

OUTSOURCING  
 SKILLNET

CPD Diploma in Strategic Outsourcing  
Leading to a DIT Special Purpose Level 8 Award (25 Credits)

CPD Diploma in SME Business Development  
Leading to a DIT Special Purpose Level 8 Award (25 Credits)





### Introduction

The CCMA (Contact Centre Management Association) and Outsourcing Skillnet is delighted to be able to offer industry specific qualifications to member Companies, particularly those who are involved in supplying or managing

Outsourcing services/partners.

Our two new CPD Diploma Programmes - in Strategic Outsourcing and SME Business Development, have been designed in collaboration with Outsourcing industry professionals and subject matter experts in DIT College of Business, Aungier Street.

The innovative delivery style ensures that Members interested in completing the Diploma can sign up to individually accredited programmes – worth 5 ECTS delivered over two classroom days. Learners can achieve full CPD Diploma having successfully completed five modules - 25 ECTS – with the expectation that this can be achieved in a four month period prior to January 2012.

We are confident that these programmes will be extremely valuable for all our members, and will be offered in addition to our other accredited programmes.

### About the CCMA

The CCMA (Contact Centre Management Association) was founded in 1999 with the aim of developing professionalism in the contact centre industry in Ireland. CCMA is a not for profit organisation run by industry professionals. It aims to recognise and promote the contact centre management professional, provide continuing professional development to call centre management, provide a forum for knowledge sharing and promoting best practice within the industry, promote communication between call centres product and service vendors and end users, and provide members with access to both formal and informal education.

The Outsourcing Skillnet is the training network for those involved in the outsourcing sector in Ireland and is funded by the Training Networks Programme, of Skillnets Ltd., and from the Department and of Education and Skills.

### About Dublin Institute of Technology

Located in state-of-the-art facilities at Aungier Street, close to St Stephen's Green in the centre of Dublin, the College of Business at Dublin Institute of Technology is one of the largest Business Schools in Ireland. In addition to extensive undergraduate and postgraduate enrolments, the College of Business at DIT has established itself as a leading provider of executive education in Ireland.

This position has been achieved on the basis of delivering successful high impact programmes that consistently meet and surpass the education and training objectives of programme participants and their organisations.

### Enterprise Led Education

These two CPD Diploma's in Strategic Outsourcing and SME Business Development have been developed by subject matter experts within the sector. Both Diploma's consist of five modules with each module worth 5 ECTS delivered over two classroom days in DIT Aungier Street. Assessment for all modules will be based on practical application of theory into enterprising situations in the form of assignments which will be submitted subsequent to the course.

Both awards are worth 25 (ECTs).

### Assessment and Accreditation

Candidates who successfully complete all five modules will receive a CPD Diploma in Strategic Outsourcing or SME Business Development. Learners must select their programme choice at the outset, as assessments will be streamed based on the final expected award.

### To Register

Please complete the application form (indicating which programme you are applying for) and trainee profile sheet at the end of this brochure by the 7<sup>th</sup> October 2011 and return to the CCMA address below.

### Further Information

#### Outsourcing Skillnet

Address: Paramount Court, Corrig Road, Sandyford Industrial Estate, Dublin 18

Phone: +353 (0) 1 291 1960

Email: [outsourcing@ccma.ie](mailto:outsourcing@ccma.ie)

Website: [www.ccma.ie](http://www.ccma.ie)

**On behalf of the CCMA I would like to take this opportunity to wish you the best of luck in your studies.**

<b>Modules</b>	How to win Public Sector Tenders; the legal considerations	Managing Outsource Performance and Value Chain Analysis	Procurement, Tendering and Supplier Management
<b>Syllabus Summary</b> (This is a summary of the syllabus and not a full statement of content)	This module sets out the legal framework within which all public sector buyers must operate. It presents the implications of the law on the purchasing process and how sellers can successfully tender for public sector tenders calls through understanding best practice public sector purchasing.	In this module, the student will develop an understanding of the terms outsourcing, supply chain and value chain. They will examine techniques such as value stream mapping, process analysis and process mapping. In addition the student will examine efficiency and effectiveness measures, and their suitability in relation to the strategic requirements of the firm and its outsourcing initiative.	This module is designed to provide participants with a clear understanding of the principles of effective best practice procurement, market analysis, procurement process and strategies and the role of corporate and strategic procurement. It seeks to provide the students with the capability to plan implement and evaluate a sourcing and tendering process which is appropriate to the value /risk of the goods /services being procured.
<b>Modules</b>	Developing Effective Sales Processes	Legal, HR & IT Considerations when Outsourcing	Marketing & Social Media Communications
<b>Syllabus Summary</b> (This is a summary of the syllabus and not a full statement of content)	The aim of this module is to provide participants with concepts and theories relevant to the discipline of marketing and sales strategies. It will introduce and explore the concepts of customer value creation and delivery, customer satisfaction and customer relationship management in the context of the marketing function and the wider organisation, especially in relation to SME's.	This module provides the student with an overview of the relevant National, EU and International laws and an understanding of the legal requirements and issues which may occur when outsourcing. In addition the students will develop a critical understanding of the HR and IT issues which need to be addressed and managed when a company is outsourcing.	This module requires the student to critically analyse the implementation of a marketing plan. It presents the learner with the opportunity to examine best practice in marketing management. Students are required to examine, evaluate and present real-life, current marketing plans from a sector of interest to them. As the management of Social Media Communications becomes a necessary discipline for all organisations in this digital age. This module examines how companies should manage their identity within industry and the market place. Organisations that fail to adapt risk extinction.

<b>Modules</b>	<b>Dates</b>	<b>Compulsory Strategic Outsourcing</b>	<b>Compulsory SME Business Development</b>
How to win Public Sector Tenders; the legal considerations	1 <sup>st</sup> & 2 <sup>nd</sup> December 2011	Option	x
Managing Outsource Performance and Value Chain Analysis	3 <sup>rd</sup> & 4 <sup>th</sup> November 2011	x	Not available
Procurement, Tendering and Supplier Management	19 <sup>th</sup> & 20 <sup>th</sup> October 2011	x	X
Developing Effective Sales Processes	17 <sup>th</sup> & 18 <sup>th</sup> November 2011	Option	x
Legal, HR & IT Considerations when Outsourcing	8 <sup>th</sup> & 9 <sup>th</sup> December 2011	x	x
Marketing & Social Media Communications	12 <sup>th</sup> & 13 <sup>th</sup> January 2012	x	x

### Pricing Structure

Outsourcing Skillnet is delighted to offer funding towards these programmes as follows

- **Per Module Price - €350.00 (Funded for CCMA Members) - €445.00 (Price before Funding)**
- **For CPD Diploma in Strategic Outsourcing, or CPD Diploma in Business Development (i.e. all 5 modules) -- €1,500.00 (Funding for CCMA Members)**

# How To Register Your Interest

You are required to return the following:

- Completed Application Form
- Trainee Profile Sheet
- Payment in full

**By 5pm Friday 7<sup>th</sup> October 2011**

## **Outsourcing Skillnet**

Paramount Court,

Corrig Road,

Sandyford Industrial Estate,

Dublin 18

**PLEASE NOTE THAT INCOMPLETE APPLICATIONS MAY RESULT IN DELAYS IN PROCESSING YOUR APPLICATION**



## SECTION C – DISABILITY

If you have a disability or significant health problem, please give details below and attach medical documentation.

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## SECTION D – FURTHER EDUCATION & EMPLOYMENT HISTORY

Further Education: Please give details of highest qualifications obtained and attach copies of results.

Dates: From – to	School / College / Higher Education Institute	Qualification Obtained

Relevant Employment History:

Dates: From – to	Employer	Job Title

Please give details of any other relevant information / qualifications / work experience that may be relevant to your application.

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Declaration: I declare that the information given by me on this form is true and accurate, and if accepted, I agree to familiarise myself with, and be bounded by, the regulations of the Dublin Institute of Technology. Student regulations are available from the Registrations Office or <http://www.dit.ie/media/documents/campuslife/StuRegs.pdf>

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_

<sup>1</sup> Required for statistical returns by DIT to the Higher Education Authority

<sup>2</sup> Required by DIT, in addition to your student email address we may need to contact you by phone. [Click here](#) if you do not wish to receive free SMS text messages

**Office use only**

Enrolment authorised by:

Date:

## PARTICIPANT PROFILE SHEET

The purpose of this form is to gather profile information about participants on programmes funded by Skillnets Ltd from the National Training Fund through the Department of Education & Skills (DES). Only aggregated data for all participants will be reported to Skillnets Ltd. and DES. For unemployed participants, only aggregated data will be reported to the Department of Social Protection (DSP). Outsourcing Skillnet will comply with all applicable data protection legislation in respect of the information and personal data provided by you in this form. You have the right of access to the data by means of a written request and you can request Outsourcing Skillnet to correct any inaccuracies in the data.

Please complete the following profile sheet if you have not already done so on a previous outsourcing skillnet training event. Employed trainees should complete Section A and Section B. Unemployed trainees should complete Section A and Section C.

### SECTION A: TO BE COMPLETED BY ALL TRAINEES

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Age? \_\_\_\_\_ Gender? Male  Female  E-mail Address: \_\_\_\_\_

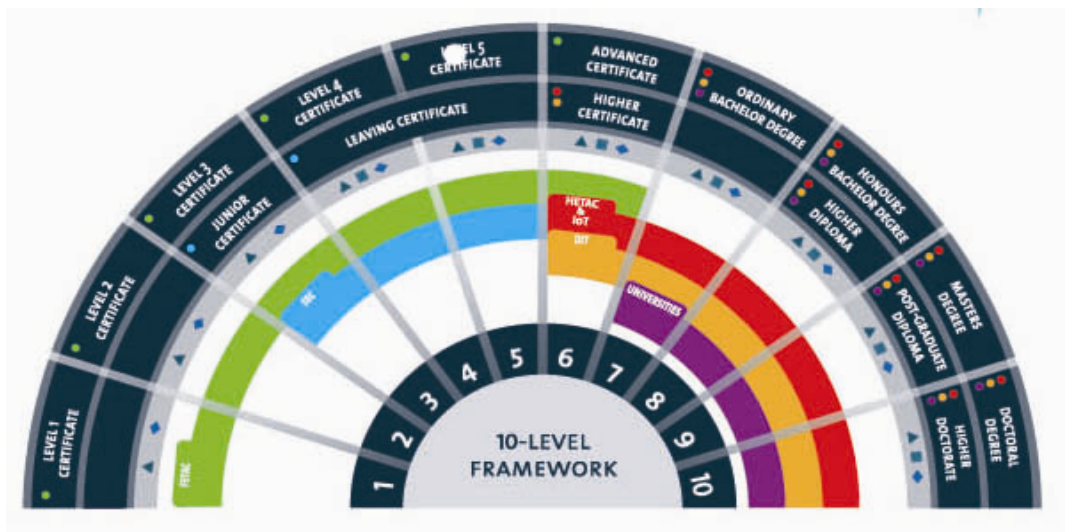
What is your current level of employment (please select one box only):

Full-time  Part-time  Short-time  Seasonally employed  Temporarily employed  Unemployed

What is your highest attainment level on the National Framework of Qualifications (NFQ)?

NFQ 1  NFQ 2  NFQ 3  NFQ 4  NFQ 5  NFQ 6  NFQ 7  NFQ 8  NFQ 9  NFQ 10

Other (please specify): \_\_\_\_\_



In what year did you receive your highest educational qualification? \_\_\_\_\_

Number of non-Skillnets courses attended in the last 3 years: 0  1-3  4-9  10+

Number of Skillnets courses attended in the last 3 years: 0  1-3  4-9  10+

### SECTION B: EMPLOYED TRAINEES (ONLY)

Please indicate if you have previously attended Skillnets training as an unemployed person: Yes  No

Company Name: \_\_\_\_\_ Tel No: \_\_\_\_\_

Job Title/Position in Company: \_\_\_\_\_

Work address of Employee: \_\_\_\_\_

Employees Supervisor/Manager Name: \_\_\_\_\_

Work address of Supervisor/Manager: \_\_\_\_\_

E-mail address of Supervisor/Manager: \_\_\_\_\_

What is your occupation category?

Owner Manager  Managerial / Supervisor  Professional  Semi Skilled

Technician / Technical  Skilled Manual  Non-Manual

Month and year you joined your current company: \_\_\_\_\_

### SECTION C: UNEMPLOYED TRAINEES (ONLY)

PPS Number: \_\_\_\_\_ Month & year joined Live Register (if applicable): \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Please indicate if you have previously attended Skillnets training as an employed person: **Yes**  **No**

Please select the category which best describes your previous employment status:

PAYE (Employee)  Self-employed  Graduate  School Leaver

Please identify your social welfare payment:

Job-seekers Allowance  Job-seekers Benefit  Other Payment  No payment

Previous sector of employment (*for PAYE and Self-Employed*)

Agriculture  Construction  Manufacturing  Retail  Services  Technology  Transportation

Wholesale  Other: (please specify) \_\_\_\_\_