Institute for Quality
Education, Training and Development

Empowerment through Education

NC: Generic Management (Customer Management)

Course Information

NATIONAL CERTIFICATE: GENERIC MANAGMENT (CUSTOMER MANAGEMENT)
SAQA ID : 59201LP60273
NQF LEVEL: 5
CREDITS 162

PURPOSE AND RATIONALE OF THE QUALIFICATION

A person acquiring this qualification will be able to manage first line managers in an organisational entity. First line managers may include team leaders, supervisors, junior managers, section heads and foremen. The focus of this qualification is to enable learners to develop competence in a range of knowledge, skills, attitudes and values including:

- Initiating, developing, implementing and evaluating operational strategies, projects and action plans, and where appropriate, recommending change within teams and/or the unit so as to improve the effectiveness of the unit.

- Monitoring and measuring performance and applying continuous or innovative improvement interventions in the unit in order to attain its desired outcomes, including customer satisfaction, and thereby contributing towards the achievement of the objectives and vision of the entity.

- Leading a team of first line managers, by capitalising on the talents of team members and promoting synergistic interaction between individuals and teams, to enhance individual, team and unit effectiveness in order to achieve the goals of the entity.

- Building relationships using communication processes both vertically and horizontally within the unit, with superiors and with stakeholders across the value chain to ensure the achievement of intended outcomes.

- Applying the principles of risk, financial and knowledge management and business ethics within internal and external regulatory frameworks in order to ensure the effectiveness and sustainability of the unit.

- Enhancing the development of teams and team members through facilitating the acquisition of skills, coaching, providing career direction, and capitalising on diversity in the unit.

  The skills, knowledge and understanding demonstrated within this qualification are essential for the creation of a talent pool of experienced and effective middle managers that represents the demographics of the South African society. This qualification will create a leadership cadre for the South African society throughout multiple industries and sectors both private and public.

COURSE EXPECTATION

This is a learnership, and therefore has a theory and workplace component.
- Learners are expected to complete the theory at the training provider.
- The workplace component must be complete at a recognised workplace.
- The activities at the workplace will be determined by the workplace tasks that need to be completed.

Training Provider	Workplace

SELECTION OF WORKPLACE

Learners are required to ensure that they have secured a workplace. Whilst IQ supports learners in this endeavour, it is the learners responsibility.

The workplace selected must be in line with the course undertaken.
Learners will be provided with a pack that includes:
- Letter of request for placement
- Placement guidelines for Employer organisations

YOUR COMPRISES OF THE FOLLOWING:

Complete Learner orientation on the programme expectations.

- Mentor guidelines for the workplace mentors.
- Work integrated guidelines for the workplace.
- Learner orientation guide.
- Process meetings map with employers and mentors.
- Training plan including the schedule of assessments
- Process map for the qualification.
- Learner guides, workbooks and log books
- E-learning lessons/ PC Tablet (with audio voice lessons)
- Training videos to support lessons showing practical applications

ASSESSMENT

Assessments are an important part of your learning as it serves as a measure to identify if you have achieved the competencies required in this course.

Various assessment methods are used during the course of your programme. All these are collated into a Portfolio of Evidence which is used for the final summative assessment. Each module of your study will have an assessment of some form. The workplace is assessed through a logbook. This comprises a list of tasks which needs to be completed and signed off by your workplace mentor.

DELIVERY MODALITY

The delivery modality is flexible and designed according to the needs of the client. The following are some of the options:

Option 1

- Lessons are presented on a PC Tablet. These are recorded. All the learner guides and workbooks are on the PC Tablet.

Option 2

- E-learning. Lessons are on the e-learning platform and learners progress through them.

Option 3

- Face to face tuition according to a training plan.

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PROGRAMME MODULE

	ID	UNIT STANDARD TITLE	NQF LEVEL	CREDITS
CORE	252044	Apply the principles of knowledge management	NQF Level 5	6
	252037	Build teams to achieve goals and objectives	NQF Level 5	6
	252020	Create and manage an environment that promotes innovation	NQF Level 5	6
	252032	Develop, implement and evaluate an operational plan	NQF Level 5	8
	252027	Devise and apply strategies to establish and maintain workplace relationships	NQF Level 5	6
	252021	Formulate recommendations for a change process	NQF Level 5	8
	252029	Lead people development and talent management	NQF Level 5	8
	252043	Manage a diverse work force to add value	NQF Level 5	6
	252034	Monitor and evaluate team members against performance standards	NQF Level 5	8
	252025	Monitor, assess and manage risk	NQF Level 5	8
	252035	Select and coach first line managers	NQF Level 5	8
FUNDAMENTAL	120300	Analyse leadership and related theories in a work context	NQF Level 5	8
	252026	Apply a systems approach to decision making	NQF Level 5	6
	252036	Apply mathematical analysis to economic and financial information.	NQF Level 5	6
	252042	Apply the principles of ethics to improve organisational culture	NQF Level 5	5
	252022	Develop, implement and evaluate a project plan	NQF Level 5	8
	252040	Manage the finances of a unit	NQF Level 5	8
	12433	Use communication techniques effectively	NQF Level 5	8

10047	Close a deal with a customer	NQF Level 5	5
10070	Develop and implement marketing plan in line with marketing strategy	NQF Level 5	20
10067	Develop customer needs and relationships	NQF Level 5	16
10066	Establish customer needs and relationships	NQF Level 5	16
10054	Identify and manage areas of customer service impact	NQF Level 5	6
10048	Identify brand mix elements	NQF Level 5	8
10045	Identify product features, advantages and benefits to the customer	NQF Level 5	10
10053	Manage customer requirements and needs and implement action plans	NQF Level 5	8
10052	Monitor handling of customers by frontline customer service	NQF Level 5	6
15214	Recognise areas in need of change, make recommendations and implement change in the team, department or division	NQF Level 5	3
15214	Develop and implement a strategy and action plans for a team ,department of division	NQF Level 5	4

ELECTIVE