



M C K E N D R E E
U N I V E R S I T Y

Customer Contact Center Leadership Certification Course Descriptions

MGT 204 Principles of Management (3)

The course examines the principles of management for organizations in general and for call centers specifically. Upon completing this course, the Call Center Leader will have the technical competence to understand and apply sound principles of planning, organizing, staffing, leading and controlling within organizations, particularly from the prospective of a call center. Class members will draw on real life business problems from their own work environments and present proposed solutions.

MGT 334 Human Resources Management (3)

This course provides Call Center Leaders with an in-depth understanding and exposure to challenges of Human Resource Management, especially with respect to an operations environment. Upon completing this course, the Call Center Leader will have the technical competence to understand and apply sound principles of HR Management including personnel planning, recruitment, hiring, orientation and training, benefits, performance evaluations, labor relations and disciplinary actions.

MGT 354 Management Communications (3)

This course provides Call Center Leaders with an in-depth understanding of business communications, especially with respect to call centers. Participants will gain experience in presenting to others, planning and facilitating small group meetings, improving interpersonal communication skills, and communicating in “virtual” environments. The course will also explore the following: techniques in effective listening, assertive communication, and behavioral interviewing.

MGT 376 Operations Management (3)

This course is an introductory course in Operations Management for Call Centers. Upon completion, the Call Center Leader will have an understanding of the strategy along with the techniques and tools for realizing the organization's goals. Topics will include operational strategy and management of a call center, as well as Project Management using Theory of Constraint methodology. This course will also offer training in the following areas:

- Job and Call Center Layout
- Work Measurements in a Call Center
- Work Method and Standard Measurements
- Behavioral Considerations
- Total Quality Management Using Lean Techniques
- Forecasting
- Inventory Control
- Operations Scheduling
- Process Control Procedures
- Capacity Management
- Six Sigma Process Control
- Electronic Commerce
- Financial Controls
- Budgeting

BUS 310 Quantitative Analysis (3)

This course integrates all elements of the Call Center Leadership Certification process. It includes principles of strategic thinking, problem solving, and decision making. Participants will explore how innovation and change can be successfully diffused throughout organizational systems and how values and ethics impact the bottom line. Special emphasis is placed on people-focused knowledge management and the various ways of achieving competitive advantage through the strategic use of intellectual capital and integrated systems design.

MGT 389 Strategic Decision Making for Customer Contact Centers (3)

This course is the capstone course that synergizes all the elements of the Call Center Leadership Certification process. This course includes the basic principles of decision making and problem solving, how managerial values and ethical behavior affect decision making, and the political aspect of decision making.

The Call Center Leader develops a strategic business plan incorporating the principles learned in the previous courses. Presentation to their corporate sponsors may be made on issues, processes, topics of interest as the leaders develop advanced skills in Call Center Management.