

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI-51

1	Name of Course	C. C. in Call Centre Assistant (101207)				
2	Max no. of Students	25				
3	Duration	1 year				
4	Course Type	Full Time				
5	No. of Days per week	6 days				
6	No. of hours per day	7 Hrs (3 Hrs Theory and 4 Hrs Practical)				
7	Space require	Theory Class Room – 200 sqft Practical Lab – 1000 sqft Total – 1200 Sqft				
8	Entry qualification	S.S.C. Pass				
9	Objective of syllabus	After completion of the training the successful candidate will be able to operate Call Centre equipment such as STD/ISD/PCO, Call Monitor, Call Conferencing system, PC, EPBAX Console Fax & Xerox machine etc. with customer dealing and satisfying ability such as clear communication, etiquettes and manners etc.				
10	Employment opportunities	In the Customer Service Centre , Contact centre, Resource centre and Call Centre of various formal and informal Sectors. In addition the successful candidate can work satisfactorily in Cyber cafe, STD/ISD Booth having Internet facility etc.				
11	Teachers Qualification	Diploma in Business Management or Diploma in Business Administration or Equivalent and 2 yr Experience.				
12] Teaching Scheme – Training System Per Week						
		Theory	Practical	Total		
		18 Hrs	24 Hrs	42 Hrs		
13] Examination Scheme –						
Sr	Paper Code	Name of Subject	Theory/ Practical	Hours	Max Marks	Min Marks
1	10120711	Basic Information Technology	Theory - I	3 Hrs	100	35
2	10120712	Call Center Operation Theory	Theory – II	3 Hrs	100	35
3	10120713	Business Economics	Theory – III	3 Hrs	100	35
4	10120721	Basic Information Technology	Practical – I	3 Hrs	100	50
5	10120722	Call Center Operation	Practical – II	3 Hrs	100	50
6	10120723	Business Economics	Practical - III	3 Hrs	100	50
				Total	600	255

Basic Information Technology

Theory - I - Basic Information Technology	Practical – I - Basic Information Technology
A] Computer Fundamental	
1] Fundamentals Of Computer Introduction Components of PC The system Unit Front part of system Unit Back part of system Unit CPU Memory of computer Monitor Mouse, Keyboard Disk, Printer, Scanner, Modem, Video, Sound cards, Speakers	List of Practical 1. Working with Windows 2000 desktop ,start icon, taskbar, Recycle Bin, My Computer icon ,The Recycle Bin and deleted files Creating shortcuts on the desktop 2. The Windows 2000 accessories, WordPad – editing an existing document, Use of Paint – drawing tools The Calculator, Clock 3. The Windows Explorer window, concept of drives, folders and files? Folder selection techniques, Switching drives, Folder creation, Moving or copying files, Renaming, Deleting files ,and folders 4. Printing, Installing a printer driver, Setting up a printer, Default and installed printers, Controlling print queues, Viewing installed fonts, The clipboard and 'drag and drop', Basic clipboard concepts Linking vs. embedding,
2] Introduction To Windows 2000/Xp Working with window Desktop Components of window Menu bar option Starting window Getting familiar with desktop Moving from one window to another Reverting windows to its previous size Opening task bar buttons into a windows Creating shortcut of program Quitting windows	5. Moving through a Word document menu bar and drop down menus toolbars 6. Entering text into a Word 2000 document, selection techniques Deleting text 7. Font formatting keyboard shortcuts 8. Paragraph formatting Bullets and numbering 9. Page formatting What is page formatting? Page margins Page size and orientation Page breaks, Headers and footers 10. Introducing tables and columns
3] GUI Based Editing, Spreadsheets, Tables & Presentation Application Using MS Office 2000 & Open Office.Org Menus Opening, menus, Toolbars, standard toolbars, formatting toolbars & closing Quitting Document , Editing & designing your document Spreadsheets Working & Manipulating data with Excel Changing the layout Working with simple graphs Presentation Working With PowerPoint and Presentation	11. Printing within Word 2000 Print setup Printing options Print preview 12. Development of application using mail merge Mail merging addresses for envelopes Printing an addressed envelope and letter 13. Creating and using macros in a document 14. Creating and opening workbooks Entering data 15. Navigating in the worksheet Selecting items within Excel 2000 Inserting and deleting cells, rows and column Moving between worksheets, saving worksheet, workbook
4] Introduction To Internet What is Internet Equipment Required for Internet connection Sending &receiving Emails Browsing the WWW Creating own Email Account Internet chatting	16. Formatting and customizing data 17. Formulas, functions and named ranges 18. Creating, manipulating & changing the chart type 19. Printing, Page setup, Margins Sheet printing options, Printing a worksheet 20. * Preparing presentations with Microsoft Power Point. Slides and presentations, Opening an existing presentation , Saving a presentation
5] Usage of Computer System in various Domains Computer application in Offices, books publication data analysis ,accounting , investment, inventory control, graphics, database management, Instrumentation,	21. Using the AutoContent wizard ,Starting the AutoContent wizard, Selecting a presentation type within the AutoContent wizard Presentation type Presentation titles, footers and slide number

<p>Airline and railway ticket reservation, robotics, artificial intelligence, military, banks, design and research work, real-time, point of sale terminals, financial transaction terminals.</p>	<p>22. Creating a simple text slide, Selecting a slide layout Manipulating slide information within normal and outline view, Formatting and proofing text, Pictures and backgrounds, drawing toolbar, AutoShapes, Using clipart, Selecting objects, Grouping and un-grouping objects, The format painter</p>
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Theory	Practical
	<p>23. Creating and running a slide show, Navigating through a slide show, Slide show transitions, Slide show timings. Animation effects</p> <p>24. Microsoft Internet Explorer 5 & the Internet Connecting to the Internet The Internet Explorer program window, The on-line web tutorial Using hyper links, Responding to an email link on a web page</p> <p>25. Searching the Internet, Searching the web via Microsoft Internet Explorer, Searching the Internet using Web Crawler, Searching the Internet using Yahoo, Commonly used search engines</p>
<p>6] Information technology for benefits of community</p> <p>Impact of computer on society</p> <p>Social responsibilities</p> <p>Applications of IT</p> <p>Impact of IT</p> <p>Ethics and information technology</p> <p>Future with information technology</p>	<p>26. Favorites, security & customizing Explorer Organizing Favorite web sites Customizing options – general, security, contents, connection, programs, advanced</p> <p>27. * Using the Address Book Adding a new contact Creating a mailing group, Addressing a message, Finding an e-mail address</p> <p>28. Using electronic mail, Starting Outlook Express Using the Outlook Express window, Changing the window layout, Reading file attachment, Taking action on message-deleting, forwarding, replying</p> <p>29. Email & newsgroups, Creating and sending emails Attached files, Receiving emails, Locating and subscribing to newsgroups, Posting a message to a newsgroup</p> <p>30. Chatting on internet, Understating Microsoft chat environment, Chat toolbar</p>

List of Books

Computer Fundamental

- 1] Vikas Gupta Comdex Computer Course Kit First Dreamtech
- 2] Henry Lucas Information Technology for management 7Th Tata Mc-Graw Hills
- 3] B.Ram Computer Fundamentals Architecture and Organisation Revised 3rd New Age International Publisher

List of Tools and Equipment

A] General Class room

Sr	Name of Item	No.
1	Steel lockers 8 compartments with individual lockers (1980 x 910 x 480 mm)	4
2	Chair with writing pad	25
3	Steel almari with self 6.5' x 3' (18 gauge)	2
4	Steel table 4' x 3'	2
5	Teacher chair	2

B] For Computer Fundamental and CAD Practical

Sr	Name of Item	No.
1	Computer System P4 with accessories Complete with license OS. compatible for- to run AutoCAD 2010 and Windows 7 OS.	5+1
2	Plotter- HP Design Jet 500 latest model	1
3	Scanner	1
4	Computer table	5+2
5	Chair for computer	10+2
6	Laser Printer	1
7	M. S. Office Software	1

“CALL CENTRE Operation Theory”

BASIC TRAINING (ONE WEEK) : Introduction: Objective and scope of the course and its employment opportunity focusing to the National and Global Scenario. **Call Centre concepts and its activities.:** International and Domestic Call centre, Centralised and Decentralised Call Centre, Call Centre Terminologies, advantages of Call Centre, House Keeping and Maintenance of Call Centre, Environment. **Concept of Customer Relationship Management. Working Concept of Computer and identification of Key Board, Monitor, CPU, Printers etc.**

Theory - II and Practical – II - “CALL CENTRE Operation
CUSTOMER RELATIONSHIP MANAGEMENT(CRM) TRAINING CUSTOMER’S CARE SKILLS: Communicating clearly , avoiding jargon and slang, greeting early asking permission to hold respecting customer on hold, explaining transferring, offering service, building relationship.
CROSS OCCUPATIONAL SKILL: Dealing with enquiries, complaint, problem solving – listening to the problem, expressing concern, apologising, committing to help, clarifying the details summarising and confirming providing total solution checking satisfaction and offering more
CONFLICT MANAGEMENT(HANDLING UPSET CUSTOMER): Listening sympathetically, apologising, taking responsibility now, outlining the plan to help gaining customer agreement.
MANAGING AND ANGER AND ABUSE: Listening positively, reducing anger by apologizing Not taking personally, staying calm, be responsive, outlining the plan to help, agreeing on solution
TIME MANAGEMENT (CONTROLLING CALL TIME): Maintaining patience, responding and moving on, asking questions and offering help, summarizing, interrupting politely, using by name, sticking to rules .
STRESS MANAGEMENT: Staying positive and calm, keeping motivated, maintaining professionalism, contributing to the team and organisation.
FOCUSING ON RESULT: Achieving target, getting it right first time committing to improve. TELE MARKETING SKILLS: On line advertisement and enquiry, getting orders supplying items, getting payment etc. Sales and Marketing Philosophy, Internal and external customer, Delighting and Holding Customer
INTERVIEWING SKILLS: Preparing in advance, Listening and question asking skill, Concentration on performance not in personality issues, be specific about success and future, agreeing on objectives, not imposing your ideas, not to be destructive, follow up any issues , using past to shape future etc.

LISTENING COMPREHENSION AND PUBLIC SPEAKING: Accent Training, Proficiency in English/ Hindi/Regional Language, Voice Modulation Practice.
TELEPHONE SKILLS: Effective call organisation and Management for in-Bound and out-bound calls – handling multiple calls, transferring calls, taking message, voice mails, etc. Operation of EPBX console, call conferencing system, accustomed with various telephone tones – busy tone, ringing tone, fax tone, NU (Number unavailable) tone , voice interactive tones/ services etc.
<p>COMPUTER OPERATIONAL SKILLS: Demonstration and identification of different input output devices – CPU, VDU, Keyboard, Interconnecting Cords, Hard disk, floppy disk, CD ROMs etc. Key Boarding Skills. Demonstration of Window commands, Booting practice, Use of task bar, start button, title bar,</p> <p>mouse menu and window's help, using My Computer and Recycle bin etc. Opening and closing different windows, creating and renaming files and folders . Hands on practice of basic files, Directory manipulation commands – COPY, EDIT, DEL, TYPE, MD, RD, CD, RENAME, MOVE, etc</p> <p>DEMONSTRATION PRACTICE ON MS OFFICE: WORD PROCESSING (MS WORD) : Creating, Saving, quitting, Opening Document, Moving Around Document, Manipulating Windows using tool bar, Editing Text – Insert, delete, move, copy, paste , Finding, replacing text, spell check, grammar check etc. Creating modifying Tables and doing calculation, creating a formation of charts and graphs etc. Creating and printing merged documents using mail merge.</p>
WORKSHEET (MS EXCEL): Elements of worksheets, application of electronic worksheet and entering data in Worksheet, Saving and Quitting, Opening and Moving around worksheet, Formating cells, and Data copying, printing, editing and entering formula.
DATA BASE (MS ACCESS:) Data-based Management system – Microsoft Access Interface, Title Bar, Menu Bar, Tables, Query, Forms, Reports , Opening a form, report, Printing and closing etc.
POWER POINT Overview of power point, using wizard for creating slides, selecting slide type title, text creation, fonts and sizes, bullets & indenting and importing Text from word document.
<p>INTERNET OPERATIONAL SKILL Networking concept, LAN WAN, Services on Internet – Websites(www) e-Mails, Voice Mails, Browser and search engines. Searching, Downloading, Printing, Saving portion of webpage. E-Mail addressing, Inbox, outbox</p> <p>viewing, sending and saving mails. Sending same mails to various users(multi-address) sending attachment and enclosures. Web Page Transaction.</p>
<p>NOTE- While Conducting on job training (Practical), Following points are to be Taken Care</p> <p>1.Customer services of the organisation/Unit, Rules, Regulation, Filing and Electronic Documentation and its application, Call Centre Communication Customer Information system and its application. 2. Operation of Call Centre equipment – EPBAX Console, Telephone instruments, Call Conferencing system-STD/ISD/Call Monitors, Computer, Laser Printer, Fax Machine etc. 3. Safety Precautions 4. Minor Maintenance: a. Identification of different parts and connections of the equipment b. Operation and function of different controls, alarms, Error codes, precautions. Transmission and reception of messages c. Trouble shooting – Flow chart study, Copying problems(Blank page, Garbeding, incomplete, Toners speckles, Toner snear, Page skew, curl or wave, Misformed character, vertical lines, dropouts, Grey background.) communication problem, printing problem, etc. d. Cleaning Scanner and Roller, Clearing Document jam/paper misfed, Replacing /cleaning printer Cartridge etc..</p> <p>METHODOLOGY : Role play, video recording, Voice modulation practicing, Case studies, on-job training, CBT, feedback and reviewing.</p>

Theory - III and Practical – III - BUSINESS ECONOMICS

Basic Concepts in Economics and Finance (e.g. Assets – Liabilities, Expenses – Income, Depreciation, Cash Vs. Mercantile Accounting etc.

COST ACCOUNTANCY

Introduction, Cost Accounting And Financial Accounting, Concept of Cost Center, Special Types of Cost, Installation of Costing System

ELEMENTS OF COSTS Overheads, Cost Sheets/Costs Statement.

MATERIAL COST Procurement of Materials, Overstocking May have Following Consequences, Understocking May have Following Consequences, Selection of Source of Supply, Comparative Statements, Discrepancies in Material Receipts, Excess Quantity Accepted, Excess Quantity Returned, Proper Conduct of Storage Function, Bin Card, Stores Ledger, Bin Card Vs. Stores Ledger, Reconciliation of Bin Card and Stores Ledger, Valuation of Material Movements, Treatment of Shortages, Inventory Control, Techniques of Inventory Control, Calculation of Various Levels

LABOUR COST

Time Keeping, Methods of Time Keeping, Time Booking, Reconciliation of Time Attended and Time Booked, Methods of Remunerating the Workers, Principles of Goods Wage Payment Systems, Comparative Study of Halsey and Rowan System, Important Terms in Cases of Labour Cost, Causes of Labour Turnover, Measurement of Labor Turnover, Calculation of Labour Turnover, Treatment of Idle Time Cost

OVERHEAD COST

Procedure for Charging the Overheads, Actual Vs. Predetermined Overheads Absorption Rates, Under Absorption or Open Absorption of Overheads, Treatment of Under or Over Absorbed Overheads, Control Over Overheads, Other Factory Overheads.

SPECIAL TYPES OF COSTS

PART I – DEPRECIATION

Need for Depreciation Accounting, Methods for Calculating Depreciation, Practical Consideration Relating to Depreciation

PART II – OBsolescence

Control Over Obsolescence

PART III – MATERIAL LOSSES:

Accounting and control, Waste, Scrap, Spoilage, Defectives

METHODS OF COSTING

Job Costing, Batch Costing, Contract Costing, Process Costing, Operation Costing, Output Costing, Operating Costing

Role Of Product Management In Marketing And Its Interface With Other Corporate Functions

Conceptual issues- Branding, Market Segmentation, Positioning & Differentiation Strategies, New Product Planning, Distribution Channels: Structure and Strategy, Advertising Planning

Distinctive Aspects of Services Marketing, Developing Frameworks for Analyzing Services, The Customer Experience

Positioning a Service in the Marketplace, Targeting Customers and Building Relationships, Managing Demand

Creating and Delivering Services, Adding Value to Core Products with Supplementary Services, Understanding Costs and Developing Pricing Strategies

Communicating and Promoting Services, Enhancing Value by Improving Quality and Productivity, Developing and Managing the Customer-Service Function

Organizing and Implementing the Marketing Effort, Globalizing Services Marketing

Planning and designing sales promotion program with specific reference to sales contest, trade-in discount, coupons etc.

Brand building including brand image, positioning, brand valuation and measurement of brand equity.

Link between mr and advertising planning the communication process and the feedback loop. Influence of the environment on advertising planning.

Promotion budgeting dividing the budget into advertising and sales promotion activities on the basis of the nature of the product (fmccg, durables, industrial products and services) and the product life cycle.

Books

B.K.Bhar Cost Accounting Academic Publishers, Calcutta

Khan Jain Cost Accounting Tata McGraw Hill

Product Management Majumdar Prentice Hall

Product Strategy and Management Baker, M & Hart S Prentice Hall

Product Management Donald R. Lehmann, Russell S. Winer

Service Marketing Nirgudkar Tata Mc Graw Hill

Service Marketing E Rampal & Gupta Galgotia

Product Management Chunawala Himalaya

Product Management Gupta Wisdom

Service Marketing Valarie A Zeithaml Tata Mc Graw Hill

Strategic Brand Management Keller Pearson

Building Strong Brands D.A. Aker --

Successful Branding Pran K. Choudary --

Advertising Chunawala and Sethia Himalaya

Advertising Management David Aker Prentice Hall

Brand Positioning Subroto Sen Gupta Tata Mc Graw Hill
