

**K to 12 BASIC EDUCATION CURRICULUM**  
**JUNIOR HIGH SCHOOL TECHNICAL LIVELIHOOD EDUCATION AND SENIOR HIGH SCHOOL - TECHNICAL-VOCATIONAL-LIVELIHOOD TRACK**  
**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

These are the list of specializations and their pre-requisites.

		<b>Specialization</b>	<b>Number of Hours</b>	<b>Pre-requisite</b>
1.	<b>AGRI-FISHERY ARTS</b>	Animal Production (NC II)	480 hours	
2.		Aquaculture (NC II)	320 hours	
3.		Artificial Insemination (Ruminants) (NC II)	160 hours	Animal Production
4.		Artificial Insemination (Swine) (NC II)	160 hours	Animal Production
5.		Crop Production (NC I)	320 hours	
6.		Fish Nursery Operation (NC II)	160 hours	
7.		Fish or Shrimp Grow Out Operation (Non NC)	160 hours	Aquaculture
8.		Fish Wharf Operation (NC I)	160 hours	Fish or Shrimp Grow Out Operation
9.		Food (Fish) Processing (NC II)	640 hours	
10.		Horticulture (NC II)	640 hours	
11.		Landscape Installation and Maintenance (NC II)	320 hours	Crop Production
12.		Organic Agriculture (NC II)	320 hours	Crop Production
13.		Pest Management (NC II)	320 hours	Crop Production
14.		Rice Machinery Operation (NC II)	320 hours	Crop Production
15.		Slaughtering Operation (NC II)	160 hours	Animal Production
1.	<b>HOME ECONOMICS</b>	Beauty/Nail Care (NC II)	160 hours	40 hours of the subject during exploratory Grade 7/8
2.		Attractions and Theme Parks (NC II)	160 hours	
3.		Bread and Pastry Production (NC II)	160 hours	
4.		Caregiving (NC II)	640 hours	40 hours of the subject during exploratory Grade 7/8
5.		Cookery (NC II)	320 hours	40 hours of the subject during exploratory Grade 7/8
6.		Dressmaking (NC II)	320 hours	
7.		Food and Beverage Services (NC II)	160 hours	
8.		Front Office Services (NC II)	160 hours	40 hours of the subject during exploratory Grade 7/8
9.		Hairdressing (NC II)	320 hours	
10.		Handicraft (Basketry, Macrame) (Non-NC)	160 hours	
11.		Handicraft (Fashion Accessories, Paper Craft) (Non-NC)	160 hours	
12.		Handicraft (Needlecraft) (Non-NC)	160 hours	
13.		Handicraft (Woodcraft, Leathercraft) (Non-NC)	160 hours	
14.		Household Services (NC II)	320 hours	40 hours of the subject during exploratory Grade 7/8
15.		Housekeeping (NC II)	160 hours	
16.		Tailoring (NC II)	320 hours	40 hours of the subject during exploratory Grade 7/8
17.		Tour Guiding Services (NC II)	160 hours	
18.		Tourism Promotion Services (NC II)	160 hours	
19.		Travel Services (NC II)	160 hours	
20.		Wellness Massage (NC II)	160 hours	

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

		<b>Specialization</b>	<b>Number of Hours</b>	<b>Pre-requisite</b>
1.	<b>ICT</b>	Computer Hardware Servicing (NC II)	320 hours	
2.		Animation (NC II)	320 hours	
3.		Computer Programming (NC IV)	320 hours	
4.		Contact Center Services (NC II)	320 hours	
5.		Illustration (NC II)	320 hours	
6.		Medical Transcription (NC II)	320 hours	
7.		Technical Drafting (NC II)	320 hours	
1.	<b>INDUSTRIAL ARTS</b>	Automotive Servicing (NC I)	640 hours	
2.		Carpentry (NC II)	640 hours	
3.		Consumer Electronics Servicing (NC II)	640 hours	
4.		Electrical Installation and Maintenance (NC II)	640 hours	
5.		Masonry (NC II)	320 hours	
6.		Plumbing (NC I)	320 hours	
7.		Plumbing (NC II)	320 hours	Plumbing (NC I)
8.		Refrigeration and Airconditioning Servicing (NC II)	640 hours	
9.		Shielded Metal Arc Welding (NC I)	320 hours	
10.		Shielded Metal Arc Welding (NC II)	320 hours	Shielded Metal Arc Welding (NC I)
11.		Tile Setting (NC II)	320 hours	

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**  
**Grade 7/8 (Exploratory)**

**Course Description:**

This is an exploratory and introductory course that leads to a **Contact Center Services**, National Certificate (NC II). It covers **five (5)** common competencies that a **Grade 7/8** Technology and Livelihood Education (TLE) student ought to possess, namely: 1) use of equipment, 2) performing computer operation, 3) applying quality standards, 4) interpreting technical drawing and plans, and 5) practicing Occupational Health and Safety (OHS) procedures.

The preliminaries of this exploratory course include the following: 1) discussion of the relevance of the course, 2) explanation of key concepts relative to the course, and 3) exploration of career opportunities.

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
<b>Introduction</b> <ol style="list-style-type: none"> <li>1. Relevance of the course</li> <li>2. Basic concepts in Contact Center Services</li> <li>3. Career opportunities</li> </ol>	The learners demonstrate an understanding of basic concepts and underlying theories in Contact Center Services	<p>The learners shall be able to</p> <p>independently demonstrate common competencies in Contact Center Services as prescribed by the TESDA Training Regulation</p>	<p><i>The learners...</i></p> <ol style="list-style-type: none"> <li>1. Discuss the relevance of the course</li> <li>2. Explain basic concepts in Contact Center Services</li> <li>3. Explore on opportunities for Contact Center Services as a career</li> </ol>	
<b>LESSON 1: PERSONAL ENTREPRENEURIAL COMPETENCIES (PECS)</b>				
<ol style="list-style-type: none"> <li>1. Assessment of Personal Entrepreneurial Competencies and Skills (PECs) vis-à-vis a practicing entrepreneur/employee               <ol style="list-style-type: none"> <li>1.1 Characteristics</li> <li>1.2 Attributes</li> <li>1.3 Lifestyle</li> <li>1.4 Skills</li> <li>1.5 Traits</li> </ol> </li> <li>2. Analysis of PECs in relation to a practitioner</li> </ol>	The learners demonstrate an understanding of one's PECs	The learners shall be able to recognize his/her PECs and prepares an activity plan that aligns with that of a practitioner/entrepreneur in Contact Center Services	<b>LO 1. Recognize PECs needed in Contact Center Services</b> <ol style="list-style-type: none"> <li>1.1 Assess one's PECs: characteristics, attributes, lifestyle, skills, traits</li> <li>1.2 Assess practitioner's: characteristics, attributes, lifestyle, skills, traits</li> <li>1.3 Compare one's PECs with that of a practitioner /entrepreneur</li> <li>1.4 Align one's PECs with that of a practitioner/entrepreneur</li> </ol>	<b>TLE_PECs8/7-00-1</b>

**K to 12 BASIC EDUCATION CURRICULUM**  
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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
<b>LESSON 2: ENVIRONMENT AND MARKET (EM)</b>				
1. Key concepts of Environment and Market 2. Products and services available in the market 3. Differentiation of products and services 4. Customers and their buying habits 5. Competition in the market 6. SWOT Analysis	The learners demonstrate an understanding of environment and market relating to a career choice in Contact Center Services	The learners shall be able to independently generate a business idea based on the analysis of environment and market in Contact Center Services	<b>LO 1. Generate a business idea that relates with a career choice in Contact Center</b> 1.1 Conduct SWOT analysis 1.2 Identify the different products/services available in the market 1.3 Compare different products/services in Contact Center business 1.4 Determine the profile potential customers 1.5 Determine the profile potential competitors 1.6 Generate potential business idea based on the SWOT analysis	<b>TLE_EM7/8-00-1</b>
<b>LESSON 3: USE OF TOOLS AND EQUIPMENT (UT)</b>				
1. Equipment in Contact Center Services	The learners demonstrate an understanding of equipment used in Contact Center Services	The learners shall be able to independently use equipment in Contact Center Services	<b>LO 1. Prepare equipment</b> 1.1 List equipment based on job requirement 1.2 Identify appropriate equipment 1.3 Classify equipment according to function and task requirement	<b>TLE_ICTCC7/8UT-0a-1</b>
2. Procedure in accomplishing forms: 2.1 Job order slips 2.2 Borrower's slip 3. Requisition procedures			<b>LO 2. Inspect equipment received</b> 2.1 Check the list of equipment to be requested per job requirement 2.2 Inspect the requested equipment 2.3 Assess the condition of all equipment for proper operation and safety	<b>TLE_ICTCC7/8UT-0b-2</b>

**K to 12 BASIC EDUCATION CURRICULUM**  
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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
<b>LESSON 4: MAINTAIN COMPUTER EQUIPMENT AND SYSTEMS (MT)</b>				
<ol style="list-style-type: none"> <li>1. Computer workstation and network</li> <li>2. Computer peripherals</li> <li>3. Telephone, dialer etc.</li> <li>4. Security measures</li> <li>5. Antivirus software/programs</li> <li>6. File Management</li> </ol>	The learners demonstrate an understanding of concepts and principles in maintaining computer equipment and systems	The learners shall be able to independently maintains computer equipment and systems as prescribed by the TESDA Training Regulations	<b>LO1. Maintain computer equipment and systems</b> <ol style="list-style-type: none"> <li>1.1 Ensure the security of data, including regular back-ups and virus checks in accordance with standard operating procedures</li> <li>1.2 Perform basic file maintenance procedure in line with the SOP</li> </ol>	<b>TLE_ICTCC7/8MT-0c-1</b>
<b>LESSON 5: PERFORM MENSURATION AND CALCULATION (MC)</b>				

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
1. Geographical variables Distance measurement and conversion 1.1 Time zones 1.2 Temperature 1.3 Weather and climate 2. Currency conversion 3. Storage media capacity	The learners demonstrate an understanding of concepts and principles in performing mensuration and calculation	The learners shall be able to independently perform mensuration and calculation as prescribed by the TESDA Training Regulations	<b>LO 1. Perform basic mensuration</b> 1.1 Identify geographical variables to be measured 1.2 Use basic mathematical processes for routine calculations 1.3 Employ different techniques in checking accuracy of the computation	<b>TLE_ICTCC7/8MC-0d-1</b>
<b>LESSON 6: PREPARE AND INTERPRET TECHNICAL DRAWING (TD)</b>				
1. Basic symbols 2. Basic Elements 2.1 Schematic diagram 2.2 Charts 2.3 Block diagrams 2.4 Layout plans 2.5 Loop diagram	The learners demonstrate an understanding of concepts and principles in preparing and interpreting technical drawings and work plans in Contact Center Services	The learners shall be able to independently prepare and interpret technical drawings and work plans accurately	<b>LO 1. Identify different kinds of technical drawings</b> 1. 1 Identify basic symbols used in technical drawing 1.2 Select technical drawing in accordance with the job requirement	<b>TLE_ICTCS7/8ID-0e-1</b>
3. Flowchart interpretation 3.1 Types of flowchart			<b>LO 2. Interpret technical drawing</b> 2.1 Identify the basic symbols used in flow charting 2.2 Interpret the symbols used in flow charting 2.3 Create a flow chart that depicts a simple scenario	<b>TLE_ICTCS7/8ID-0f-2</b>
<b>LESSON 7: PRACTICE OCCUPATIONAL HEALTH AND SAFETY PROCEDURE (OS)</b>				

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

<b>CONTENT</b>	<b>CONTENT STANDARD</b>	<b>PERFORMANCE STANDARD</b>	<b>LEARNING COMPETENCIES</b>	<b>CODE</b>
1. Hazards and risks control 1.1 safety regulations 1.2 indicators of hazard and risks 1.3 contingency measures	The learners demonstrate an understanding of concepts and principles of Occupational Health and Safety (OHS) Procedures in relation to hazards and risks in the workplace	The learners shall be able to consistently observe and practice OHS procedures in the workplace	<b>LO 1. Identify hazards and risks</b> 1.1 Explain hazards and risks in the workplace 1.2 Identify hazards and risks indicators in the workplace 1.3 Apply contingency measures in accordance with the OHS Procedures	<b>TLE_ICTCS7/8OS-0g-1</b>
2. Evaluation of hazards and risks 2.1 Effects of hazards and risks in the work place			<b>LO 2. Evaluate hazards and risks</b> 2.1 Determine the effects of hazards and risks 2.2 Classify the types of hazards and risks in the workplace	<b>TLE_ICTCS7/8OS-0h-2</b>
3. Hazards and risks control 3.1 Safety regulation			<b>LO 3. Control hazards and risks</b> 3.1 Follow OHS Procedures for controlling hazards and risks 3.2 Use personal protective equipment (PPE) 3.3 Follow and observe organizational protocol when providing emergency assistance	<b>TLE_ICTCS7/8OS-0i-3</b>
4. Maintenance of OHS Procedures awareness 4.1 Operational health and safety procedures, practices and regulations			<b>LO 4. Maintain occupational health and safety regulations</b> 4.1 Participate in related drills and training 4.2 Prepare OHS personal records in accordance with workplace requirements	<b>TLE_ICTCS7/8OS-0j-4</b>

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(160 hours)

**Course Description:**

This is a specialization course that leads to a **Contact Center Services** National Certificate Level II (NC II). It covers **two (2)** core competencies that a high school student ought to possess, namely: 1) performing basic computer operations and Internet navigation, and 2) demonstrating an understanding of local and international geography and cultures.

The preliminaries of this specialization course include the following: 1) discussion of the relevance of the course, 2) explanation of key concepts relative to the course, and 3) exploration of career opportunities.

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
<b>Introduction</b>  1. Relevance of the course 2. Concepts and core competencies in Contact Center Services 3. Career opportunities	The learners demonstrate an understanding of concepts, underlying theories, and core competencies in Contact Center Services	The learners shall be able to demonstrate competencies in Contact Center Services as prescribed by the TESDA Training Regulation	<i>The learners...</i> <b>1.</b> Discuss the relevance of the course <b>2.</b> Explain concepts, theories, and core competencies in Contact Center Services <b>3.</b> Explore on opportunities for Contact Center Services as a career	
<b>LESSON 1: PERSONAL ENTREPRENEURIAL COMPETENCIES (PECS)</b>				
1. Assessment of Personal Competencies and Skills (PECs) vis-à-vis a practicing entrepreneur/ employee in locality/town. 1.1 Characteristics 1.2 Attributes 1.3 Lifestyle 1.4 Skills 1.5 Traits 2. Analysis of PECs in relation to a practitioner 3. Align, strengthen, and develop ones PECs based on the results	The learners demonstrate an understanding of one's PECs in Contact Center Services	The learners shall be able to recognize his/her PECs and prepare an activity plan that aligns with that of a practitioner/entrepreneur in Contact Center Services	<b>LO 1. Recognize PECs needed in Contact Center Services</b> 1.1 Assess one's PECs: characteristics, attributes, lifestyle, skills, traits 1.2 Assess practitioner's: characteristics, attributes, lifestyle, skills, traits 1.3 Compare one's PECs with those of a practitioner /entrepreneur 1.4 Align one's PECs with those of a practitioner/entrepreneur	<b>TLE_PECs9-12-IO-1</b>

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
<b>LESSON 2: ENVIRONMENT AND MARKET (EM)</b>				
1. Market (Town) 2. Key concepts of Market 3. Players in the market (Competitors) 4. Products and services available in the market	The learners demonstrate an understanding of environment and market in Contact Center Services in one's locality/town.	The learners shall be able to create a business vicinity map reflective of a potential market in Contact Center Services a locality/town	<b>LO 1. Recognize and understand the market in Contact Center Services</b> 1.1 Identify the players/competitors within the town 1.2 Identify the different products/services available in the market	<b>TLE_EM9-12-IO-1</b>
5. Market (Customer) 6. Key concepts of identifying and understanding the consumer 7. Consumer Analysis through: 7.1 Observation 7.2 Interviews 7.3 FGD 7.4 Survey			<b>LO 2. Recognize the potential customer/market in Contact Center Services</b> 2.1 Identify the profile of potential customers 2.2 Identify the customer's needs and wants through consumer analysis 2.3 Conduct consumer/market analysis	<b>TLE_EM9-12-IO-2</b>
<b>LESSON 3: PERFORM BASIC COMPUTER OPERATIONS AND INTERNET NAVIGATION (CO)</b>				
1. Safety measures 2. Basic computer parts 3. Connection of PC hardware and peripheral devices 4. Keyboard layout and functions 5. Basic PC hardware and software operation and function 6. Computer start-up procedures 7. Operating system features 8. Online help functions	The learners demonstrate an understanding of concepts and principles of basic computer operations and internet navigation	The learners shall be able to demonstrate skills in basic computer operations and internet navigation	<b>LO 1. Apply computer basic operation procedures</b> 1.1 Observe OHS policies and procedures in computer operation and internet navigation in accordance with requirements 1.2 Check basic peripheral devices based on proper connection 1.3 Start computer according to logon procedures 1.4 Access operating system features and functions 1.5 Use available online help functions	<b>TLE_ICTCC9-12CO-1a-j-1</b>
9-12. Application programs			<b>LO 2. Install, configure, and</b>	<b>TLE_ICTCC9-12CO-</b>

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

<b>CONTENT</b>	<b>CONTENT STANDARD</b>	<b>PERFORMANCE STANDARD</b>	<b>LEARNING COMPETENCIES</b>	<b>CODE</b>
installation procedure 10. Installed programs configuration 11. Searched features of a program 12. Online help of a program			<b>work with application program</b> 2.1 Configure software settings according to the given task 2.2 Manipulate features of application programs 2.3 Select appropriate software in accordance with the given task 2.4 Open destination of file directory 2.5 Search files and documents using the online help of a program	<b>IIa-j-2</b>
13. Hard drive and file concepts 14. File saving and retrieving 15. Finding relevant information 16. Software features/utilities			<b>LO 3. Organize and manipulate files</b> 3.1 Identify files in a directory/folder according to types and usage 3.2 Save documents with file names according to the requirement 3.3 Manipulate files according to the set procedures 3.4 Restore deleted files using the standard utility 3.5 Locate files/information using the standard features/utility	<b>TLE_ICTCC9-12CO-IIIa-b-3</b>
17. Internet application program installation 18. Internet software 19-12. Terms and definitions 20. Search Engine 21. E-mail Sending and retrieving 22. Internet connection 23. Internet protocols and data types 24. Privacy and security measures related to online tasks			<b>LO 4. Work with Internet</b> 4.1 Identify Installed Internet application programs and state according to their purposes 4.2 Demonstrate Internet software on how it can be use offline 4.3 Define relevant terms and use correctly 4.4 Identify potential security risks 4.5 Search files and documents in related links using search	<b>TLE_ICTCC9-12CO-IIIC-g-4</b>

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
			<p>engines</p> <p>4.6 Follow procedures in configuring privacy and security measures to online task</p> <p>4.7 Manipulate e-mail messages based on requirements</p> <p>4.8 Retrieve files attached to incoming e-mails</p>	
<p>25. Safety measures</p> <p>26. Preventive measures for computer viruses</p> <p>27. Closing the files and programs</p> <p>28. Procedure in closing the computer</p>			<p><b>LO 5. Log off from a computer</b></p> <p>5.1 Observe OHS policies and procedures in turning off the computer in accordance with the SOP</p> <p>5.2 Update installed firewall protection and antivirus software</p> <p>5.3 Scan removable storage devices using antivirus software before opening any files/applications</p> <p>5.4 Save file based on proper procedures</p> <p>5.5 Close all application programs</p> <p>5.6 Shut down the computer based on proper procedures</p> <p>5.7 Shut down computer and peripheral devices</p>	<b>TLE_ICTCC9-12CO-IIIh-5</b>
<b>LESSON 4: UNDERSTANDING OF LOCAL AND INTERNATIONAL GEOGRAPHY AND CULTURES (GC)</b>				
<p>1. Introduction to local and international cultures</p> <p>2. Cultural variables</p> <p>2.1 Time zones</p>	The learners demonstrate an understanding of concepts and principles of local	The learners shall be able to demonstrate skills in and apply an understanding of	<p><b>LO 1. Apply knowledge of common cultural variables</b></p> <p>1.1 Identify cultural variables and values of target customers</p>	<b>TLE_ICTCC9-12GC-IVa-c-1</b>

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
2.2 Holidays 2.3 Cities, etc. 3. Cultural similarities and Differences	and international geography and cultures	local and international geography and cultures	1.2 Identify cultural similarities and differences that affect customer and business transactions	
4. Local and international language/accent 5. Accent improvement 6. Geographic variables 6.1 Regions 6.2 States and Capitals 6.3 Time Zones and Daylight-Saving Time (DST) 7. Basic geography 7.1 Recognize place names and common person names 7.2 Correct pronunciation of names 7.3 Map reading 7.4 State abbreviations			<b>LO 2. Apply knowledge of local and international geography</b> 2.1 Familiarize with the different accents and regional style 2.2 Identify geographic variables that affect customer and business transactions 2.3 Apply knowledge of local and international geography in day- to-day business transactions	<b>TLE_ICTCC9-12GC-IVd-j-2</b>

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(160 hours)

**Course Description:**

This is a specialization course that leads to a **Contact Center Services** National Certificate Level II (NC II). It covers **two (2)** core competencies that a **Grade** high school student ought to possess, namely: 1) communicating effectively using the English language and 2) delivering quality customer service.

The preliminaries of this specialization course include the following: 1) discussion of the relevance of the course, 2) explanation of key concepts relative to the course, and 3) exploration of career opportunities.

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
<b>Introduction</b>  1. Relevance of the course 2. Basic concepts and core competencies in Contact Center Services 3. Career opportunities	The learners demonstrate an understanding of basic concepts, theories, and core competencies in Contact Center Services	The learners shall be able to independently provide quality and marketable service in Contact Center Services as prescribed by the TESDA Training Regulations	<i>The learners...</i> 1. Discuss the relevance of the course 2. Explain basic concepts, theories, and core competencies in Contact Center Services 3. Explore opportunities for a career in Contact Center Service	
<b>LESSON 1: PERSONAL ENTREPRENEURIAL COMPETENCIES - PECs (PC)</b>				
1. Assessment of Personal Competencies and Skills (PECs) vis-à-vis a practicing entrepreneur/employee in a province 1.1 Characteristics 1.2 Attributes 1.3 Lifestyle 1.4 Skills 1.5 Traits 2. Analysis of PECs in relation to a	The learners demonstrate an understanding of one's PECs in Contact Center Services	The learners shall be able to create a plan of action that strengthens/ further develops one's PECs in Contact Center Services	<b>LO 1. Develop and strengthen PECs needed in Contact Center Services</b> 1.1 Identify areas for improvement, development, and growth 1.2 Align one's PECs according to his/her business/career choice 1.3 Create a plan of action that ensures success of his/her	<b>TLE_PECs10-I0-1</b>

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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
practitioner 3. Application of PECs to the chosen business/career			business/career choice	
<b>LESSON 2: ENVIRONMENT AND MARKET (EM)</b>				
1. Product Development 2. Key concepts of developing a product 3. Finding Value 4. Innovation 4.1 Unique Selling Proposition (USP)	The learners demonstrate an understanding of the environment and market of Contact Center Services in one's town/municipality	The learners shall be able to create a business vicinity map reflective of potential market in Contact Center Services in a town/municipality	<b>LO 1. Develop a product/service in Contact Center Services</b> 1.1 Identify what is of "Value" to the customer 1.2 Identify the customer to sell to 1.3 Explain what makes a product unique and competitive 1.4 Apply creativity and Innovative techniques to develop marketable product 1.5 Employ a Unique Selling Proposition (USP) to the product/service	<b>TLE_EM10-IO-1</b>
5. Selecting Business Idea 6. Key concepts of Selecting a Business Idea 6.1 Criteria 6.2 Techniques			<b>LO 2. Select a business idea based on the criteria and techniques set</b> 2.1 Enumerate various criteria and steps in selecting a business idea 2.2 Apply the criteria/steps in selecting a viable business idea 2.3 Determine a business idea based on the criteria/techniques set	<b>TLE_EM10-IO-2</b>
7. Branding			<b>LO 3. Develop a brand for the</b>	<b>TLE_EM10-IO-3</b>

**K to 12 BASIC EDUCATION CURRICULUM**  
**JUNIOR HIGH SCHOOL TECHNICAL LIVELIHOOD EDUCATION AND SENIOR HIGH SCHOOL - TECHNICAL-VOCATIONAL-LIVELIHOOD TRACK**  
**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
			<b>product</b>  3.1 Identify the benefits of having a good brand 3.2 Enumerate recognizable brands in the town/province 3.3 Enumerate the criteria for developing a brand 3.4 Generate a clear and appealing product brand	
<b>LESSON 3: COMMUNICATING EFFECTIVELY IN ENGLISH (CE)</b>				
1. Communication pathways 1.1 verbal 1.2 written 1.3 email and other electronic methods 1.4 supervisors, peers and subordinates 1.5 agent to customer 2. Elements of communication 2.1 message 2.2 sender 2.3 transmission medium 2.4 recipient 2.5 noise 2.6 context 3. Barriers 3.1 noise 3.2 time 3.3 message quality 3.4 ethnocentrism 3.5 conflict of ideas 3.6 prejudice	The learners demonstrate an understanding of concepts and principles in communicating effectively in English	The learners shall be able to demonstrate the proper skills of communicating effectively in the English language in accordance with company policies	<b>LO 1. Analyze communication process</b> 1.1 Identify communication pathway available in accordance with the contact center SOP 1.2 Identify elements of communication in each pathway 1.3 Take appropriate action according to established practices 1.4 Identify barriers to communication in a customer contact center 1.5 Take action in accordance with company policies	<b>TLE_ICTCC10CE-Ia-c-1</b>
4. Oral skills 4.1 phonemes 4.2 sentence construction 5. Grammar 5.1 subject-verb agreement			<b>LO 2. Communicate and listen effectively</b> 2.1 Identify the difference between verbal communication and other	<b>TLE_ICTCC10CE-Id-j-2</b>

**K to 12 BASIC EDUCATION CURRICULUM**  
**JUNIOR HIGH SCHOOL TECHNICAL LIVELIHOOD EDUCATION AND SENIOR HIGH SCHOOL - TECHNICAL-VOCATIONAL-LIVELIHOOD TRACK**  
**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
5.2 tense and aspect 5.3 preposition 5.4 modifiers 5.5 conditionals 6. Listening skills 7. Writing skills 7.1 spelling 7.2 organization 7.3 paragraphing 7.4 punctuation 7.5 transition markers 7.6 sentence construction 7.7 jargons			communication types as per company and customer requirements 2.2 Use English language deploying oral, written, listening, and grammar skills 2.3 Use active listening techniques to enhance the transmission of messages toward developing message reception 2.4 Translate verbal communication into written/electronic communication according to written standards	
8. Voice 8.1 rate 8.2 volume 8.3 pitch 8.4 tone 9. Accent 9.1 stress 9.2 intonation 9.3 blending 9.4 phrasing 10. Conversational Cues			<b>LO 3. Use paralinguistic communication cues</b> 3.1 Identify the importance of voice and accent in the contact center industry 3.2 Use correct vocal techniques to enhance message reception 3.3 Rephrase messages to suit conversational cues to convey ideas 3.4 Use paralinguistic cues appropriate to customers and workplace situations in accordance with the established procedures	<b>TLE_ICTCC9-12CE-IIa-j-3</b>
<b>LESSON 4: DELIVERING QUALITY CUSTOMER SERVICES (QS)</b>				
1. Types of industry 2. Business Process Outsourcing 3. Types of products and services 4. Call center agents	The learners demonstrate an understanding of concepts and principles in delivering	The learners shall be able to demonstrate appropriate	<b>LO 1. Demonstrate understanding of the BPO/Call Center industry</b> 1.1 Describe the BPO/ Call Center Industry	<b>TLE_ICTCC9-12QS-IIIa-c-1</b>

**K to 12 BASIC EDUCATION CURRICULUM**  
**JUNIOR HIGH SCHOOL TECHNICAL LIVELIHOOD EDUCATION AND SENIOR HIGH SCHOOL - TECHNICAL-VOCATIONAL-LIVELIHOOD TRACK**  
**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
performance matrix	quality customer services	approaches in delivering quality customer services in accordance with call-center industry policies	1.2 Describe the basic services related to customer service, sales, and technical support within BPO/ Call Center Industry 1.3 Explain the basic performance matrix of a call center agent	
5. Clients/customers' needs 5.1 counseling 5.2 directory 5.3 booking 5.4 technical support 5.5 academic instruction 5.6 travel advisories 5.7 sales 5.8 data gathering 6. Products and services 6.1 financial services 6.2 technical support 6.2 sales support 6.3 client-specific products 7. Interactive communication 7.1 Gathering information in a courteous, professional manner 7.2 Active listening 7.3 Probing skills 7.3.1 paraphrasing 7.3.2 summarizing 7.3.3 clarifying 7.4 Ensuring consistent quality service for all types of customers 7.5 Avoiding sensitive topics (e.g. politics, religion)			<b>LO 2. Transmit/receive calls to or from customers</b> 2.1 Identify types of calls in accordance with the client/customer's needs 2.2 Use interactive communication in accordance with customer-management relationship standards 2.3 Address customers' inquiries/concerns 2.4 Provide courtesy to the customer in accordance with customer relationship management 2.5 Establish rapport in accordance with customer/client relationship 2.6 Identify inquiries/concerns required for transfer/hold in accordance with the enterprise policy 2.7 Summarize the information and confirm that the objectives are met when ending calls 2.8 Observe proper telephone	<b>TLE_ICTCC9-12QS-IIId-j-2</b>

**K to 12 BASIC EDUCATION CURRICULUM**  
**JUNIOR HIGH SCHOOL TECHNICAL LIVELIHOOD EDUCATION AND SENIOR HIGH SCHOOL - TECHNICAL-VOCATIONAL-LIVELIHOOD TRACK**  
**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
8. Hold process 8.1 why hold is necessary 8.2 permission before placing customers on hold 8.3 hold time estimates 8.3 returning to the call if hold is longer than estimated time 8.4 acknowledging the customer for holding upon returning to the call 9. Phone etiquette 9.1 Creating a good first impression 9.2 Following the standard hold procedure 9.3 Transferring a call 9.4 Taking notes during the call 9.5 Making a last impression			etiquette in closing the conversation 2.9 Protect customer information	
10. Protocols for handling difficult or irate customers 11. Process of handling customer inquiries 12. Empathy 12.1 Acknowledging peoples' feelings 12.2 Understanding the customer/clients' situation 12.3 Acknowledging the situation and providing appropriate response 13. Language for dealing with customer complaints 14. Process of handing off customers to supervisors			<b>LO 3. Handle customers' complaints</b> 3.1 Respond to complaints promptly with empathy 3.2 Address customers' complaints with clear, direct, accurate, and timely response 3.3 Establish details of complaints and use basic remedies in accordance with enterprise policy 3.4 Implement appropriate referral or hands-off procedures as required 3.5 Refer complicated concerns to higher authority	<b>TLE_ICTCC9-12QS-IVa-f-3</b>

**K to 12 BASIC EDUCATION CURRICULUM**  
**JUNIOR HIGH SCHOOL TECHNICAL LIVELIHOOD EDUCATION AND SENIOR HIGH SCHOOL - TECHNICAL-VOCATIONAL-LIVELIHOOD TRACK**  
**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
15. Problem solving skills 16. Active listening or questioning skills 17. Instruction techniques 18. Documentation procedures 19. Influencing/ Persuasion techniques			<b>LO 4. Provide after-sales support and document events</b> 4.1 Ensure customer satisfaction by making a return call 4.2 Discuss action/s necessary to resolve complaint/s and confirm with the customer 4.3 Record agreements reached with the customer and implement within agreed time frame 4.4 Initiate follow-up action/s to ensure that agreements with customers are implemented 4.5 Document actions and resolutions agreed upon with the customer in accordance with company procedures	<b>TLE_ICTCC9-12QS-IVg-j-4</b>

**K to 12 BASIC EDUCATION CURRICULUM**  
**JUNIOR HIGH SCHOOL TECHNICAL LIVELIHOOD EDUCATION AND SENIOR HIGH SCHOOL - TECHNICAL-VOCATIONAL-LIVELIHOOD TRACK**  
**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

**GLOSSARY**

**K to 12 BASIC EDUCATION CURRICULUM**  
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**INFORMATION AND COMMUNICATIONS TECHNOLOGY – CONTACT CENTER SERVICES**

**Code Book Legend**

**Sample: TLE\_ICTCC9-12QS-IVg-j-4**

LEGEND		SAMPLE		DOMAIN/ COMPONENT	CODE
First Entry	Learning Area and Strand/ Subject or Specialization	Technology and Livelihood Education_ Information and Communications Technology Contact Center Services	TLE_ ICT CC 9-12	Personal Entrepreneurial Competencies	PECS
	Grade Level	Grade 9/10/11/12		Environment and Market	EM
Uppercase Letter/s	Domain/Content/ Component/ Topic	Delivering Quality Customer Services		Use of Hand Tools and Equipment	UT
				Maintain Computer Equipment and Systems	MT
				Perform Mensuration and Calculation	MC
			QS	Prepare and Interpret Technical Drawing	ID
				Practice Occupational Health and Safety Procedures	OS
			-		
Roman Numeral <i>*Zero if no specific quarter</i>	Quarter	Fourth Quarter	IV	Perform Basic Computer Operations and Internet Navigation	CO
Lowercase Letter/s <i>*Put a hyphen (-) in between letters to indicate more than a specific week</i>	Week	Week Seven to Ten	g-j	Understanding of Local and International Geography and Cultures	GC
			-	Communicating Effectively in English	CE
Arabic Number	Competency	Provide after-sales support and document events	4	Delivering Quality Costumer Services	QS

Technology-Livelihood Education and Technical-Vocational Track specializations may be taken between Grades 9 to 12.

Schools may offer specializations from the four strands as long as the minimum number of hours for each specialization is met.

Please refer to the sample Curriculum Map on the next page for the number of semesters per ICT specialization and those that have pre-requisites. Curriculum Maps may be modified according to specializations offered by a school.

## SAMPLE ICT CURRICULUM MAP

No.	Grade 7/8	Grade 9	Grade 10	Grade 11	Grade 12
1	<b>EXPLORATORY</b>	Computer Hardware Servicing (NC II)	4 sems		
2		Illustration (NC II)	4 sems		
3		Technical Drafting (NC II)	4 sems		
4		Contact Center Services (NC II)	4 sems		
5				Animation (NC II)	4 sems
6				Medical Transcription (NC II)	4 sems
7				Computer Programming (NC IV)	4 sems