



# Model Curriculum

**QP Name: Marketing Manager (E-commerce)**

**QP Code: RAS/Q0606**

**QP Version: 1.0**

**NSQF Level: 5.5**

**Model Curriculum Version: 1.0**

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## Training Parameters

<b>Sector</b>	Retail
<b>Sub-Sector</b>	Marketing
<b>Occupation</b>	Sales & Marketing
<b>Country</b>	India
<b>NSQF Level</b>	5.5
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/ 1221.9900
<b>Minimum Educational Qualification and Experience</b>	<ul style="list-style-type: none"> <li>Completed 3rd year of UG.</li> <li>Completed 2nd year diploma after 12th with 1-year relevant experience in digital marketing/ e-commerce marketing.</li> <li>Completed 3-year diploma (after 10th) with 2 years of relevant experience in digital marketing/ e-commerce marketing.</li> <li>12th Grade pass with 3 years of experience in digital marketing/ e-commerce marketing.</li> <li>Previous relevant Qualification of NSQF Level 5 with 1.5-year experience in digital marketing/ e-commerce marketing.</li> <li>Previous relevant Qualification of NSQF Level 4.5 with 3 years' experience digital marketing/ e-commerce marketing.</li> </ul>
<b>Pre-Requisite License or Training</b>	<ul style="list-style-type: none"> <li>Proficiency in working with MS-Office applications, and usage of internet applications.</li> <li>Recommended to have knowledge or orientation of web designing and web designing tools (software or hardware) and their applications though not mandatory.</li> </ul>
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	01/11/2023
<b>Next Review Date</b>	01/11/2026
<b>NSQC Approval Date</b>	01/11/2023
<b>QP Version</b>	1.0
<b>Model Curriculum Creation Date</b>	16/10/2023
<b>Model Curriculum Valid Up to Date</b>	01/11/2026
<b>Model Curriculum Version</b>	1.0

<b>Minimum Duration of the Course</b>	630 Hours
<b>Maximum Duration of the Course</b>	630 Hours

# Program Overview

This section summarizes the end objectives of the program along with its duration.

## Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Develop an e-commerce strategy.
- Design an e-commerce website.
- Plan, Prepare and review digital marketing strategies.
- Prepare a digital marketing plan.
- Monitor and review performance of digital marketing plan.
- Develop social media policy and guidelines.
- Develop a social media marketing strategy for marketing and advertising campaigns.
- Develop and review online customer service standards.
- Demonstrate leadership skills.
- Employability Skills.

## Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration (Theory + Practical)
<b>RAS/N0613: Develop an e-business blueprint v1.0 NSQF Level – 5.5</b>	<b>45:00</b>	<b>60:00</b>	<b>15:00</b>		<b>120:00</b>
Planning an e-commerce strategy and website.	45:00	60:00	15:00		120:00
<b>RAS/N0614: Design a web store for e-commerce v1.0 NSQF Level – 5.5</b>	<b>45:00</b>	<b>60:00</b>	<b>15:00</b>		<b>120:00</b>
Designing an e-commerce strategy and website	45:00	60:00	15:00		120:00
<b>RAS/N0615: Prepare, monitor, and review a digital marketing plan v1.0 NSQF Level – 5.5</b>	<b>34:00</b>	<b>48:00</b>	<b>08:00</b>		<b>90:00</b>
Ethics and legalities of digital marketing	08:00	-	-		08:00
Principles of marketing plan	06:00	16:00	-		22:00
Developing an effective digital marketing plan	10:00	20:00	04:00		34:00
Digital marketing metrics and analytics	10:00	12:00	04:00		26:00
<b>RAS/N0616: Develop a social media marketing blueprint. V1.0 NSQF Level – 5.5</b>	<b>34:00</b>	<b>48:00</b>	<b>08:00</b>		<b>90:00</b>
Social media marketing for a business	06:00		-		06:00
Selecting social media tools and platforms for a business	06:00	18:00	02:00		26:00
Developing social media policy and guidelines	06:00	10:00	02:00		18:00
Principles of social media advertising and promotion.	04:00		-		04:00
Develop a social media strategy for marketing and advertising campaigns	06:00	10:00	02:00		18:00
Monitoring and Evaluation of Social Media Use	06:00	10:00	02:00		18:00
<b>RAS/N0617: Develop standards for delivering online service to customers. v1.0 NSQF Level – 5.5</b>	<b>22:00</b>	<b>30:00</b>	<b>08:00</b>		<b>60:00</b>
Developing Online Customer Service Standards for	10:00	15:00	04:00		29:00

Organisation					
Review online customer service standard.	12:00	15:00	04:00		31:00
<b>RAS/N0142: Provide leadership to the team. v3.0</b> <b>NSQF Level: 5</b>	<b>24:00</b>	<b>30:00</b>	<b>06:00</b>		<b>60:00</b>
Provide leadership to the team	24:00	30:00	06:00		60:00
<b>DGT/VSQ/N0103: Employability skills. v1.0</b> <b>NSQF Level: 5</b>	<b>36:00</b>	<b>54:00</b>			<b>90:00</b>
Introduction to Employability Skills	1:00	2:00			3:00
Constitutional values - Citizenship	0:30	1:00			1:30
Becoming a Professional in the 21st Century	2:00	3:00			5:00
Basic English Skills	4:00	6:00			10:00
Career Development & Goal Setting	1:30	2:30			4:00
Communication Skills	4:00	6			10:00
Diversity and Inclusion	1:00	1:30			2:30
Financial and Legal Literacy	4:00	6:00			10:00
Essential Digital Skills	8:00	12:00			20:00
Entrepreneurship	3:00	4:00			7:00
Customer Service	4:00	5:00			9:00
Getting ready for apprenticeship & Jobs	3:00	5:00			8:00
<b>Total Duration</b>	<b>240:00</b>	<b>330:00</b>	<b>60:00</b>	-	<b>630:00</b>

## Module Details

### Module 1: Planning an e-commerce strategy and website.

*Mapped to RAS/N0613*

#### Terminal Outcomes:

- Explain the business ecosystem within e-commerce environment.
- Explain the features, benefits, and limitations of technologies of e-commerce.
- Explain the business implications of e-commerce solutions.
- Evaluate and propose an e-commerce solution for a business activity.

<b>Duration:</b> 45:00 Hours <b>Theory – Key Learning Outcomes</b>	<b>Duration:</b> 60:00 Hours <b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe e-commerce activities used by businesses.</li> <li>• Explain differences between e-commerce and traditional retail.</li> <li>• Describe the impact of e-commerce on society.</li> <li>• Analyse impacts of introducing e-commerce to a business</li> <li>• Explain the advantages and disadvantages of e-commerce to customers.</li> <li>• Describe customer experience of e-commerce technologies.</li> <li>• Explain features of an e-commerce website required by businesses.</li> <li>• Describe solutions available to develop e-commerce websites.</li> <li>• Explain technical considerations and for e-commerce website development.</li> <li>• Discuss the contingency and risk mitigation strategies that need to be adopted into e-commerce strategy.</li> <li>• Describe features of technology that support secure management of data.</li> <li>• Describe the current legislation and legal requirements related to online purchasing and e-commerce.</li> <li>• Explain the financial implications to a business of implementing e-commerce systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify organisational e-commerce objectives based on the business case/ case study and document an e-commerce strategy that details the strategy for: <ul style="list-style-type: none"> <li>○ integration with existing systems and processes</li> <li>○ content for the website</li> <li>○ inventory and logistics</li> <li>○ security &amp; payment facilities</li> <li>○ data collection and analytics</li> </ul> </li> <li>• Prepare an action plan to implement the e-commerce strategy with: <ul style="list-style-type: none"> <li>○ key activities &amp; responsibilities</li> <li>○ timeframes, risk management and contingency planning</li> <li>○ performance indicators and evaluation criteria</li> </ul> </li> </ul>
<b>Classroom Aids:</b> Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b> Business Case document indicating the needs for the business to be transformed or elevated through e-commerce channel, Computer – Laptop/ Desktop with MS Office and internet facility; access to e-commerce and social media sites for research and study.	



## Module 2: Designing an E-commerce Strategy and Website.

*Mapped to RAS/N0414*

### Terminal Outcomes:

- Explain the principles of a web-based user experience.
- Explain how website elements affect user behaviour.
- Analyse user requirements.
- Propose an e-commerce web site design.
- Evaluate the contribution of a website's information architecture to the user experience.

Duration: 45:00 Hours		Duration: 60:00 Hours	
Theory – Key Learning Outcomes		Practical – Key Learning Outcomes	
<ul style="list-style-type: none"><li>• Describe the key elements of e-commerce design.</li><li>• Discuss the elements of industry best practice in e-commerce design.</li><li>• Describe the types of testing and its role in e-commerce design.</li><li>• List the common site development terminology related to e-commerce site design and usability.</li><li>• Explain the interface specifications for e-commerce and their role in improved site usability.</li><li>• Explain the factors of customer buying preferences and their impact on site design.</li><li>• Describe the design features that aid in achieving usability and functionality across devices.</li><li>• Discuss the factors impacting ease of operation of a site.</li><li>• Explain the significance of relationships between content and site design.</li><li>• Explain the importance and application of</li></ul>		<ul style="list-style-type: none"><li>• Prepare a report recommending e-commerce technologies and solutions that meet organisational objectives with:<ul style="list-style-type: none"><li>○ site map, site architecture</li><li>○ wire frame</li><li>○ navigation, filtering &amp; search functionality</li><li>○ shopping cart and payment gateways</li><li>○ optimisation across multiple devices and integration with existing systems and platforms</li><li>○ content requirements &amp; branding requirements</li><li>○ communication and contact information.</li><li>○ compliance with legal requirements</li><li>○ security requirements including platform capacity.</li><li>○ cost</li></ul></li><li>• Use evaluation criteria to review the performance of an e-commerce strategy and make recommendations for future improvements.</li></ul>	
Classroom Aids:			
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck			
Tools, Equipment and Other Requirements			
A business case study that includes - Sample of organisational policies and procedures related to site design; sample organisational content style guide, sample site performance data; access to number of e-commerce sites for testing and review, Computer – Laptop/ Desktop with MS Office and internet facility.			

## Module 3: Ethics and Legalities of Digital Marketing

*Mapped to RAS/N0615*

### Terminal Outcomes:

- Explain the implications of ethics to digital marketing.
- Explain the effect of legal and regulatory requirements on digital marketing.

<i>Duration: 08:00 Hours</i>	<i>Duration: NA</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain the fundamental principles of ethical behaviour.</li> <li>• Review the ethics of own behaviour.</li> <li>• Explain current and emerging concerns and expectations that are relevant to digital marketing.</li> <li>• Evaluate the ethics of digital marketing campaigns.</li> <li>• Explain the impact of regulatory requirements on digital marketing.</li> <li>• Explain impact of legal issues on digital marketing.</li> <li>• Explain methods to ensure digital marketing activities are compliant with legal and regulatory requirements.</li> <li>• Explain the consequences of illegal practices in digital marketing.</li> </ul>	
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Not Applicable	

## Module 4: Principles of Marketing Plan

### Mapped to RAS/N0615

#### Terminal outcomes

- Explain the tenets of a digital marketing plan.
- Explain how to ensure consistency in content.
- Determine the digital marketing requirement.

<i>Duration: 06:00 Hours</i>	<i>Duration: 16:00 Hours</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain how organisations develop marketing strategies.</li> <li>• Explain the key factors which influence marketing decision making.</li> <li>• Explain methods to assess the risk of competitors to organisational achievement.</li> <li>• Explain the impact of industry dynamics on an organisation.</li> <li>• Discuss the methods to evaluate the risks to implementation of a marketing plan.</li> <li>• Explain how to set key performance indicators (KPIs)</li> <li>• Explain how marketing plans are monitored and evaluated.</li> <li>• List monitoring arrangements that can identify variances from targets and expectations.</li> <li>• Explain the importance of maintaining the consistency in the content.</li> <li>• Explain how branding aids in maintaining consistency of content.</li> <li>• Explain the brand characteristics of an organisation.</li> <li>• Explain the purpose of branding guidelines in digital marketing.</li> <li>• Explain how to incorporate brand identity into a digital marketing campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare a digital marketing requirement for a marketing campaign based on the business activity in the case study.</li> </ul>
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Business Case document indicating the nature of business and the need for digital marketing, Computer – Laptop/Desktop with MS Office and internet facility; access to e-commerce sites for research and study.	

## Module 5: Developing Effective Digital Marketing Plan

### Mapped to RAS/N0615

#### Terminal outcomes

- Explain the importance and contribution market segmentation to marketing planning.
- Explain how to develop a promotional mix for effective marketing.
- Create an effective marketing plan.

Duration: 10:00 Hours	Duration: 20:00 Hours
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain the importance of defining target markets to the development and achievement of the marketing strategy.</li> <li>• Explain how target markets are established for marketing activities.</li> <li>• Describe how digital marketing techniques appeal to different market segments.</li> <li>• Explain how digital marketing contributes to market segmentation.</li> <li>• Evaluate data to inform market segmentation.</li> <li>• Compare traditional and non-traditional digital marketing types and channels.</li> <li>• Explain the effect of a marketing mix on a promotional mix.</li> <li>• Evaluate the suitability of digital marketing techniques to meet marketing objectives.</li> <li>• Evaluate a multi-channel approach to digital marketing.</li> <li>• Explain how emerging approaches to digital marketing can contribute to a marketing mix.</li> <li>• Explain how different digital marketing techniques combine to make a marketing campaign.</li> <li>• Analyse the implications of the overall purpose of marketing to the selection of marketing techniques and platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a marketing plan for a promotional campaign that aligns with a marketing strategy detailing:               <ul style="list-style-type: none"> <li>○ digital marketing channels</li> <li>○ market place</li> <li>○ priorities</li> <li>○ key activities</li> <li>○ responsibilities</li> <li>○ performance indicators</li> <li>○ tracking</li> <li>○ timelines</li> <li>○ budgets</li> <li>○ value to the customers</li> </ul> </li> </ul>
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Business case with a marketing strategy and broad organisational business objectives, its brand value and customer retention strategies. List of KPIs used to evaluate a performance of marketing strategies, Computer – Laptop/ Desktop with MS Office and internet facility, access to e-commerce websites and social media sites.	

## Module 6: Digital Marketing Metrics and Analytics

### Mapped to RAS/N0615

#### Terminal Outcomes:

- Explain the role of sales funnel in digital marketing.
- Explain how metrics of digital marketing are generated.
- Explain how a digital marketing department employs metrics and analytics to refine campaigns.
- Evaluate a digital marketing campaign by employing metrics and analytics.

Duration: 10:00 Hours	Duration: 12:00 Hours
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain the paths to conversion through stages of the sales funnel.</li> <li>• Identify the industry benchmarks for conversion rates for different stages in the sales funnel.</li> <li>• Evaluate the effects of a range of factors on sales funnel conversion rates.</li> <li>• Explain the data required to evaluate success key performance indicators (KPIs)</li> <li>• Explain the importance of statistically significant data.</li> <li>• Explain the tools used for generating tracking data.</li> <li>• Describe how tracking data is viewed.</li> <li>• Explain how to customise analytics reporting technology for digital marketing campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate the performance of a digital marketing activity across a sales or promotional campaign by:               <ul style="list-style-type: none"> <li>○ Adding tracking tools to a campaign</li> <li>○ Analysing digital marketing campaign data</li> <li>○ Evaluating the methods for testing digital marketing campaigns</li> <li>○ Determining effectiveness of activities</li> <li>○ Recommending methods for optimising digital marketing campaigns.</li> </ul> </li> </ul>
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Business case with details of marketing/ sales promotional campaign, List of KPIs used to evaluate a performance, current information on digital marketing types and channels, digital marketing monitoring tools, Computer – Laptop/ Desktop with MS Office and internet facility.	

## Module 7: Social Media Marketing for a Business

*Mapped to RAS/N0616*

### Terminal outcomes

- Explain how social media fits into the objectives and marketing of a business.
- Identify the factors that impact social media plans for business.
- Explain the importance of portraying the brand value to the audience.

**Duration:** 06:00 Hours

**Duration:** NA

#### Theory – Key Learning Outcomes

#### Practical – Key Learning Outcomes

- Describe the characteristics of a retail business and its type, vision, aims, objectives, and goals.
- Identify the brand and values of a business and how these are portrayed to the audience of a business.
- Discuss the role of social media in generating sales, marketing and promotions including branding.
- List the Key features and benefits including limitations of different social media platforms.
- Describe the marketing tools available to a business.
- Explain the consequences of using social media on the budget of different sizes and types of business.
- Explain the benefits and consequences of encouraging amplification.
- Explain the benefits and consequences of encouraging engagement.
- Explain the factors to consider while establishing social media requirements for a business.
- Explain how social media could fit into the marketing plan of a business.

#### Classroom Aids:

Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck

#### Tools, Equipment and Other Requirements

Not Applicable

## Module 8: Selecting social media tools and platforms for a business.

*Mapped to RAS/N0616*

### Terminal Outcomes:

- Explain how to select social media tools and Platform for a business.
- Recommend a social media platform for a business organisation.

Duration: 06:00 Hours		Duration: 18:00 Hours	
Theory – Key Learning Outcomes		Practical – Key Learning Outcomes	
<ul style="list-style-type: none"><li>• Describe the different tools and platforms that can be used for social media.</li><li>• Describe the features and benefits of the different tools and platforms that can be used for social media.</li><li>• Identify the potential type of audience for each different tool and platform that can be used for social media.</li><li>• Explain the factors to consider when selecting different tools and platforms for social media.</li><li>• Evaluate different tools and platforms for social media for business use.</li></ul>		<ul style="list-style-type: none"><li>• Research and compare at least three different social media tools and platforms for organisational use and select platforms that best meet organisational social media requirements.</li><li>• For each platform identify:<ul style="list-style-type: none"><li>○ key features</li><li>○ benefits</li><li>○ limitations</li><li>○ functionality</li><li>○ target audience and key users</li><li>○ terms of use</li></ul></li></ul>	
Classroom Aids:			
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck			
Tools, Equipment and Other Requirements			
Case study indicating the need to launching social media marketing. Information technology hardware and software; online information systems; social media platforms ; social media usage and activity reports, Computer – Laptop/Desktop with MS Office and internet facility.			

## Module 9: Developing social media policy and guidelines.

*Mapped to RAS/N0616*

### Terminal Outcomes:

- Explain how social media policy and guidelines can impact a business.
- Develop organisational policies and procedures for social media.

Duration: 06:00 Hours	Duration: 10:00 Hours
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain the legal and ethical responsibilities involved in social media.</li> <li>• Describe the components of a business's social media policy and guidelines.</li> <li>• Explain the importance of having a social media policy and guidelines.</li> <li>• Explain the importance of having a reputation management policy.</li> <li>• Describe the benefits of managing perception changes in a business's reputation.</li> <li>• Describe how to manage perception changes in a business's reputation.</li> <li>• Complaint handling and crisis management</li> <li>• List the terms of use for social media users along with privacy and security measures.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare a document for organisational policies and procedures for social media use for marketing by detailing the below:               <ul style="list-style-type: none"> <li>• appropriate use of social media</li> <li>• appropriate content use and posting</li> <li>• complaints handling and crisis management.</li> <li>• meeting legal and ethical responsibilities</li> <li>• privacy and security</li> </ul> </li> </ul>
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Information technology hardware and software; online information systems; social media platforms ; social media usage and activity reports, Computer – Laptop/ Desktop with MS Office and internet facility.	



## Module 10: Principles of social media advertising and promotion.

*Mapped to RAS/N0616*

### Terminal Outcomes:

- Explain the use of promotional campaigns on social networking sites
- Explain the current national and international legal and organisational guidelines for a social networking advertising/promotional campaign.

<b>Duration:</b> 04:00 Hours	<b>Duration:</b> NA
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Define promotional campaigns on social networking sites.</li> <li>• Compare different types of promotional campaigns on social networking sites.</li> <li>• Explain why to use promotional campaigns on social networking sites.</li> <li>• Explain the limitations imposed by social networking sites on promotional campaigns.</li> <li>• Explain how to comply with restrictions on promotional campaigns on social networking sites.</li> <li>• Explain the factors which could cause negative publicity when running a promotional campaign.</li> <li>• Explain the current national and international legal and organisational guidelines relating to the use of social networking site adverts.</li> <li>• Explain the importance of following current national and international legal and organisational guidelines for a social networking advertising/promotional campaign.</li> </ul>	
<b>Classroom Aids:</b> Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck, demonstration kit of a CRM tool	
<b>Tools, Equipment and Other Requirements</b> Not Applicable	

## Module 11: Develop a Social Media Strategy for Marketing and Advertising Campaigns.

*Mapped to RAS/N0616*

### Terminal outcomes

- Explain the use digital vouchers for marketing purposes.
- Prepare an implementation plan to execute advertising and marketing campaigns on social networking site.
- Perform monitoring and review performance of social media marketing and advertising campaign performance.
- Identify and recommend improvements to the campaign.

Duration: 06:00 Hours	Duration: 10:00 Hours
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Define the term digital vouchers.</li> <li>• Explain the potential uses of digital vouchers.</li> <li>• Discuss the current disadvantages of digital vouchers.</li> <li>• Explain how to overcome the barriers of using digital vouchers for acquisition and retention of customers.</li> <li>• Explain methods of managing a digital voucher system</li> <li>• Explain how to measure the effectiveness of a digital voucher campaign.</li> <li>• Explain the factors to consider when creating social networking site adverts.</li> <li>• Explain the importance of identifying the required outcomes from the social networking advertising campaigns.</li> <li>• Explain the advantages of creating more than one advertising campaign running in parallel on the same social networking site.</li> <li>• Explain why a social networking advertising campaign might fail.</li> <li>• Explain methods of monitoring social networking site advertising campaigns.</li> <li>• Identify changes that might be required for a social networking advertising campaign based on monitoring results.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare a SMART three-month plan of digital voucher campaign for a business including:               <ul style="list-style-type: none"> <li>○ calendar of activities</li> <li>○ resourcing requirements</li> <li>○ content strategy</li> <li>○ engagement strategy</li> <li>○ activity and engagement tracking</li> <li>○ key performance indicators and evaluation criteria</li> </ul> </li> <li>• Prepare a document to justify the use of social networking site advertising campaigns.</li> </ul>
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Information technology hardware and software; online information systems; social media platforms; social media usage and activity reports, Computer – Laptop/ Desktop with MS Office and internet facility.	

## Module 12: Monitoring and Evaluation of Social Media Use

*Mapped to RAS/N0616*

### Terminal outcomes

- Explain the methods of monitoring how a business is using social media.
- Explain how to measure the success of using social media tools and platforms.
- Perform monitoring and review social media data to review social media performance.
- Identify improvements to a business's use of social media.

<b>Duration:</b> 06:00 Hours	<b>Duration:</b> 10:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the importance of benchmarking industry best practices in using social media.</li> <li>• Explain how to monitor the use of social media.</li> <li>• Explain the importance of measuring the outcomes of using different social media tools and platforms.</li> <li>• Explain why SMARTER (Specific, measurable, attainable, relevant, timely, evaluate, re-evaluate) targets should be set for different social media tools and platforms.</li> <li>• Describe the methods a business can use to measure and identify success of different social media tools and platforms.</li> <li>• Describe what success could look like when using different social media tools and platforms for different types and sizes of business.</li> </ul>	<ul style="list-style-type: none"> <li>• Review social media data and performance of a marketing and advertising campaign and make recommendations for future improvements.</li> </ul>
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Information technology hardware and software; online information systems; social media platforms; social media usage and activity reports, Computer – Laptop/ Desktop with MS Office and internet facility.	

## Module 13: Developing Online Customer Service Standards for Organisation

*Mapped to RAS/N0617*

### Terminal Outcomes:

- Explain the relation between online customer service standards and retention of customers.
- Explain how to achieve organisations positive customer relations.
- Explain the strategies for implementation of online customer service standards.
- Develop online customer service standards for an organisation.

<b>Duration: 10:00 Hours</b> <b>Theory – Key Learning Outcomes</b>	<b>Duration: 15:00 Hours</b> <b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Illustrate the stages of a customer journey in an e-commerce/ online service environment.</li> <li>• Identify the customer service touchpoints during journey in an e-commerce/ online service environment of the customer.</li> <li>• Discuss the significance of customer service touch points.</li> <li>• Discuss the key legal and ethical considerations related to customer service standards.</li> <li>• Explain the principles of customer service and their application in an online environment.</li> <li>• Explain the significance of industry standards and best practices of online customer service standards.</li> <li>• Explain the characteristics of tools used throughout the customer journey to obtain customer data.</li> <li>• Analyse customer data for characteristics and behaviour</li> <li>• Explain how data sources are integrated to form a customer profile.</li> <li>• Classify different types of customer profiles and suitable online service standards.</li> <li>• Explain how data is used to develop online customer service standards.</li> <li>• Explain how data is used to prioritise customer retention strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Research and prepare a document on industry best practice for online customer service standards.</li> <li>• Use research findings to develop online customer service standards for any organisation, detailing:               <ul style="list-style-type: none"> <li>○ online customer service procedures</li> <li>○ complaints resolution procedures</li> <li>○ customer service touchpoints</li> <li>○ performance metrics</li> </ul> </li> </ul>
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Information technology hardware and software; online information systems; access to e-commerce platforms; sample customer satisfaction survey reports, online customer service feedback reports, Computer – Laptop/ Desktop with MS Office and internet facility;	

## Module 14: Review online customer service standard.

*Mapped to RAS/N0617*

### Terminal outcomes

- Explain evaluation process for online customer service standards.
- Review and evaluate online customer service of an organisation.

<b>Duration: 12:00 Hours</b>	<b>Duration: 15:00 Hours</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the elements of performance indicators used to evaluate online customer service standards.</li> <li>• Explain how organisations engage with customers with different customer profiles.</li> <li>• Discuss the methods of communication for good customer relations.</li> <li>• Explain the significance of complaints policy and procedures.</li> <li>• Review an organisation's crisis management procedures.</li> <li>• Explain how CRM tools contribute to effective customer relations.</li> <li>• Explain the role of community in customer relations.</li> <li>• Explain how feedback is used for positive customer relations.</li> </ul>	<ul style="list-style-type: none"> <li>• Review online customer service standards based on the case study -               <ul style="list-style-type: none"> <li>○ Prepare a report after evaluating the performance of online customer service standard.</li> <li>○ prepare a document to recommend modifications in customer service standards based on findings.</li> </ul> </li> </ul>
<b>Classroom Aids:</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Information technology hardware and software; online information systems; e-commerce platforms; sample customer satisfaction survey reports, online customer service feedback reports, Computer – Laptop/ Desktop with MS Office and internet facility; case study with outcomes and indications of performance of online customer service standard.	

## Module 15: Provide leadership to the team.

### Mapped to RAS/N0142

#### Terminal Outcomes:

- Demonstrate leadership skills.

<i>Duration: 24:00</i>	<i>Duration: 30:00</i>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the role of leadership in guiding and managing teams within the retail sector.</li> <li>• Describe the characteristics of various leadership styles and their applicability in the ever-changing world of retail business.</li> <li>• State the impact of leadership styles on team performance and innovation.</li> <li>• List the ways to motivate staff and encourage the team members.</li> <li>• Explain the importance of coaching and providing constructive feedback to the team members.</li> <li>• Discuss the characteristics of various coaching styles.</li> <li>• Describe the significance of teamwork including its impact on productivity and customer engagement.</li> <li>• Discuss the importance of developing SMART team objectives.</li> <li>• State the importance of recognizing and encouraging creativity in the team.</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze real-world case studies of successful managers and identify their leadership strategies.</li> <li>• Evaluate which leadership style is most suitable for specific scenarios and team dynamics.</li> <li>• Develop SMART (Specific, Measurable, Achievable, Relevant, Time-bound) team objectives for the team to achieve.</li> <li>• Create a comprehensive plan, allocating roles and responsibilities to team members.</li> <li>• Develop the ability to choose and apply the most effective leadership style based on the needs and challenges of the business.</li> <li>• Roleplay situations to demonstrate different coaching styles.</li> </ul>
<b>Classroom Aids</b>	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
<b>Tools, Equipment and Other Requirements</b>	
Case studies and illustrations to show leadership concepts in e-commerce, E-commerce and marketing simulation software, Roleplay situations to demonstrate coaching styles	

## Module 16: Employability Skills

*Mapped to: DGT/VSQ/N0103*

### Key Learning Outcomes:

#### Introduction to Employability Skills      Duration: 3 Hours

After completing this programme, participants will be able to:

1. Outline the importance of Employability Skills for the current job market and future of work
2. List different learning and employability related GOI and private portals and their usage
3. Research and prepare a note on different industries, trends, required skills and the available opportunities

#### Constitutional values – Citizenship      Duration: 1.5 Hours

4. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
5. Demonstrate how to practice different environmentally sustainable practices.

#### Becoming a Professional in the 21st Century      Duration: 5 Hours

6. Discuss relevant 21st century skills required for employment
7. Highlight the importance of practicing 21st century skills like Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
8. Create a pathway for adopting a continuous learning mindset for personal and professional development

#### Basic English Skills      Duration: 10 Hours

9. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone.
10. Read and understand text written in basic English.
11. Write a short note/paragraph / letter/e -mail using correct basic English.

#### Career Development & Goal Setting      Duration: 4 Hours

12. Create a career development plan.
13. Identify well-defined short- and long-term goals.

#### Communication Skills      Duration: 10 Hours

14. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
15. Write a brief note/paragraph on a familiar topic.
16. Explain the importance of communication etiquette including active listening for effective communication
17. Role play a situation on how to work collaboratively with others in a team.

#### Diversity and Inclusion      Duration: 2.5 Hours

18. Demonstrate how to behave, communicate, and conduct appropriately with all genders and PwD
19. Discuss the significance of escalating sexual harassment issues as per POSH act

#### **Financial and Legal Literacy**

**Duration: 10 Hours**

20. Discuss various financial institutions, products, and services.
21. Demonstrate how to conduct offline and online financial transactions, safely and securely and check passbook/statement.
22. Explain the common components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions
23. Calculate income and expenditure for budgeting.
24. Discuss the legal rights, laws, and aids.

#### **Essential Digital Skills**

**Duration: 20 Hours**

25. Describe the role of digital technology in day-to-day life and the workplace.
26. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
27. Demonstrate how to connect devices securely to internet using different means.
28. Follow the dos and don'ts of cyber security to protect against cybercrimes.
29. Discuss the significance of displaying responsible online behaviour while using various social media platforms
30. Create an e-mail id and follow e-mail etiquette to exchange e-mails.
31. Show how to create documents, spreadsheets and presentations using appropriate applications.
32. Utilize virtual collaboration tools to work effectively.

#### **Entrepreneurship**

**Duration: 7 Hours**

33. Explain the types of entrepreneurships and enterprises.
34. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
35. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
36. Create a sample business plan, for the selected business opportunity.

#### **Customer Service**

**Duration: 9 Hours**

37. Classify different types of customers.
38. Demonstrate how to identify customer needs and respond to them in a professional manner.
39. Discuss various tools used to collect customer feedback.
40. Discuss the significance of maintaining hygiene and dressing appropriately.

#### **Getting ready for apprenticeship & Jobs**

**Duration: 8 Hours**

41. Draft a professional Curriculum Vitae (CV)
42. Use various offline and online job search sources to find and apply for jobs
43. Discuss the significance of maintaining hygiene and dressing appropriately for an interview
44. Role play a mock interview.
45. List the steps for searching and registering for apprenticeship opportunities.



LIST OF TOOLS & EQUIPMENT FOR EMPLOYABILITY SKILLS		
S No.	Name of the Equipment	Quantity
1.	Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed) (all software should either be latest version or one/two version below)	As required
2.	UPS	As required
3.	Scanner cum Printer	As required
4.	Computer Tables	As required
5.	Computer Chairs	As required
6.	LCD Projector	As required
7.	White Board 1200mm x 900mm	As required
<i>Note: Above Tools &amp; Equipment not required, if Computer LAB is available in the institute.</i>		

## Module 17: On-the-Job Training

*Mapped to Marketing Manager (E-Commerce) RAS/Q0606*

<b>Mandatory Duration: 60:00 hrs.</b>	<b>Recommended Duration: NA</b>
<b>Location: Workplace/ On Site</b>	
<b>Terminal Outcomes</b> <ul style="list-style-type: none"> <li>Identify organisational e-commerce objectives based on the business case/ case study and document an e-commerce strategy that details the strategy for: <ul style="list-style-type: none"> <li>integration with existing systems and processes</li> <li>content for the website</li> <li>inventory and logistics</li> <li>security &amp; payment facilities</li> <li>data collection and analytics</li> </ul> </li> <li>Prepare an action plan to implement the e-commerce strategy with: <ul style="list-style-type: none"> <li>key activities &amp; responsibilities</li> <li>timeframes, risk management and contingency planning</li> <li>performance indicators and evaluation criteria</li> </ul> </li> <li>Prepare a report recommending e-commerce technologies and solutions that meet organisational objectives with: <ul style="list-style-type: none"> <li>site map, site architecture</li> <li>wire frame</li> <li>navigation, filtering &amp; search functionality</li> <li>shopping cart and payment gateways</li> <li>optimisation across multiple devices and integration with existing systems and platforms</li> <li>content requirements &amp; branding requirements</li> <li>communication and contact information.</li> <li>compliance with legal requirements</li> <li>security requirements including platform capacity.</li> <li>cost</li> </ul> </li> <li>Use evaluation criteria to review the performance of an e-commerce strategy and make recommendations for future improvements.</li> <li>Prepare a digital marketing requirement for a marketing campaign based on the business activity in the case study.</li> <li>Create a marketing plan for a promotional campaign that aligns with a marketing strategy detailing: <ul style="list-style-type: none"> <li>digital marketing channels</li> <li>priorities</li> <li>key activities</li> <li>responsibilities</li> <li>performance indicators</li> <li>tracking</li> <li>timelines</li> <li>budgets</li> </ul> </li> <li>value to the customers</li> <li>Evaluate the performance of a digital marketing activity across a sales or promotional campaign by: <ul style="list-style-type: none"> <li>Adding tracking tools to a campaign</li> <li>Analysing digital marketing campaign data</li> <li>Evaluating the methods for testing digital marketing campaigns</li> <li>Determining effectiveness of activities</li> </ul> </li> </ul>	

- Recommending methods for optimising digital marketing campaigns. Research and compare at least three different social media tools and platforms for organisational use and select platforms that best meet organisational social media requirements.
- For each platform identify:
  - key features
  - benefits
  - limitations
  - functionality
  - target audience and key users
- terms of use Prepare a document for organisational policies and procedures for social media use for marketing by detailing the below:
- appropriate use of social media
- appropriate content use and posting
- complaints handling and crisis management.
- meeting legal and ethical responsibilities
- privacy and security Prepare a SMART three-month plan of digital voucher campaign for a business including:
  - calendar of activities
  - resourcing requirements
  - content strategy
  - engagement strategy
  - activity and engagement tracking
  - key performance indicators and evaluation criteria
- Prepare a document to justify the use of social networking site advertising campaigns.
- Review social media data and performance of a marketing and advertising campaign and make recommendations for future improvements.
- Research and prepare a document on industry best practice for online customer service standards.
- Use research findings to develop online customer service standards for any organisation, detailing:
  - online customer service procedures
  - complaints resolution procedures
  - customer service touchpoints
  - performance metrics
- Review online customer service standards based on the case study -
  - Prepare a report after evaluating the performance of online customer service standard.
  - prepare a document to recommend modifications in customer service standards based on findings.
- Provide Leadership to the Team
  - Analyze real-world case studies of successful marketing managers in e-commerce and identify their leadership strategies.
  - Evaluate which leadership style is most suitable for specific e-commerce marketing scenarios and team dynamics.
  - Develop SMART (Specific, Measurable, Achievable, Relevant, Time-bound) team objectives for e-commerce marketing.
  - Create a comprehensive e-commerce marketing plan, allocating roles and responsibilities to team members.
  - Develop the ability to choose and apply the most effective leadership style based on the needs and challenges of e-commerce marketing.
  - Demonstrate different coaching styles.

- Develop and implement an e-commerce marketing strategy by collaborating with diverse team members.

# Annexure

## Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Business management, Sales & Marketing, E-commerce/ E-business	5	E-commerce solution design, digital & social media marketing including development or implementation of customer service policies with minimum 3 years of supervisory experience	1	E-business, Digital & Social Media Marketing including customer retention and customer service	
	OR					
	Business management, Sales & Marketing, E-commerce/ E-business	-	-	5	E-business, Digital & Social Media Marketing including customer retention and customer service	
OR						
Postgraduate/ PG Diploma (2 Years)	Business management, Sales & Marketing, E-commerce/ E-business	3	E-commerce solution design, digital & social media marketing including development or implementation of customer service policies with minimum 2 years of supervisory experience	1	E-business, Digital & Social Media Marketing including customer retention and customer service	
	OR					
	Business management, Sales & Marketing, E-commerce/ E-business	-	-	5	Business management, Sales & Marketing, E-commerce/ E-business	
OR						

Diploma	Any Discipline	7	E-commerce solution design, digital & social media marketing including development or implementation of customer service policies with minimum 3 years of supervisory experience	1	E-business, Digital & Social Media Marketing including customer retention and customer service	
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Trainer Certification	
Domain Certification	Platform Certification
Marketing Manager (E-Commerce) QP (RAS/Q0606) Minimum pass percentage: 80%	Recommended that the Trainer is certified for the JOB Role "Trainer (VET and Skills)", mapped to the Qualification Pack: "MEP/2601, V2.0" with minimum score of 80%

## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Business management, Sales & Marketing, E-commerce/ E-business	5	E-commerce solution design, digital & social media marketing including development or implementation of customer service policies with minimum 3 years of supervisory experience	1	E-business, Digital & Social Media Marketing including customer retention and customer service	
OR						
Postgraduate/ PG Diploma (2 Years)	Business management, Sales & Marketing, E-commerce/ E-business	3	E-commerce solution design, digital & social media marketing including development or implementation of customer service policies with minimum 2 years of supervisory	1	E-business, Digital & Social Media Marketing including customer retention and customer service	
OR						
Diploma	Any Discipline	7	E-commerce solution design, digital & social media marketing including development or implementation of customer service policies with minimum 3 years of supervisory experience	1	E-business, Digital & Social Media Marketing including customer retention and customer service	

Assessor Certification	
Domain Certification	Platform Certification
Marketing Manager (E-Commerce) QP (RAS/Q0606) Minimum pass percentage: 80%	Recommended that the Assessor is certified for the Job Role; Assessor (VET and SKILLS)", mapped to the Qualification Pack "MEP/Q2701, V2.0" with minimum score of 80%

## Trainer Requirement for Employability Skills

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate/CITS	Any discipline			2	Teaching experience	Prospective ES trainer should: <ul style="list-style-type: none"> <li>• have good communication skills</li> <li>• be well versed in English.</li> <li>• have digital skills.</li> <li>• have attention to detail.</li> <li>• be adaptable</li> <li>• have willingness to learn</li> </ul>
Current ITI trainers	Employability Skills Training (3 days full-time course done between 2019-2022)					
Certified current EEE trainers (155 hours)	from Management SSC (MEPSC)					
Certified Trainer	Qualification Pack: Trainer (MEP/Q0102)					

Domain Certification	Platform Certification
Certified in 90-hour Employability NOS (2022), with a minimum score of <b>80%</b> <b>OR</b> Certified in 120-hour Employability NOS(2022), with a minimum score of <b>80%</b>	NA



## Master Trainers Requirements for Employability Skills

Master Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate/CITS	Any discipline			3	Employability Skills curriculum training experience with an interest to train as well as orient other peer trainers	Prospective ES Master trainer should: <ul style="list-style-type: none"><li>• have good communication skills.</li><li>• be well versed in English.</li><li>• have basic digital skills.</li><li>• pay attention to detail.</li><li>• be adaptable.</li><li>• have willingness to learn.</li><li>• be able to grasp concepts fast and is creative with teaching practices and likes sharing the learnings with others.</li></ul>
Certified Master Trainer	Qualification Pack: Master Trainer (MEP/Q2602			3	EEE training of Management SSC (MEPSC) (155 hours)	

Master Trainer Certification	
Domain Certification	Platform Certification
Certified in 90-hour Employability NOS (2022), with a minimum score of <b>90%</b> .  <b>OR</b>  Certified in 120-hour Employability NOS (2022), with a minimum score of <b>90%</b>	NA

## Assessment Strategy

### 1. Assessment System Overview:

- Batches are assigned to the NCVET recognized RASCI empaneled Assessment Agencies (AA) for conducting all Government funded NSQF assessment on SIP and or email 7 days to 15 days in advance or based on the availability of the complete information received from the training entities on completion dates and receipt of assessment fee for assessment of the training batches.
- Assessment Agencies (AA) send the assessment confirmation to VTP/TC looping RASCI within 24 hours of receipt of information on assessment assignment from RASCI.
- Assessment agency reviews the assessment centre/ Training Centre (TC)/ VTP centre before the commencement of assessments against the prescribed infrastructure and equipment.
- Assessment agency deploys the certified Assessor for executing the assessment. A qualified proctor is recommended to accompany the certified assessor.
- The assessment will be conducted online on digital devices such as computers, Tabs, Laptops, Smart Phones either through web browser or apps having the ability to auto proctor and remote physical proctor the assessments.
- The candidate/ learner must possess the OJT completion certificate (**If OJT is mandatory for the qualification**) duly signed and stamped by the authorised signatory on the letter head of the employer where the OJT was imparted. The candidates/ learners without the OJT completion certificate must not be allowed to undertake the assessments (**If OJT is mandatory for the qualification**).
- Theory Assessment (Online):** Theory assessments will be Multiple Choice Questions (MCQ) based.
- Practical:** This test will be administered by and under the supervision of a certified assessor. The candidates/ learner will be assessed based on their performance against the rubrics/ observation checklist. The practical assessment will consist of case study or scenario-based Viva Voce, Role Play, or Demonstration. The learner will be graded/ marked on a digital assessment platform. Based on the grade/ marks provided by the assessor, the digital assessment platform automatically determines the results. The entire intervention must be video recorded as evidence and made available to the AB as and when demanded. The AA is required to store comprehensive auditable trails as per the SOP of the AB.
- A certified assessor is mandatory** for this qualification as the practical assessments are conducted through case study / scenario-based Viva Voce/ Role Play/ Demonstration on digital platform with comprehensive auditable trails under the supervision of qualified/ certified assessor. The results are auto determined by the digital assessment platform based on the grading provided by the certified assessor.
- Assessment Agency must ensure the Assessor and Proctor arrives 1 hour before the commencement of assessments.
- Assessment agency confirms the commencement and conduct of assessments to the training entity and RASCI provided the Assessment centre/ TC/ VTP Centre for assessment complies to the infrastructure and equipment prescribed by RASCI for conduct of assessments.
- The assessment agency monitors and records the proceedings of the assessment on the ground and will share the access of live feeding/ audit trails of the proceedings from its digital assessment platform.
- RASCI audits the assessment process & records.
- For Remote Online Assessments:** AA must follow and implement all the guidelines of RASCI for conducting remote online assessments.

### 2. Testing Environment:

- AA/ Assessor/ Proctor to note the Assessment location, date and time.

- If the batch size is more than 30, then there should be 2 Assessors/ proctors deployed by the AA.
- The assessor and proctors must conduct the orientation session to the candidates on the assessment protocols and processes as prescribed by RASCI.
- Check and confirm that the allotted time to the candidates to complete Theory & Practical Assessment is correct as per the assessment blueprint.
- Assessment centre/ TC/ VTP centre must verify the identity of the Assessor/ Proctor in alignment with the SOP for assessments released by RASCI.
- The Assessor/ Proctor of the AA must verify the identity and the training attendance of the candidate as per the scheme and or RASCI assessment SOP.
- Only those candidates complying with the requisite training attendance prescribed by the scheme guidelines and or RASCI guidelines must be allowed to proceed and undertake the assessments.
- AA will be held responsible for any deviation on the above and will be levied penalties including revoking of Assessment Agency status of RASCI as per NCVET guidelines and RASCI assessment guidelines.
- The Assessment Centre/ VTP/TC including the Assessment Agency, Assessor and or Proctor will adhere to all the guidelines under the SOP for assessments of RASCI.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

### 3. Assessment Quality Assurance levels/Framework:

- Question bank is created by the Subject Matter Experts (SME) from the Assessment Agency and are verified by the other SME and approved by RASCI.
- Questions are mapped to the specified assessment criteria/ assessment blueprint approved by RASCI for the qualification.
- Assessor must be ToA certified/ Proctor must be certified as per the guidelines of RASCI.
- Trainer must be ToT Certified by RASCI on this qualification and must possess a valid ToT certificate during the conduct of training of the batch being assessed.
- Assessor/ Proctor must verify the validity of the ToT certificate of the trainer.
- The assessment must **NOT** be allowed to continue if the ToT certificate of the trainer was or is not valid during the duration/ tenure of training of the batch being assessed.
- Ensure all assessment data and evidence is collected and stored as per the requirements.
- AA/ Assessor/ Proctor must report any noncompliance/ malpractices to RASCI immediately.
- The Assessment Centre/ VTP/TC including the Assessment Agency, Assessor and or Proctor will adhere to all the guidelines under the SOP for assessments of RASCI.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

### 4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- The attendance sheet signed by the candidates with the declaration certifying the validity of the candidate by the VTP/ TC Official/ Assessment Centre official with stamp/ seal and signature of the authorised signatory of VTP/TC/ Assessment Centre.

- Assessment attendance sheets co-certified by Assessor/ Proctor
- Training attendance records of the candidate, AEBAS attendance records wherever applicable.
- Feedback forms prescribed by RASCI on the assessment process from the assessed candidates.
- Group Photograph of the trainees, assessor and training centre officials with geotagging and time stamp.
- The soft copy of the answer sheets and or hard copies including marking sheet signed by the Assessor/ Proctor approved by authorised official of Assessment Agency with signature and stamp.
- Video recording and still photographs (minimum 5) of the entire assessment process of the batch supported by video recording and intermittent still photographs on the digital assessment platform of each candidate while she/ he is undergoing assessments.
- The credibility score report on the digital online assessment platform in alignment with RASCI SOP for assessment.
- A timestamped image of the candidate on the assessment platform including the image of the Govt. authorised identity card of the candidate must be made available once the candidate takes the assessment.
- A timestamped image of the candidate is available once the candidate takes the assessment.
- Every candidate must produce their OJT Completion Certificate (**if OJT is mandatory for the qualification**) duly signed and stamped from the authorised signatory of the employer where the OJT was completed. A copy of the same must be collected and stored by the assessor/ proctor/ AA and submitted to RASCI/ AB on demand (**if OJT is mandatory for the qualification**).
- **Candidate Photograph/ ID photograph:** A candidate snapshot and his/her ID snapshot is being captured before the candidate is allowed to start the test.
- **Assessment Logs:** AA Maintains a detailed audit log of each assessment that is administered. Audit logs should be recoverable on requests from RASCI. Assessment audit log should include:
  - The time when the assessment is being started.
  - Flags in case an additional person is there
  - Flags in case candidate navigate away from the window.
  - Candidate away from the test window
  - Any other device spotted.
  - The time when the candidate finishes the test.
  - Question wise and NOS-wise summary of the attempt
  - Response sheets/ Answer sheets including the question paper.
  - All applicable other credibility scores including the above of the candidate.
- **For Remote Online Assessments:** AA must follow and implement all the guidelines under conducting remote online assessments.

#### 5. Method of verification or validation of assessment processes:

- AA must provide live feed access/ records to RASCI through the appropriate digital infrastructure such as IP camera etc to seamlessly to remotely monitor the assessments happening at the Assessment centre/ VTP Centre/ TC.
- Surprise visit to the assessment location by RASCI authorised personnel and or agency including RASCI officials.

#### 6. Method for assessment documentation, archiving, and access

- Hard and hard copies converted to soft copies of the documents are stored.
- The assessment logs including the response sheets and documentation recommended by RASCI from time to time must be maintained by the AA in soft and hard form for 5 years and access to validate/ Audit and comment must be provided to RASCI.

- The documentation mentioned in the above SI No 1 to SI No 6 needs to be archived on the cloud server and maintained by the Assessment Agency soft form with constant seamless access being provided to RASCI by AA. The hard copies of the same needs to be maintained by AAs and given access to RASCI on demand.

The assessment results are backed by evidence collected by assessors.

Assessment Type	Formative or Summative	Strategies
Theory	Summative	(Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode or via paper pencil.
Practical: Portfolio of evidence and practical assignment	Summative	The portfolio of evidence for the candidate will be evaluated based on the assessment criteria of the qualification for the duration of the program along with synoptic assessment on a practical assignment

## Reference

### Glossary

Term	Description
<b>Declarative Knowledge</b>	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood to accomplish a task or to solve a problem.
<b>Key Learning Outcome</b>	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
<b>OJT (M)</b>	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
<b>OJT (R)</b>	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
<b>Procedural Knowledge</b>	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of the training</b> .
<b>Terminal Outcome</b>	Terminal outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of a module</b> . A set of terminal outcomes help to achieve the training outcome.

## Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
KPI	Key Performance Indicator
SMART	Specific, Measurable, Attainable, Relevant, Timely, Evaluate, Re-evaluate
CRM	Customer Relationship Management
ES	Employability Skills
NCrF	National Credit Framework