Qualification Pack

Marketing Manager (E-commerce)

QP Code: RAS/Q0606

Version: 1.0

NSQF Level: 5.5

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Contents

RAS/Q0606: Marketing Manager (E-commerce)

Brief Job Description

This qualification aims to upskill retailers or owners of the small and medium retail enterprises including business leaders and senior managers working in a diverse range of businesses in traditional and organised retail sector. This qualification upskills the individual to diversify their marketing and sales channels by setting up an e-commerce platform for their business and managing it for better business prospects. They are individuals who operate independently, under limited or no supervision from others, and are responsible for making a range of operational decisions.

Personal Attributes

The individual needs to be physically fit to be able to fulfil tasks efficiently and be mentally balanced to be able to motivate self and team to deal with unexpected situations, if any. He/she should also have business acumen, distributed management skills, people management skills and sales and marketing skills including customer service skills.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. RAS/N0613: Develop an e-commerce strategy

2. RAS/N0614: Design an e-commerce website

3. RAS/N0615: Prepare, monitor, and review a digital marketing plan

4. RAS/N0616: Develop a Social Media Strategy

5. RAS/N0617: Develop online customer service standards

6. RAS/N0142: To provide leadership for your team

7. DGT/VSQ/N0103: Employability Skills (90 Hours)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	Marketing
Occupation	Sales, Marketing

Country	India
NSQF Level	5.5
Credits	21
Aligned to NCO/ISCO/ISIC Code	NCO-2015/ 1221.9900
Minimum Educational Qualification & Experience	Completed 3 year UG degree with NA of experience OR Completed 2nd year diploma after 12th with 1 Year of experience Digital marketing/ e-commerce marketing. OR Completed 3 year diploma after 10th with 2 Years of experience Digital marketing/ e-commerce marketing. OR 12th grade Pass with 3 Years of experience Digital marketing/ e-commerce marketing. OR Previous relevant Qualification of NSQF Level (5) with 1.5 years of experience Digital marketing/ e-commerce marketing. OR Previous relevant Qualification of NSQF Level (4.5) with 3 Years of experience Digital marketing/ e-commerce marketing.
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	Proficiency in working with MS-Office applications, and usage of internet applications and Recommended to have knowledge or orientation of web designing and web designing tools (software or hardware) and their applications though not mandatory
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	01/11/2026
NSQC Approval Date	01/11/2023
Version	1.0
Reference code on NQR	QG-5.5-OR-02733-2023-V1-RASCI
NQR Version	1.0

RAS/N0613: Develop an e-commerce strategy

Description

This occupational standard (OS) describes the performance criteria, knowledge and understanding including generic skills required to develop an e-commerce strategy for the online sale of products or services. It requires the ability to determine organisational e-commerce needs, develop a strategy and evaluate its effectiveness. This OS applies to individuals working in a diverse range of businesses in retail sector such as owners, traditional retailers, small and medium scale retailers, managers, senior managers, and business leaders. They operate independently, under limited or no supervision from others, and are responsible for making operational decisions.

Scope

The scope covers the following :

- Determine e-commerce requirements
- Develop e-commerce strategy
- Review e-commerce strategy

Elements and Performance Criteria

Determine e-commerce requirements

To be competent, the user/individual on the job must be able to:

PC1. Determine organisational objectives and priorities for e-commerce operations

PC2. Consult with key personnel on current and future direction of the organisation and seek input into e-commerce strategy development

PC3. Identify e-commerce resourcing and budget availability.

PC4. Review past e-commerce performance data to outline strategy development.

PC5. Analyse internal and external operating environment, including competitive landscape, to form tenets of strategy development

PC6. Research trends in e-commerce and use findings to influence strategy development.

PC7. Research and analyse e-commerce technologies and solutions that meet organisational objectives and resourcing availability.

PC8. Seek input from, relevant personnel to notify e-commerce strategy

Develop e-commerce strategy

To be competent, the user/individual on the job must be able to:

PC9. Select e-commerce operating platform that best meets organisational and budgetary requirements and confirm technical feasibility

PC10. Identify opportunities for the integration of existing systems and procedures and incorporate into strategy development

PC11. Plan content strategy to finalise the development of digital content across digital platforms and create consistency with non-digital content use

PC12. Identify inventory logistics requirements and incorporate into strategy planning.

PC13. Research, identify and select suitable payment solutions for integration into e-commerce operations.

PC14. Complete security risk analysis to determine security requirements for protection of organisational and customer information and data.

PC15. Identify potential risks and issues in e-commerce operations and document contingency plans accordingly.

PC16. Establish key performance indicators and develop evaluation criteria.

PC17. Establish data collection and analysis needs and required analytical tools.

PC18. Determine flexibility of strategy and ensure strategy can react to environmental and technological changes

PC19. Develop and document an action plan detailing key activities, responsibilities, and timeframes.

PC20. Obtain input from relevant personnel and make adjustments to strategy based on feedback received.

PC21. Finalise e-commerce strategy and gain approval as required

Review e-commerce strategy

To be competent, the user/individual on the job must be able to:

PC22. Evaluate e-commerce performance against targets to determine any changes required

PC23. Continuously evaluate effectiveness of e-commerce design and useability, and implement changes based on data-supported analysis and decisions

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Key legal and ethical requirements and considerations as related to e-commerce strategy

KU2. Purpose and key elements of an e-commerce strategy

KU3. Risk management and contingency planning

KU4. Developing performance indicators and evaluation criteria

KU5. How to optimise user experience

KU6. Current trends in e-commerce

KU7. Types of e-commerce platforms and solutions including their features, benefits, and limitations along with functionality and cost

KU8. Key stakeholders involved in e-commerce strategy development and their role

KU9. Common outsourcing as related to e-commerce

KU10. E-commerce architecture and how to achieve integration to create a total e-commerce solution.

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Reading skills to interpret technical and complex e-commerce terminology

GS2. Numeracy skills to use numerical information to evaluate the impacts of e-commerce strategy on performance

GS3. Technology skills to use digital technologies and systems to access, document and communicate information

GS4. Make appropriate decisions regarding the responsibilities of role

GS5. Follow statutory guidelines, policies and work-related procedures

GS6. Adapt to new situations, including changing workplace procedures

GS7. Demonstrate sensitivity to customer needs and concerns

GS8. Anticipate problems and act to avoid them where possible

GS9. Accept opportunities to learn new ways of doing things and implement changes under instruction in context of organisational procedures.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Determine e-commerce requirements	**20**	**20**	**-**	**-**
PC1. Determine organisational objectives and priorities for e-commerce operations	3	3	-	-
PC2. Consult with key personnel on current and future direction of the organisation and seek input into e-commerce strategy development	2	2	-	-
PC3. Identify e-commerce resourcing and budget availability.	2	2	-	-
PC4. Review past e-commerce performance data to outline strategy development.	3	3	-	-
PC5. Analyse internal and external operating environment, including competitive landscape, to form tenets of strategy development	3	3	-	-
PC6. Research trends in e-commerce and use findings to influence strategy development.	2	2	-	-
PC7. Research and analyse e-commerce technologies and solutions that meet organisational objectives and resourcing availability.	3	3	-	-
PC8. Seek input from, relevant personnel to notify e-commerce strategy	2	2	-	-
Develop e-commerce strategy	**25**	**25**	**-**	**-**
PC9. Select e-commerce operating platform that best meets organisational and budgetary requirements and confirm technical feasibility	3	3	-	-
PC10. Identify opportunities for the integration of existing systems and procedures and incorporate into strategy development	2	2	-	-
PC11. Plan content strategy to finalise the development of digital content across digital platforms and create consistency with non-digital content use	3	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Identify inventory logistics requirements and incorporate into strategy planning.	1	1	-	-
PC13. Research, identify and select suitable payment solutions for integration into e-commerce operations.	3	3	-	-
PC14. Complete security risk analysis to determine security requirements for protection of organisational and customer information and data.	2	2	-	-
PC15. Identify potential risks and issues in e-commerce operations and document contingency plans accordingly.	2	2	-	-
PC16. Establish key performance indicators and develop evaluation criteria.	2	2	-	-
PC17. Establish data collection and analysis needs and required analytical tools.	2	2	-	-
PC18. Determine flexibility of strategy and ensure strategy can react to environmental and technological changes	2	2	-	-
PC19. Develop and document an action plan detailing key activities, responsibilities, and timeframes.	1	1	-	-
PC20. Obtain input from relevant personnel and make adjustments to strategy based on feedback received.	1	1	-	-
PC21. Finalise e-commerce strategy and gain approval as required	1	1	-	-
Review e-commerce strategy	**5**	**5**	**-**	**-**
PC22. Evaluate e-commerce performance against targets to determine any changes required	3	3	-	-
PC23. Continuously evaluate effectiveness of e-commerce design and useability, and implement changes based on data-supported analysis and decisions	2	2	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0613
NOS Name	Develop an e-commerce strategy
Sector	Retail
Sub-Sector	
Occupation	Sales, Marketing
NSQF Level	5.5
Credits	4
Version	1.0
Last Reviewed Date	01/11/2023
Next Review Date	01/11/2026
NSQC Clearance Date	01/11/2023

RAS/N0614: Design an e-commerce website

Description

The occupational standard (OS) describes the performance criteria, knowledge and understanding including the generic skills required to plan and design the user interface of an e-commerce website. This OS applies to individuals working in a diverse range of businesses in retail sector such as owners, traditional retailers, small and medium scale retailers, managers, , senior managers, and business leaders. They operate independently, under limited or no supervision from others, and are responsible for making operational decisions.

Scope

The scope covers the following :

- Determine requirements for e-commerce site.
- Design a user centric interface for the e-commerce site.
- Review usability of e-commerce site.

Elements and Performance Criteria

Determine requirements for e-commerce site.

To be competent, the user/individual on the job must be able to:

PC1. Identify required features, capabilities, and functionalities of an e-commerce site.

PC2. Benchmark a site design based on the best practices.

PC3. Communicate the shortlisted designs to the technical team.

PC4. Evaluate and identify possibilities to integrate existing procedures and system into the design.

PC5. Research design and technology options available to maximise site usability and functionality.

Design a user centric interface for the e-commerce site.

To be competent, the user/individual on the job must be able to:

PC6. Obtain, review, and finalise an organisational style guide.

PC7. Prepare a site map and wire frame for optimal functionality, product exposure and user experience.

PC8. Determine metadata that allows for search engine optimisation.

PC9. Plan a user interface for e-commerce functionality across multiple devices.

PC10. Ensure consistency of design with organisational style requirements

PC11. Seek feedback from relevant personnel.

PC12. Make amendments to site design based on feedback.

PC13. Communicate site designs to web and content developers.

PC14. Modify designs based on recommendations from web and content developers.

Review usability of e-commerce site

To be competent, the user/individual on the job must be able to:

PC15. Evaluate interface to ensure functionality across multiple devices.

PC16. Recommend modifications in the interface for improvement in functionality.

PC17. Review site navigation for usability and recommend modifications for usability.

PC18. Test site for usability and recommend amendments in written content based on results.

PC19. Recommend updates based on continuous monitoring of the site.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Elements of planning and designing an interface for an e-commerce site

KU2. Integration with social media and customer relationship management (CRM)

KU3. Integration with existing systems

KU4. Shopping cart and payment gateways

KU5. Security considerations

KU6. Retail and product branding requirements

KU7. Statutory and legal compliances or requirements

KU8. Benchmarked best practices of designing an e-commerce website.

KU9. Methods of testing the functionality of the website

KU10. Terminologies used in e-commerce site design and site usage.

KU11. Specifications of website interfaces and their functions in usability

KU12. Customer buying preferences and their impact on the website design.

KU13. Features of design that aid in robustness in functionality of website

KU14. Features and benefits including limitations of website navigation constructs

KU15. Factors impacting user-friendliness.

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Reading skills to interpret technical and complex e-commerce terminology

GS2. Technology skills to navigate e-commerce platform control panels.

GS3. Use questioning and active listening to interact with the technical team and the vendors.

GS4. Use negotiation skills to manage operations with the technical team and the vendors.

GS5. Operate and use electronic devices on which the e-commerce website can be downloaded.

GS6. Read and interpret workplace document, write reports and complete written workplace forms.

GS7. Computer skills with respect to carry out official communication and data analysis.

GS8. Demonstrate sensitivity to customer needs and concerns.

GS9. Anticipate problems and act to avoid or resolve them where possible.

GS10. Respond to and overcome breakdowns and malfunction of equipment.

GS11. Respond to security breaches within the guidelines of the organisation.

GS12. Recognize and report faulty equipment and functionalities.

GS13. Identify learning and training needs for self.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Determine requirements for e-commerce site.	**15**	**15**	**-**	**-**
PC1. Identify required features, capabilities, and functionalities of an e-commerce site.	3	3	-	-
PC2. Benchmark a site design based on the best practices.	4	4	-	-
PC3. Communicate the shortlisted designs to the technical team.	2	2	-	-
PC4. Evaluate and identify possibilities to integrate existing procedures and system into the design.	2	2	-	-
PC5. Research design and technology options available to maximise site usability and functionality.	4	4	-	-
Design a user centric interface for the e-commerce site.	**20**	**20**	**-**	**-**
PC6. Obtain, review, and finalise an organisational style guide.	2	2	-	-
PC7. Prepare a site map and wire frame for optimal functionality, product exposure and user experience.	3	3	-	-
PC8. Determine metadata that allows for search engine optimisation.	1	1	-	-
PC9. Plan a user interface for e-commerce functionality across multiple devices.	3	3	-	-
PC10. Ensure consistency of design with organisational style requirements	3	3	-	-
PC11. Seek feedback from relevant personnel.	2	2	-	-
PC12. Make amendments to site design based on feedback.	2	2	-	-
PC13. Communicate site designs to web and content developers.	2	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. Modify designs based on recommendations from web and content developers.	2	2	-	-
Review usability of e-commerce site	**15**	**15**	**-**	**-**
PC15. Evaluate interface to ensure functionality across multiple devices.	3	3	-	-
PC16. Recommend modifications in the interface for improvement in functionality.	2	2	-	-
PC17. Review site navigation for usability and recommend modifications for usability.	4	4	-	-
PC18. Test site for usability and recommend amendments in written content based on results.	3	3	-	-
PC19. Recommend updates based on continuous monitoring of the site.	3	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0614
NOS Name	Design an e-commerce website
Sector	Retail
Sub-Sector	
Occupation	Sales, Marketing
NSQF Level	5.5
Credits	4
Version	1.0
Last Reviewed Date	01/11/2023
Next Review Date	01/11/2026
NSQC Clearance Date	01/11/2023

RAS/N0615: Prepare, monitor, and review a digital marketing plan

Description

This occupational standard (OS) describes the performance criteria, knowledge and understanding including generic skills required to research, plan, implement and evaluate digital marketing activities. This OS applies to individuals working in a diverse range of businesses in retail sector such as owners, traditional retailers, small and medium scale retailers, managers, , senior managers, and business leaders. They operate independently, under limited or no supervision from others, and are responsible for making operational decisions.

Scope

The scope covers the following :

- Establish digital marketing requirements.
- Prepare a digital marketing plan.
- Monitor activities of digital marketing.
- Review activities of digital marketing.

Elements and Performance Criteria

Establish digital marketing requirements

To be competent, the user/individual on the job must be able to:

PC1. Determine objectives and priorities for digital marketing activity in alignment with organisational objectives.

PC2. Confirm the financial outlay available for the digital marketing.

PC3. Review information on effectiveness of current and past digital marketing activities of own and similar businesses in the market.

PC4. Define the target segment for digital marketing.

PC5. Identify suitable digital marketing activities for the target market.

PC6. Identify factors (internal & external) impacting digital marketing activities.

PC7. Identify the available tools, software, and current trends for digital marketing.

PC8. Benchmark the best practices of digital marketing.

Prepare a digital marketing plan.

To be competent, the user/individual on the job must be able to:

PC9. Determine digital marketing objectives in alignment with the organisational business goals.

PC10. Document the objectives and priorities of digital marketing.

PC11. Determine the digital marketing activities to attain required customer traffic on the site.

PC12. Prepare an action plan that details key activities, resources, and time limits.

PC13. Determine the key performance indicators and evaluation criteria to measure impact of digital marketing activities.

PC14. Ensure that the applicable legal and ethical requirements are included in the digital marketing plan.

PC15. Ensure digital marketing plan aligns with organisational objectives, current marketing strategy and budget.

PC16. Obtain approvals for digital marketing plan if required.

Monitor activities of digital marketing.

To be competent, the user/individual on the job must be able to:

PC17. Communicate digital marketing plan, responsibilities, and expectations to relevant personnel.

PC18. Supervise digital marketing activities and handle exceptions as they arise.

PC19. Ensure that the digital marketing content is in alignment with digital marketing plans and objectives.

PC20. Track customer traffic and conversion rates to identify trends in customer and digital marketing activity.

Review activities of digital marketing

To be competent, the user/individual on the job must be able to:

PC21. Review customer traffic and conversion rates to ascertain impact of digital marketing activities.

PC22. Assess the return on investment for paid digital marketing activities.

PC23. Improve marketing outcomes by incorporating suitable new digital marketing trends and technologies.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Statutory guidelines, legal requirements, ethical practices with respect to digital marketing.

KU2. Current technologies and trends in digital marketing.

KU3. Customer psychology and behaviour in relation to digital marketing.

KU4. Types of traditional and modern digital marketing methods

KU5. Traditional and modern channels used for digital marketing.

KU6. Benefits and limitations of marketing methods and channels.

KU7. Internal and external factors that impact digital marketing operations.

KU8. Techniques to determine the target customer segments and its application to digital marketing.

KU9. Methods and techniques to increase customer traffic on the e-commerce site.

KU10. Marketing techniques to increase conversion of customer traffic into sales.

KU11. How to ensure consistency in content

KU12. How to ensure consistency in marketing strategy

KU13. Key features of a digital marketing plan

KU14. How to structure a digital marketing plan

KU15. Key performance indicators for success of digital marketing activities

KU16. Methods to evaluate the performance of digital marketing activity.

KU17. Tools and methods for tracking digital marketing activity.

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Communication skills to establish relationships between ideas and information.

GS2. Adopt style of written and oral communication to suit the purpose and audience.

GS3. Research, plan, and prepare workplace documentation for relevant stakeholders using prescribed formats.

GS4. Participate in a variety of conversations with internal and external stakeholders.

GS5. Organise timely supply of information and resources for digital marketing plan.

GS6. Use budgetary information to plan and monitor performance.

GS7. Methods and protocols to communicate with diverse individuals and build relationships.

GS8. Collaborate with others to achieve joint outcomes.

GS9. Use analytical skills in complex and non - routine situations to set goals, gather relevant information and identifying and evaluating options against agreed criteria.

GS10. Evaluate effectiveness of decisions in terms of how well the plans met stated goals.

GS11. Recognise and addresses an increasing range of familiar problems by implementing contingency plans.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Establish digital marketing requirements	**15**	**15**	**-**	**-**
PC1. Determine objectives and priorities for digital marketing activity in alignment with organisational objectives.	3	3	-	-
PC2. Confirm the financial outlay available for the digital marketing.	1	1	-	-
PC3. Review information on effectiveness of current and past digital marketing activities of own and similar businesses in the market.	2	2	-	-
PC4. Define the target segment for digital marketing.	2	2	-	-
PC5. Identify suitable digital marketing activities for the target market.	3	3	-	-
PC6. Identify factors (internal & external) impacting digital marketing activities.	2	2	-	-
PC7. Identify the available tools, software, and current trends for digital marketing.	1	1	-	-
PC8. Benchmark the best practices of digital marketing.	1	1	-	-
Prepare a digital marketing plan.	**15**	**15**	**-**	**-**
PC9. Determine digital marketing objectives in alignment with the organisational business goals.	3	3	-	-
PC10. Document the objectives and priorities of digital marketing.	1	1	-	-
PC11. Determine the digital marketing activities to attain required customer traffic on the site.	2	2	-	-
PC12. Prepare an action plan that details key activities, resources, and time limits.	2	2	-	-
PC13. Determine the key performance indicators and evaluation criteria to measure impact of digital marketing activities.	3	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. Ensure that the applicable legal and ethical requirements are included in the digital marketing plan.	2	2	-	-
PC15. Ensure digital marketing plan aligns with organisational objectives, current marketing strategy and budget.	1	1	-	-
PC16. Obtain approvals for digital marketing plan if required.	1	1	-	-
Monitor activities of digital marketing.	**10**	**10**	**-**	**-**
PC17. Communicate digital marketing plan, responsibilities, and expectations to relevant personnel.	3	3	-	-
PC18. Supervise digital marketing activities and handle exceptions as they arise.	3	3	-	-
PC19. Ensure that the digital marketing content is in alignment with digital marketing plans and objectives.	2	2	-	-
PC20. Track customer traffic and conversion rates to identify trends in customer and digital marketing activity.	2	2	-	-
Review activities of digital marketing	**10**	**10**	**-**	**-**
PC21. Review customer traffic and conversion rates to ascertain impact of digital marketing activities.	4	4	-	-
PC22. Assess the return on investment for paid digital marketing activities.	3	3	-	-
PC23. Improve marketing outcomes by incorporating suitable new digital marketing trends and technologies.	3	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0615
NOS Name	Prepare, monitor, and review a digital marketing plan
Sector	Retail
Sub-Sector	
Occupation	Sales, Marketing
NSQF Level	5.5
Credits	3
Version	1.0
Last Reviewed Date	01/11/2023
Next Review Date	01/11/2026
NSQC Clearance Date	01/11/2023

RAS/N0616: Develop a Social Media Strategy

Description

This occupational standard (OS) describes the performance criteria, knowledge and understanding including generic skills required to plan and evaluate the use of social media. It requires the ability to determine suitable social media platforms, plan appropriate use and evaluate the effectiveness of social media activity. This OS applies to individuals working in a diverse range of businesses in retail sector such as owners, traditional retailers, small and medium scale retailers, managers, , senior managers, and business leaders. They operate independently, under limited or no supervision from others, and are responsible for making operational decisions.

Scope

The scope covers the following :

- Determine social media requirements.
- Develop social media policies and procedures.
- Develop social media strategy.
- Monitor social media use.

Elements and Performance Criteria

Determine social media requirements

To be competent, the user/individual on the job must be able to:

PC1. Determine objectives and priorities for using social media in alignment with organisational objectives

PC2. Source information about the target market with respect to social media usage

PC3. Analyse behaviors and identify preferred social media platforms of the target market.

PC4. Identify and analyse emerging trends in social media platform.

PC5. Select social media platforms that meet organisational and target market needs.

PC6. Evaluate possibilities of integrating social media with existing systems and procedures.

PC7. Identify opportunities to maximise business exposure through social media activity.

PC8. Determine opportunities for building brand awareness and an online community through social media use.

Develop social media policies and procedures.

To be competent, the user/individual on the job must be able to:

PC9. Prepare scope of social media policies and procedures based on planned social media activity.

PC10. Establish guidelines for social media engagement and content use.

PC11. Develop guidelines and appropriate responses to manage issues and crisis.

PC12. Include legal and ethical considerations into social media policies and procedures.

PC13. Ensure policies and procedures are customer-focused and align with organisational marketing plan and strategy.

Develop social media strategy.

To be competent, the user/individual on the job must be able to:

PC14. Determine content development, customer engagement and customer service strategies for social media.

PC15. Document a social media action plan including key responsibilities, resources requirements and timelines.

PC16. Prepare calenderised schedule for planned social media activity aligned with marketing and promotional activities.

PC17. Determine key performance indicators and criteria to measure success of social media activity.

PC18. Establish methods to track and analyse social media engagement, activity and reach.

PC19. Ensure alignment of social media strategy with organisational objectives and customer service standards.

Monitor social media use.

To be competent, the user/individual on the job must be able to:

PC20. Communicate social media strategy, action plan, calendar and policies and procedures with relevant personnel.

PC21. Resolve and minimise impacts of issues and crisis on social media through continuous monitoring

PC22. Ensure tracking of social media engagement, activity, and reach.

PC23. Monitor social media posts and content to ensure adherence to social media strategy, policies and procedures

Review social media performance.

To be competent, the user/individual on the job must be able to:

PC24. Analyse captured data to determine social media engagement, activity, and reach.

PC25. Use performance indicators to evaluate success of social media use.

PC26. Identify and use opportunities to modify strategy and plans for future improvements in social media.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Key legal and ethical considerations as relevant to social media use

KU2. Data and personal security

KU3. Current trends in social media

KU4. Role of social media in consumer engagement and feedback

KU5. Role of social media in generating sales, marketing and promotions including branding

KU6. Key features and benefits including limitations of different social media platforms.

KU7. Terms of use for social media users

KU8. Policies and procedures for appropriate use of social media, appropriate content use and posting, complaint handling and crisis management, meeting legal and ethical responsibilities, privacy and security

KU9. How to actively engage customers on social media

KU10. Techniques to create brand awareness on social media.

KU11. Best practices followed on social media for brand advocacy.

KU12. Techniques to achieve increment in sales.

KU13. How to widen and improve the reach through social media.

KU14. Role and benefits of user-generated content

KU15. Key elements of social media strategy and their role

KU16. Key performance indicators and evaluation criteria of social media strategy and activities

KU17. Inclusions under plan of action to implement social media strategy.

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Interpret social media technical and key terminologies.

GS2. Interpret complex and potentially unfamiliar information sources related to social media use

GS3. Numeracy skills to interpret and analyse social media activity reports.

GS4. Technology skills to use technologies and devices that support social media platforms.

GS5. Use questioning and active listening to determine and respond to customer needs.

GS6. Negotiation skills to manage day to day operations with vendors

GS7. Build rapport with all the key stake holders.

GS8. Computer skills to carry out official communication and data analysis.

GS9. Demonstrate sensitivity to customer needs and concerns.

GS10. Anticipate problems and act to avoid them where possible.

GS11. Respond to security breaches.

GS12. Identify learning / training needs for self

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Determine social media requirements	**15**	**15**	**-**	**-**
PC1. Determine objectives and priorities for using social media in alignment with organisational objectives	2	2	-	-
PC2. Source information about the target market with respect to social media usage	2	2	-	-
PC3. Analyse behaviors and identify preferred social media platforms of the target market.	2	2	-	-
PC4. Identify and analyse emerging trends in social media platform.	2	2	-	-
PC5. Select social media platforms that meet organisational and target market needs.	2	2	-	-
PC6. Evaluate possibilities of integrating social media with existing systems and procedures.	1	1	-	-
PC7. Identify opportunities to maximise business exposure through social media activity.	2	2	-	-
PC8. Determine opportunities for building brand awareness and an online community through social media use.	2	2	-	-
Develop social media policies and procedures.	**10**	**10**	**-**	**-**
PC9. Prepare scope of social media policies and procedures based on planned social media activity.	3	3	-	-
PC10. Establish guidelines for social media engagement and content use.	1	1	-	-
PC11. Develop guidelines and appropriate responses to manage issues and crisis.	2	2	-	-
PC12. Include legal and ethical considerations into social media policies and procedures.	2	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. Ensure policies and procedures are customer-focused and align with organisational marketing plan and strategy.	2	2	-	-
Develop social media strategy.	**10**	**10**	**-**	**-**
PC14. Determine content development, customer engagement and customer service strategies for social media.	3	3	-	-
PC15. Document a social media action plan including key responsibilities, resources requirements and timelines.	1	1	-	-
PC16. Prepare calenderised schedule for planned social media activity aligned with marketing and promotional activities.	1	1	-	-
PC17. Determine key performance indicators and criteria to measure success of social media activity.	2	2	-	-
PC18. Establish methods to track and analyse social media engagement, activity and reach.	2	2	-	-
PC19. Ensure alignment of social media strategy with organisational objectives and customer service standards.	1	1	-	-
Monitor social media use.	**10**	**10**	**-**	**-**
PC20. Communicate social media strategy, action plan, calendar and policies and procedures with relevant personnel.	4	4	-	-
PC21. Resolve and minimise impacts of issues and crisis on social media through continuous monitoring	3	3	-	-
PC22. Ensure tracking of social media engagement, activity, and reach.	2	2	-	-
PC23. Monitor social media posts and content to ensure adherence to social media strategy, policies and procedures	1	1	-	-
Review social media performance.	**5**	**5**	**-**	**-**

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24. Analyse captured data to determine social media engagement, activity, and reach.	2	2	-	-
PC25. Use performance indicators to evaluate success of social media use.	2	2	-	-
PC26. Identify and use opportunities to modify strategy and plans for future improvements in social media.	1	1	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0616
NOS Name	Develop a Social Media Strategy
Sector	Retail
Sub-Sector	
Occupation	Sales, Marketing
NSQF Level	5.5
Credits	3
Version	1.0
Last Reviewed Date	01/11/2023
Next Review Date	01/11/2026
NSQC Clearance Date	01/11/2023

RAS/N0617: Develop online customer service standards

Description

This occupational standard (OS) describes the describes the performance criteria, Knowledge and understanding including generic skills required to develop, implement, and review online customer service standards and activity. This OS applies to individuals working in a diverse range of businesses in retail sector such as owners, traditional retailers, small and medium scale retailers, managers, , senior managers, and business leaders. They operate independently, under limited or no supervision from others, and are responsible for making operational decisions.

Scope

The scope covers the following :

- Develop online customer service standards.
- Implement and monitor online customer service standards.
- Review online customer service standards.

Elements and Performance Criteria

Develop online customer service standards.

To be competent, the user/individual on the job must be able to:

PC1. Access and review information on online customer service needs and expectations.

PC2. Benchmark the development of online customer service standards based on best practices of the industry.

PC3. Seek input from others to develop online customer service standards.

PC4. Develop online customer service standards in alignment with existing organisational policies, procedures, and brand values.

PC5. Identify touch points and communication technologies required for online customer service.

PC6. Determine performance indicators to evaluate customer service standards.

PC7. Integrate legal and ethical requirements in development of online customer services standards.

PC8. Ensure online and offline customer service standards are consistent, as required.

Implement and monitor online customer service standards.

To be competent, the user/individual on the job must be able to:

PC9. Communicate online customer service standards and expectations to relevant personnel.

PC10. Ensure availability of resources to maintain online customer service standards.

PC11. Monitor customer service levels to ensure standards are met and take corrective actions otherwise.

PC12. Enhance online customer service standards by providing feedback and support to team members.

PC13. Resolve problems related to complex and difficult customer interactions.

Review online customer service standards.

To be competent, the user/individual on the job must be able to:

PC14. Assess online customer service provisions by reviewing customer feedback, reviews and complaints.

PC15. Use performance indicators to evaluate customer service standards.

PC16. Discuss opportunities for improvement in customer service provision with the team based on customer feedback.

PC17. Identify and address technological and resourcing issues impacting effective customer service provision.

PC18. Modify customer service standards based on feedback received

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Key legal and ethical considerations as related to customer service standards

KU2. Principles of customer service and their application in an online environment

KU3. Industry standards for best practice online customer service standards

KU4. Current technologies and touchpoints used for the provision of online customer service

KU5. Key elements of online customer service standards

KU6. Key performance indicators to evaluate performance of customer service standards

KU7. Performance metrics available to measure customer service standards

KU8. Commercial impact of customer service provision, both positive and negative

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Use digital technologies and systems to access, document and communicate information.

GS2. Use appropriate styles of communication with the stakeholders.

GS3. Make decisions pertaining to the concerned area of work, anticipate problems and mitigate them wherever possible

GS4. Analyse customer buying behavior

GS5. Identify immediate or temporary solutions to resolve delays

GS6. Interpret and infer data/ information from the reports.

GS7. Analyse data collected in reports to be able to plan interventions.

GS8. Analyse problems, evaluate possible solutions and adopt an optimum /best possible solutions

GS9. Apply, analyze, and evaluate the information gathered from observation, experience

GS10. Reasoning and communication skills, as a guide to thought and action

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Develop online customer service standards.	**20**	**20**	**-**	**-**
PC1. Access and review information on online customer service needs and expectations.	3	3	-	-
PC2. Benchmark the development of online customer service standards based on best practices of the industry.	3	3	-	-
PC3. Seek input from others to develop online customer service standards.	2	2	-	-
PC4. Develop online customer service standards in alignment with existing organisational policies, procedures, and brand values.	4	4	-	-
PC5. Identify touch points and communication technologies required for online customer service.	2	2	-	-
PC6. Determine performance indicators to evaluate customer service standards.	2	2	-	-
PC7. Integrate legal and ethical requirements in development of online customer services standards.	2	2	-	-
PC8. Ensure online and offline customer service standards are consistent, as required.	2	2	-	-
Implement and monitor online customer service standards.	**15**	**15**	**-**	**-**
PC9. Communicate online customer service standards and expectations to relevant personnel.	3	3	-	-
PC10. Ensure availability of resources to maintain online customer service standards.	3	3	-	-
PC11. Monitor customer service levels to ensure standards are met and take corrective actions otherwise.	4	4	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Enhance online customer service standards by providing feedback and support to team members.	2	2	-	-
PC13. Resolve problems related to complex and difficult customer interactions.	3	3	-	-
Review online customer service standards.	**15**	**15**	**-**	**-**
PC14. Assess online customer service provisions by reviewing customer feedback, reviews and complaints.	3	3	-	-
PC15. Use performance indicators to evaluate customer service standards.	3	3	-	-
PC16. Discuss opportunities for improvement in customer service provision with the team based on customer feedback.	3	3	-	-
PC17. Identify and address technological and resourcing issues impacting effective customer service provision.	3	3	-	-
PC18. Modify customer service standards based on feedback received	3	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0617
NOS Name	Develop online customer service standards
Sector	Retail
Sub-Sector	
Occupation	Sales, Marketing
NSQF Level	5.5
Credits	2
Version	1.0
Last Reviewed Date	01/11/2023
Next Review Date	01/11/2026
NSQC Clearance Date	01/11/2023

RAS/N0142: To provide leadership for your team

Description

This OS describes providing direction to the members of the team andmotivating and supporting them to achieve the objectives of the team andtheir personal work objectives.

Scope

The scope covers the following :

- Demonstrate leadership skills

Elements and Performance Criteria

Demonstrate leadership skills

To be competent, the user/individual on the job must be able to:

PC1. set out and positively communicate the purpose and objectives of the store business to all store team members

PC2. involve key store team members in planning how the team will achieve store business objectives

PC3. encourage team members to take the lead when they have the knowledge and expertise and show willingness to follow this lead

PC4. ensure that each member of the team has personal work objectives and understands how achieving these will contribute to achievement of the store businesss objectives

PC5. encourage and support team members to achieve their personal work objectives and those of the team and provide recognition when objectives have been achieved

PC6. win, through your performance, the trust and support of the team for your leadership

PC7. steer the team successfully through difficulties and challenges, including conflict, diversity and inclusion issues within the team encourage and recognize creativity and innovation within the team

PC8. give team members support and advice when they need it especially if and during periods when the store business is below set goals

PC9. motivate team members to present their own ideas and listen to what they say

PC10. monitor activities and progress across the store team without interfering.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. different ways of communicating effectively with members of a store team.

KU2. how to set store business objectives which are SMART (Specific, Measurable, Achievable, Realistic and Timebound).

KU3. how to plan the achievement of store team objectives and the importance of involving team members in this process.

KU4. the importance of and being able to show store team members how personal work objectives contribute to achievement of team objectives

KU5. that different styles of leadership exist.

KU6. how to select and successfully apply a limited range of different methods for motivating, supporting and encouraging team members and recognizing their achievements.

KU7. types of difficulties and challenges that may arise, including conflict, diversity and inclusion issues within the team, and ways of identifying and overcoming them.

KU8. the importance of encouraging others to take the lead and ways in which this can be achieved.

KU9. the benefits of and how to encourage and recognize creativity and innovation within a team.

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. complete documentation accurately.

GS2. write simple reports when required.

GS3. read information accurately.

GS4. read and interpret data sheets.

GS5. use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive retail experience that reflects store values.

GS6. carry out verbal instructions from other team members and supervisors.

GS7. read and interpret simple workplace documents.

GS8. complete simple written workplace forms and share work-related information with other team members

GS9. make appropriate decisions regarding the responsibilities of the job role.

GS10. select and use a range of retail technology, such as point-of-sale systems, according to available equipment and store procedures.

GS11. follow store policies regarding work availability, rosters and work duties.

GS12. work within the store culture by practicing inclusive behaviour.

GS13. manage personal presentation, hygiene and time.

GS14. prioritise and complete delegated tasks under instruction

GS15. work collaboratively with team members, supporting the team, respecting and understanding others views, and giving and receiving feedback in the context of a retail customer service environment where employees are expected to perform their individual tasks but also look for opportunities to assist others.

GS16. adapt to new situations, including changing workplace procedures.

GS17. demonstrate sensitivity to customer needs and concerns.

GS18. anticipate problems and act to avoid them where possible.

GS19. respond to breakdowns and malfunction of equipment.

GS20. respond to unsafe and hazardous working conditions.

GS21. respond to security breaches

GS22. recognize and report faulty equipment and follow store workplace health and safety procedures

GS23. solve problems in the context of a team structure where, after clarification, customer service issues or recognition of risk may be referred to another team member or a supervisor for resolution depending on store policy and procedures.

GS24. identify personal strengths and weaknesses in the context of the job role and recognize how to personally learn best.

GS25. accept opportunities to learn new ways of doing things and implement changes under instruction in the context of store procedures.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Demonstrate leadership skills	**50**	**50**	-	-
PC1. set out and positively communicate the purpose and objectives of the store business to all store team members	5	5	-	-
PC2. involve key store team members in planning how the team will achieve store business objectives	5	5	-	-
PC3. encourage team members to take the lead when they have the knowledge and expertise and show willingness to follow this lead	2.5	2.5	-	-
PC4. ensure that each member of the team has personal work objectives and understands how achieving these will contribute to achievement of the store businesss objectives	5	5	-	-
PC5. encourage and support team members to achieve their personal work objectives and those of the team and provide recognition when objectives have been achieved	5	5	-	-
PC6. win, through your performance, the trust and support of the team for your leadership	5	5	-	-
PC7. steer the team successfully through difficulties and challenges, including conflict, diversity and inclusion issues within the team encourage and recognize creativity and innovation within the team	5	5	-	-
PC8. give team members support and advice when they need it especially if and during periods when the store business is below set goals	7.5	7.5	-	-
PC9. motivate team members to present their own ideas and listen to what they say	5	5	-	-
PC10. monitor activities and progress across the store team without interfering.	5	5	-	-
NOS Total	**50**	**50**	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0142
NOS Name	To provide leadership for your team
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	5
Credits	2
Version	3.0
Last Reviewed Date	01/11/2023
Next Review Date	01/11/2026
NSQC Clearance Date	01/11/2023

DGT/VSQ/N0103: Employability Skills (90 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

PC1. understand the significance of employability skills in meeting the current job market requirement and future of work

PC2. identify and explore learning and employability relevant portals

PC3. research about the different industries, job market trends, latest skills required and the available opportunities

Constitutional values – Citizenship

To be competent, the user/individual on the job must be able to:

PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.

PC5. follow environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

PC6. recognize the significance of 21st Century Skills for employment

PC7. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

PC8. adopt a continuous learning mindset for personal and professional development

Basic English Skills

To be competent, the user/individual on the job must be able to:

PC9. use basic English for everyday conversation in different contexts, in person and over the telephone

PC10. read and understand routine information, notes, instructions, mails, letters etc. written in English

PC11. write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

PC12. identify career goals based on the skills, interests, knowledge, and personal attributes

PC13. prepare a career development plan with short- and long-term goals

Communication Skills

To be competent, the user/individual on the job must be able to:

PC14. follow verbal and non-verbal communication etiquette while communicating in professional and public settings

PC15. use active listening techniques for effective communication

PC16. communicate in writing using appropriate style and format based on formal or informal requirements

PC17. work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

PC18. communicate and behave appropriately with all genders and PwD

PC19. escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.

PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook

PC22. identify common components of salary and compute income, expenses, taxes, investments etc

PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

PC24. operate digital devices and use their features and applications securely and safely

PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.

PC26. display responsible online behaviour while using various social media platforms

PC27. create a personal email account, send and process received messages as per requirement

PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications

PC29. utilize virtual collaboration tools to work effectively

Entrepreneurship

To be competent, the user/individual on the job must be able to:

PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research

PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion

PC32. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

PC33. identify different types of customers and ways to communicate with them

PC34. identify and respond to customer requests and needs in a professional manner

PC35. use appropriate tools to collect customer feedback

PC36. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC37. create a professional Curriculum vitae (Résumé)

PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC39. apply to identified job openings using offline /online methods as per requirement

PC40. answer questions politely, with clarity and confidence, during recruitment and selection

PC41. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. components of salary and how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account

KU16. use applications such as word processors, spreadsheets etc.

KU17. how to identify business opportunities

KU18. types and needs of customers

KU19. how to apply for a job and prepare for an interview

KU20. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write different types of documents/instructions/correspondence in English and other languages

GS2. communicate effectively using appropriate language in formal and informal settings

GS3. behave politely and appropriately with all to maintain effective work relationship

GS4. how to work in a virtual mode, using various technological platforms

GS5. perform calculations efficiently

GS6. solve problems effectively

GS7. pay attention to details

GS8. manage time efficiently

GS9. maintain hygiene and sanitization to avoid infection

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Employability Skills	1	1	-	-
PC1. understand the significance of employability skills in meeting the current job market requirement and future of work	-	-	-	-
PC2. identify and explore learning and employability relevant portals	-	-	-	-
PC3. research about the different industries, job market trends, latest skills required and the available opportunities	-	-	-	-
Constitutional values – Citizenship	1	1	-	-
PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC5. follow environmentally sustainable practices	-	-	-	-
Becoming a Professional in the 21st Century	1	3	-	-
PC6. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC7. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
PC8. adopt a continuous learning mindset for personal and professional development	-	-	-	-
Basic English Skills	3	4	-	-
PC9. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC11. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
Career Development & Goal Setting	**1**	**2**	**-**	**-**
PC12. identify career goals based on the skills, interests, knowledge, and personal attributes	-	-	-	-
PC13. prepare a career development plan with short- and long-term goals	-	-	-	-
Communication Skills	**2**	**2**	**-**	**-**
PC14. follow verbal and non-verbal communication etiquette while communicating in professional and public settings	-	-	-	-
PC15. use active listening techniques for effective communication	-	-	-	-
PC16. communicate in writing using appropriate style and format based on formal or informal requirements	-	-	-	-
PC17. work collaboratively with others in a team	-	-	-	-
Diversity & Inclusion	**1**	**1**	**-**	**-**
PC18. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC19. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
Financial and Legal Literacy	**2**	**3**	**-**	**-**
PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.	-	-	-	-
PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC22. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
Essential Digital Skills	**3**	**5**	**-**	**-**
PC24. operate digital devices and use their features and applications securely and safely	-	-	-	-
PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.	-	-	-	-
PC26. display responsible online behaviour while using various social media platforms	-	-	-	-
PC27. create a personal email account, send and process received messages as per requirement	-	-	-	-
PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications	-	-	-	-
PC29. utilize virtual collaboration tools to work effectively	-	-	-	-
Entrepreneurship	**2**	**3**	**-**	**-**
PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC32. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
Customer Service	**1**	**2**	**-**	**-**
PC33. identify different types of customers and ways to communicate with them	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC34. identify and respond to customer requests and needs in a professional manner	-	-	-	-
PC35. use appropriate tools to collect customer feedback	-	-	-	-
PC36. follow appropriate hygiene and grooming standards	-	-	-	-
Getting ready for apprenticeship & Jobs	**2**	**3**	**-**	**-**
PC37. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC39. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC40. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC41. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	**20**	**30**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0103
NOS Name	Employability Skills (90 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	5
Credits	3
Version	1.0
Last Reviewed Date	01/11/2023
Next Review Date	01/11/2026
NSQC Clearance Date	01/11/2023

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.

2. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.

3. SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.

4. Individual NCVET recognised assessment agencies will prepare the theory and practical question papers

5. The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.

6. Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.

7. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

8. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.

9. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

10. For detailed guidelines SOP on assessments can be referred to on the RASCI website.

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0613.Develop an e-commerce strategy	50	50	0	0	100	20
RAS/N0614.Design an e-commerce website	50	50	0	0	100	20
RAS/N0615.Prepare, monitor, and review a digital marketing plan	50	50	0	0	100	15
RAS/N0616.Develop a Social Media Strategy	50	50	0	0	100	15
RAS/N0617.Develop online customer service standards	50	50	0	0	100	15
RAS/N0142.To provide leadership for your team	50	50	0	0	100	10
DGT/VSQ/N0103.Employability Skills (90 Hours)	20	30	-	-	50	5
Total	**320**	**330**	**-**	**-**	**650**	**100**

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.