personal and family law system, the law of property, the law of obligations, contracts and litigation processes are among the subjects of the course.

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Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Behavioral sciences	CMH103	1	3+0	3	4

Relationship with Behavioral Sciences and Other Social Sciences, Motivation and Motivation Theories, Status-Role Behavior and Social Institutions, Attitudes, Culture and Its Effect on Behavior, Learning and Learning Theories, Emotions and Emotions, Communication, Laws of Perception and Perception, Personality, Groups, Social Impact , Adaptation and Obedience, Social Stratification and Social Change, Stress and Stress Management are among the topics of the course.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
General Communication	CMH105	1	2+1	3	4

Within the scope of the course, Communication Concept and Process, Language, Culture and Communication, Communication Models, Communication Types, Interpersonal Communication, Internal Communication, Mass Media and Types, Corporate Communication, Communication and Public Relations, Political Communication, Media Literacy, International Communication, New Communication Technologies and Communication and Ethics are covered.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Technology Usage	CMH107	1	1+2	3	4

Concept of Technology, Definition and History of Computer, Computer Components, Operating Systems, Types of Software, Office Software, Writing text in Word program, editing, adding indexes, creating table of contents; Preparing tables, adding graphs in Excel; Preparation of presentations in PowerPoint, Cloud systems, digital file preparation, Internet and Network Concepts.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Public Relations	CMH109	1	3+0	3	4

Conceptual Framework and Scope of Public Relations, Historical Development of Public Relations, Public Relations Models, Public Relations and Related Concepts, Organizational Structure of Public Relations, Target Audience in Public Relations, Public Relations Process, Public Relations Environment and Tools, Sponsorship as a Practice Area of Public Relations, Crisis Management and Public Relations, Corporate Reputation Management, Corporate Social Responsibility, Ethics and Public Relations, Lobbying, Effective Presentation Techniques.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Business Mathematics	CMH111	1	2+0	2	4

Number Sets, Exponential Multiplicities, Radical Multiplicities, Equations, Inequalities, Functions, Resultant Function, Inverse Function, Types of Functions, Polynomial Functions, Exponential Functions, Logarithmic Functions, Limit, Continuity.

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2. SEMESTER

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Turkish Language II	TAR102	2	2+0	2	2
Types of written and oral expression; punctuation and spelling rules, expression disorders					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Ataturk's Principles and History of Revolution-II	ATA102	2	2+0	2	2
Revolutions in the political field, political parties and attempts to transition to multi-party political life, revolutions in the field of law, regulation of social life, innovations in the economic field, Turkish foreign policy in the period of 1923-1938, Turkish foreign policy after Atatürk.					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
English II	ING102	2	2+0	2	2
In this course, it is aimed that students learn basic expressions about daily life, personal information, family information, shopping, residence, job information, asking and describing directions, public transportation vehicles.					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Persuasion and Persuasion Psychology	CMH102	2	3+0	3	5
Introduction to Human Psychology, Measuring Attitudes and Attitudes, Social Effects and Attitude Change, Compliance and Obedience, Persuasive and Persuasive Communication, Mass Communication and Propaganda, Persuasion, Authority and Social Relations, Opposing Persuasion, Persuasive Speech, Arranging Persuasive Speech Establishment and Plan, Nonverbal Communication as a Supporter of Persuasive Speech, Impact in Persuasive Message I: Space and Time, Impact in Persuasive Message II: Color and Word, Impact in Persuasive Message III: Status and Charismatic Personality.					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Keyboard Techniques	CMH104	2	1+1	2	4
Within the scope of the course; Science of the F keyboard, usage rates and percentages of letters in the F keyboard layout, Using letter keys, placing the fingers in the basic order, Go back/delete, space key, A, K and M letter keys, E, L and İ letter keys, Y, U and T letter keys, Ü, Ş and I letter keys, R, S and C letter keys, Z, O and D letter keys, N, Ğ and C letter keys, G, H and V letter keys, B, F and P letter keys keys, J and Ö letter keys and general speed studies are carried out.					

SİİRT ÜNİVERSİTESİ

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Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Oral Communication and Oratory	CMH106	2	2+1	3	4
Meaning of Communication and Oral Communication, Listening and Functions of Listening in Communication, Development of Listening and Active Feedback, Rhetoric (Art of Discourse) and Everyday Language, Elements of Message in Oral Communication and Principles of Oratory, Oral Presentation and Planning of Presentation, Preparation for Speech, Written Design of Oral Presentation, Oral Making the Presentation and Body Language, Analysis of the Target Audience in Oral Presentation, Content and Context of Effective Discourse, Oral Communication in Groups, Working Order and Verbal Communication, Oral Expression and Sales in Marketing					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Marketing Techniques	CMH108	2	3+0	3	6
Marketing Definition and Understanding, Strategic Planning, Marketing Plans, Marketing Information Systems, Marketing Research, Measurement and Forecasting of Market Demand, Marketing Environment, Customer Value Creation, Satisfaction and Loyalty, Consumer Behavior and Purchasing Decision Process, Industrial Markets and Purchasing Behavior, Competitive Analysis, Market, Segmentation and Targeting, Differentiation and Positioning and New Approaches in Marketing					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Protocol and Social Behavior	CMH110	2	2+1	3	5
The Concept of Etiquette and Protocol, Principles and Types of Protocol, Behaviors in Social and Business Life and Protocol, Protocol in Verbal and Written Communication, Behavior and Protocol in Nonverbal Communication, Protocol in Corporate Events, Managerial Behavior Protocol and Protocol Rules and Behavior that the Executive Assistant should apply.					

3. SEMESTER

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Organizational Behavior	CMH201	3	2+0	2	4
Introduction to Organizational Behavior and Method, Individual and Personality in Organization, Emotions, Attitudes and Job Satisfaction, Organizational Culture, Conflict in Organizations, Organizational Stress Sources and Management, Power and Politics in Organizations and Organizational Learning, Citizenship and Justice					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Advanced Office Applications	CMH203	3	1+2	3	4
Applications of using text functions in spreadsheets, Applications of using mathematical functions in spreadsheets, Applications of using statistical functions in spreadsheets, Data preprocessing applications with spreadsheet tools, Data visualization applications with spreadsheet tools, Macro usage applications with spreadsheet tools, Calculation of data from different data sources applications of importing/processing data into tables and then distributing data in different formats					

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Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Call Center Management I	CMH205	3	3+0	3	4

Overview of Call Center Concept, Call Center Industry, Planning in Call Centers, Management and Organization İn Call Centers, Call Center Technologies, Human Resources Management in Call Centers, Training and Orientation in Call Centers, Employee Competencies in Call Centers, Motivation in Call Centers, Leadership in Call Centers, Call Center Coaching and Mentoring in Call Centers, Group Formation and Team Management in Call Centers, Performance Management and Efficiency in Call Centers, Customer Relationship Management in Call Centers

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Consumer Rights	CMH207	3	3+0	3	4

General concepts of law, types of law, concept of contract, contract types, purpose of consumer protection law, warranty certificate and responsibility, promotion and user guides, legal responsibilities, law on unfair competition and protection of competition, trademark and trademark law, law on intellectual and artistic works. , trade name and business name, preservation and transfer.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Sector Practices I	CMH209	3	0+8	4	5

Call Center Industry Workplace Application

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Effective and Beautiful Speech	CMH211	3	2+1	3	3

Effective Communication and Correct Understanding, Effective Communication and Correct Narration, Virtual Communication, Effective Communication and Gender, Quality in Communication, Speaking and Listening in Effective Communication, Influencing, Effective Communication and Persuasive Speaking and Nonverbal Communication: The Foundation of Effective Communication

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Vocational Foreign Language-I	CMH219	3	2+1	3	3

Sentence patterns are taught in such a way that dialogues and conversations that students will use in professional life are at the forefront. Terms used in the call center industry are also covered in the course.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Academic Turkish	CMH221	3	2+1	3	3

Features of academic language and writing; using definitions, concepts and terms in academic writings; objective and subjective expression; structure and types of academic texts (articles, reports and scientific abstracts, etc.); making a claim, proposition (justifying, defending, or opposing an idea); formal features of scientific reports and articles; the steps of writing a report; explanation, discussion, establishing intertextual relations, citing references (citing and footnotes, bibliography); writing titles, summarizing, writing keywords; ethical principles to be considered in scientific writings; academic writing practices.

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Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Telephone Communication Techniques	CMH213	3	2+1	3	3
Phone Call Operations, Answering incoming calls, Communication and body language on the phone, Prepared phone calls, Impromptu phone calls					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Time Management	CMH215	3	2+1	3	3
The concept of time in general, Types of Time, Approaches to Time Management, Factors Playing a Role in Personal Time Management, Stages of Personal Time Management, Organizational Time Management, Time Traps					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Motivation in Work and Life	CMH217	3	2+1	3	3
Motivation Theories in Business Life, Motivation and Personality Relationship, Emotions in Motivation, Communication Processes in Motivation, Life Satisfaction and Motivation, Motivation and Leadership, Reward, Encouragement and Management, Creativity and Motivation					

4. SEMESTER

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Customer Relationship Management	CMH202	4	3+0	3	4
Customer Relationship Management Concept, Definition, Development and Features, Customer Relationship Management Components and Models, Transition to Customer Relationship Management and Application Process, Elements of Customer Relationship Management, Communication with Customers and Creating Value, Customer Acquisition, Retention and Customer Lifetime Value Creation, Customer Relations with Parties in Relationship Management, Relationship between Customer Relationship Management and Other Concepts, Customer Relationship Management and E-Commerce, Customer Objections and Complaint Management, Reasons for Failure in CRM, Sales Management, Customer Relationship Management Sector Practices and Measurement of Customer Relationship Management and Return on Investment					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Call Center Management II	CMH204	4	3+0	3	4
Total Quality Management in Call Centers, Emotional Intelligence and Leadership, Meeting Management in a Call Center, Personal Performance and Time Management, Motivation Culture and Teamwork, Building High Performance Teams, Sales Coaching in Call Centers, Portfolio Analysis Techniques for Call Centers, Call Center Functional Level Strategies , Evaluation in Call Centers: Analysis of Strengths Compared to Competitors, Competition Analysis Applications in Call Centers, Service Area Effectiveness and Efficiency in Call Centers, Crisis Management in Call Centers, Global Strategies and Collaborations for Call Centers					

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Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Call Center Routing, Measurement and Evaluation Techniques	CMH206	4	3+0	3	4

Overview of Call Centers, Performance Management in the Call Center, Basic Call Center Concepts, Call Metric Concepts and Calculations, Forecasting and Planning in the Call Center, Real-Time Management in the Call Center, Human Resources Management in the Call Center, Training and Continuous Improvement Management in the Call Center, Quality in the Call Center Management, Technology and Systems in the Call Center, Location, Location and Infrastructure in the Call Center, Process Management in the Call Center, Change Management in the Call Center, Cost and Revenue in the Call Center

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Call Center Applications	CMH208	4	1+2	3	4

Basic Call Center Components, Data Collection and Estimation, How is Labor Calculated? (...How Not to Calculate?), Invariant Dynamics (I.e. Speed - Efficiency Relationship; Resource - Result Relationship; Shift Plan Compliance - Service Level Relationship; Queuing - Shift Relationship; Diminishing Efficiency Theory), Additional Labor Resource, Shift Planning, Recipient Research and Preparation (Contact to the Customer), First Encounter, Meeting and Opening (Contact to Customer or Approaching the Customer), Getting to Know People, Concept of Need, What is the Need and Motive?, Reasons That Drive the Corporate Buyer to Buy, Question for Determination of Needs To ask

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Sector Practices II	CMH210	4	0+8	4	5

Call Center Industry Workplace Application

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Crisis and Stress Management	CMH212	4	2+1	3	3

Definition of Crisis and Crisis Process, Pre-Crisis Management and Avoidance of Crisis, Crisis Process and Its Stages, Organization for Crisis and Crisis Management Team, Responses to Local, National and International Crises, Interpersonal Relations in the Crisis Process, Inter-group Relations in the Crisis Process, Social Relations in the Crisis Periods, Media Planning in the Crisis Period, Public Relations in Crisis Management, Crisis Process and Advertisements, Crisis Resolution and Post-Crisis Management, Leadership and Crisis, Lessons from the Crisis and Development of Preventive Strategies

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Meeting Management	CMH214	4	2+1	3	3

Meeting, Communication of the meeting, Materials to be used in the meeting, Arranging the meeting place in accordance with the meeting, Taking notes of the questions and answers of the participants during the meeting, Delivering the meeting minutes and decisions to the participants, Organizing a meeting with the employees to carry out periodic activities, Communicating the decisions taken at the meeting to the manager, Crisis assessment meeting.

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Entrepreneurship	CMH216	4	2+1	3	3

Entrepreneurship, Definition and History, Characteristics of Entrepreneur, Starting a New Business, Buying an Existing Business, Franchising, Small Business Establishment Problems, Business Plan, Reasons for Success and Failure in Small Business, Growth in Small Business, Innovation and Creativity, Internal Entrepreneurship, Family Business , Social Entrepreneurship, Strategic Entrepreneurship and Entrepreneurship and Culture

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Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Social Media	CMH218	4	2+1	3	3
History of social networks and virtual communities, New channels, Social connectivity and social media, Social media platforms, Social media: possibilities and constraints, Social media and politics, Social media and marketing, Social media and journalism, Social media and ethics					

Course Name	Course Code	Semester	T+A Hour	Credit	ECTS
Elective Vocational Foreign Language II	CMH220	4	2+1	3	3
Sentence patterns are taught in such a way that dialogues and conversations that students will use in professional life are at the forefront. Terms used in the call center industry are also covered in the course.					

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