BSc (Hons) in Customer Contact Planning & Management

Do you want to build on the Advanced Diploma with this final year programme?

- Want a degree qualification that is becoming the new industry benchmark?
- Looking for strategic stretch and challenge for your career development?
- Open to learn about other business functions and expand your thinking?
- Want to blend the best of both academic and business worlds?
- Could you benefit from research experience and extended report writing skills?

**BSc programme**
common to all programmes

- **Introductory Workshop**
  - Introduction to upcoming modules
  - Discuss ideas for dissertations

- **Virtual Learning Environment**
  - Access online learning resources
  - Group webinars to share learning
  - Virtual discussion & networking
  - Guided research & mentoring

- **Varied & Stimulating Content**
  - 5 strategic business modules stretch & challenge
  - Dissertation & research methods
  - Events & Seminars

- **Industry focused assignments**
  - Analysis & evaluation
  - Regular business reports
  - Presentation at Forum Event
  - Work based research projects

**Assessing and Planning the Future**
Strategic analysis of organisation, strategy development and its application. Role of corporate and marketing strategy. Strategic perspectives and skills.

**Leadership & Building Teams**
People management structures and performance improvement programmes. Identify and analyse the skills base and the use of motivation.

**Financial Controls & Reporting**
Evaluate and appraise organisational performance, using financial information systems, taking account of policies and legal requirements. Understand planning, decision-making and control. Monitor and control resource usage.

**Managing in Practice**
Define your personal learning journey in a key development area (for you or your organisation). Create your learning goals & roadmap, implement this, with formal & informal interventions alongside reflection, practical application and critical review.

**Introduction to the Global Industry**
- Revenue potential in emerging & established markets
- Strategic identification & exploitation of opportunities
- Global market opportunities and growth sectors
- Effective sales strategies

**Research and Dissertation**
Develop understanding of research methods. Apply, synthesise & evaluate theories and frameworks. Identify research aims, develop a research proposal and write the dissertation.

“I never believed that you could offshore or outsource any part of a police centre. I can see ways of transitioning certain services to a different operating model and in turn use the savings to strengthen core services for citizens”

Tracey Howe
Resourcing Manager,
Thames Valley Police

“From experience, Resource Planning departments can all too easily become focussed only on numbers, processes and efficiency. Thinking about the use of emotional intelligence to understand quality inspired me to review my own interactions with internal customers. This is an area for further personal review, has already been added into my development plan, and will be reviewed in planned development sessions with my team”

Anthony Edmed
Capacity Planning Manager,
John Lewis

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