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ATA DIPLOMA OF MANAGEMENT AND ATA DIPLOMA OF CUSTOMER CONTACT PROGRAM DETAILS

1. What is involved in the ATA Diploma of Management and ATA Diploma of Customer Contact?

Both programs are nationally recognised, competency based. The ATA Diploma of Management (BSB51107) consists of 8 subjects, 5 core units and 3 elective units. The ATA Diploma of Customer Contact (BSB50307) consists of 10 subjects, 6 core units and 4 elective units.

We have integrated both of the Diploma programs so that participants who wish to obtain a broader management qualification as part of their career pathway can choose the Diploma of Management whilst still undertaking subjects that are both relevant to contact centres and the general management of a business unit.

Overall, the subjects that have been chosen as electives focus on four key foundation areas which include people management, technology, financial management and operations management. Each Diploma program will typically take 18 months to 2 years to complete depending upon previous qualifications and the rate at which participants progress throughout the program.

E-learning/self-paced options will be available in 2010 as the subjects are progressively rolled out so that any student who wishes to accelerate their program can do so to suit their own specific needs. Or, alternatively, any participant that is unable to attend the scheduled workshops on the dates assigned, can progress through the subjects via self-paced or e-learning strategies.

2. Who is this program for?

The ATA Diploma of Management and the ATA Diploma of Customer Contact is aimed at senior team leaders, supervisors and support staff within the call and contact centre industry who contribute significantly to the effective management of contact centre operations.

3. Why choose the ATA Diploma of Management and ATA Diploma of Customer Contact programs?

As the key flagship development program, the ATA is committed to achieving the highest possible level of accreditation for all of its member organisations. Only senior contact centre industry specialists will facilitate the various workshops in the programs. All competency based assessment will be highly practical, inclusive of the latest industry trends and practices, and with direct application to the day to day operations of managing effective contact centre operations or business units.

Each subject is constantly under review to ensure that the latest industry and management trends are reflected in the curriculum. E-learning and self-paced options will provide maximum flexibility as to how participants will be able to complete their Diplomas.

4. What requirements do the ATA Diplomas have?

The completion requirements of the ATA Diploma of Management are slightly different to that of the ATA Diploma of Customer Contact. Further details are now provided.

4.1 ATA Diploma of Management

To successfully complete the ATA Diploma of Management (BSB51107) in accordance with the BSB07 Business Services Training Package, 5 core units and 3 elective units are required. One (1) unit may be selected from either a Certificate IV or Advanced Diploma qualification to complete the Diploma. The ATA has chosen the following electives and core subjects to form the foundation of this Diploma program. Further details on each subject are contained within the subject synopsis documentation.

BSB51107 Diploma of Management			
Core Units – 5 required		Workshop Format	Cost ATA Members
BSBFIM501A	Manage budgets and financial plans	2 days	\$950
BSBINM501A	Manage an information or knowledge management system	2 days	\$950
BSBMGT502B/ BSBHRM503A	Manage people performance/ Manage performance management systems (2 units)	2 days	\$950
BSBPMG510A	Manage projects OR	Self-paced	\$495
BSBMGT516A	Facilitate continuous improvement (e-learning)	Self-paced	\$495
Elective units – 3 required			
FNSICORG515A /ICTCC482A	Provide mentoring and coaching within the workplace & Develop Teams and Individuals (2 units)	2 days	\$950
BSBAUD501B/ BSBAUD503B	Initiate a quality audit/ Lead a quality audit (2 units)	4 days (2 X 2)	\$1395
BSBHRM504A	Manage workforce planning	2 days	\$950

4.2 ATA Diploma of Customer Contact

To successfully complete the ATA Diploma of Customer Contact (BSB50307) in accordance with the BSB07 Business Services Training Package, 6 core units and 4 elective units are required.

The ATA has chosen the following electives and core subjects to form the foundation of this Diploma program. Further details on each subject are contained within the subject synopsis documentation.

BSB50307 Diploma of Customer Contact			
Core Units – 6 required		Workshop Format	Cost ATA Members
BSBCC0601A	Optimise customer contact operations	2 days	\$950
BSBINM501A	Manage an information or knowledge management system	2 days	\$950
BSBINN502A	Build and sustain an innovative work environment (e-learning)	Self-paced	\$495
BSBWOR502A	Ensure team effectiveness (e-learning)	Self-paced	\$495
BSBMGT516A	Facilitate continuous improvement (e-learning)	Self-paced	\$495
FNSICORG515A/ BSBLED401A	Provide mentoring and coaching within the workplace & Develop Teams and Individuals (2 units)	2 days	\$950
Elective units – 4 required			
ICTCC482A	Develop Teams and Individuals	Integrated unit	Included in above
BSBAUD501B/ BSBAUD503B	Initiate a quality audit/ Lead a quality audit (2 units)	4 days (2 X 2)	\$1395
BSBCCO606A	Forecast and plan using customer contact traffic information analysis	2 days	\$950
BSBMGT502B/ BSBHRM503A	Manage people performance/ Manage performance management systems (2 units)	2 days	\$950
BSBFIM501A	Manage budgets and financial plans	2 days	\$950

5. What fees are involved?

A once-only new student admission fee of \$150.00 is required to secure your position in the ATA Diploma programs, and to cover enrolment processing, administration and issuing of Statements of Attainment and Diplomas.

The tuition fee per subject includes \$595 for 1 day workshops; \$950 for 2 day workshops; and \$1395 for 4 day workshops. Self-paced or e-learning 1 day units are \$495. All tuition fees are GST-exempt as the Diplomas are nationally recognised, education programs. Depending on the subjects chosen for each Diploma, a typical full program will cost either \$5840 for the Diploma of Management or \$6830 for the Diploma of Customer contact. A 10% discount applies for upfront payments prior to each workshop which would then equate to tuition fees of \$5256 (Management) and \$6150 (Customer Contact) for a complete Diploma program.

Fees include course tuition, assessment, course presentation slides, supplementary reading material, case studies and provision of all course materials, text books and in-class materials.

6. Why is competency based training different to the ATA's other professional development activities?

The ATA Diploma of Management and the ATA Diploma of Customer Contact are nationally recognised programs that are aligned to the Australian Qualifications Training Framework (AQTF). Both programs involve undertaking assessment activities to ensure that the underpinning knowledge and skills of all participants are well documented and provide sufficient evidence of current competency.

The Diplomas are administered by a nationally recognised Registered Training Organisation (RTO), Customer Contact Solutions (provider number 34702), which has scope of registration to provide these qualifications.

7. Do I need to undertake the assessment activities?

It is recognised that some individuals, with the support of their employing organisation, may not wish to complete the assessment activities that form an integral part of all Diploma subjects. Even though assessment is not compulsory for each subject, it is actively encouraged. A Diploma will only be awarded once all assessment requirements have been completed under the BSB07 Business Services Training Package requirements.