



UNIVERSITY OF NAIROBI

COLLEGE OF BIOLOGICAL AND PHYSICAL SCIENCES

SCHOOL OF COMPUTING AND INFORMATICS

Certificate in

**INFORMATION TECHNOLOGY ENABLED SERVICES &
BUSINESS PROCESS OUTSOURCING**

(ITES-BPO)

“Making Kenya a top BPO destination in Africa”

In partnership with



Context

In the Vision 2030 master plan, Kenya seeks to become an industrialized middle income economy. This is to be attained through the economic pillar which aims to maintain a 10% economic growth rate per annum. One of the key priorities in the pillar is the **ITES/BPO industry**, in which the Government of Kenya is targeting to become a top BPO destination in Africa. ITES/BPO will become the sector of choice for employment for youth and young professionals. This certificate programme is designed to prepare the trainee with the knowledge, skills and attitudes required to be productively employed in the high potential BPO/ITES sector.

Goals and Objectives

The overall goal of this course is to produce highly trained, qualified and globally competitive certificate level human resource for absorption into the ITES-BPO sector. Specifically, the course will seek to:

- a. Equip the learners with knowledge and practical skills in language and communication, customer care and ICT which will enable them become efficient and effective in the ITES/BPO industry.
- b. Enable learners to cultivate the requisite attitudes and professional ethics in line with the demands of the ITES-BPO sector.

At the end of the course, students are expected to:

- a. Appreciate the role of ICTs in contemporary business contexts
- b. Apply basic ICT skills effectively in a work environment
- c. Communicate effectively using written and oral media
- d. Demonstrate knowledge and competence in call centre/contact centre operations
- e. Respond effectively to customer needs and concerns
- f. Appreciate cultural diversity and leverage it in the ITES-BPO industry

Minimum Admission Requirements

- a. KCSE mean grade of C- (C minus), and a minimum score of C+ in English and C- in Mathematics, or its equivalent *or*
- b. A Diploma from an institution recognized by the University of Nairobi Senate *or*
- c. A Higher National Diploma from an institution recognized by the University of Nairobi Senate *or*
- d. A Degree from an institution recognized by University of Nairobi Senate

Further to the above, applicants will be required to pass an aptitude test.

Course Content

The course will introduce students to the ITES/BPO Industry to create awareness of the career opportunities, employer expectations and entrepreneurship opportunities. In addition, the students will undertake two core modules: Technology module covering basics of computing, office productivity tools and –leveraging technology for business within the ITES/BPO sector; and a Language module which covers business communication, language and speaking skills and cross-cultural communication for the ITES/BPO environment. The program also includes a practicum session where students will have the benefit of experiencing a real-world ITES/BPO work environment. The course emphasizes competence in practical skills, ensuring that graduates are highly skilled and marketable within the local and international ITES/BPO market.

Career Opportunities

The ITES sector is projected to grow rapidly both locally as well as internationally. As such, this sector offers numerous, exciting career opportunities for properly skilled persons. A certificate in ITES/BPO will open career opportunities such as voice-based support executive, call centre operations and management, customer support executive, tele-sales and tele-marketing, data processing and transcription services. Job opportunities are available in diverse sectors such as direct ITES/BPO companies, financial services, telecommunication companies, human resource services and areas dealing with data processing and monitoring. Having obtained a certificate in ITES/BPO it will be possible to further one's skills by taking higher level training and certification, and progressing upwards within the ITES industry.