

**COURSE
CURRICULA IN**

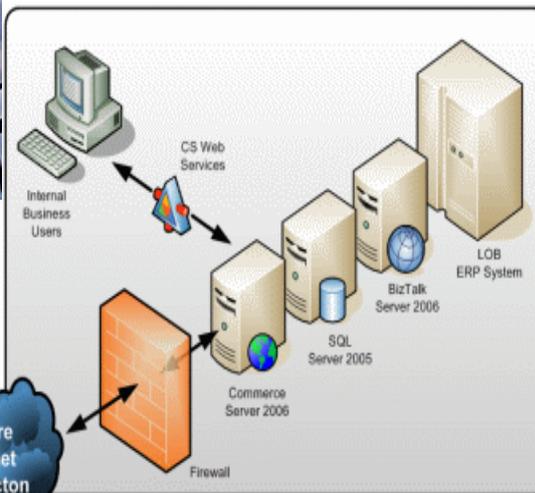
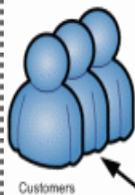
Business & Commerce Sector



Under Skill Development Initiative (SDI) Scheme

Based on

Modular Employable Skills (MES)



**Government of India
Ministry of Labour & Employment
Directorate General of Employment & Training**

List of members attended the Trade Committee Meeting for designing the course curriculum On Business & commerce Sector under Skill Development Initiative Scheme (SDIS) based on Modular Employable Skills (MES) held on 20.03.2009

Sl. No.	Name and Designation S/Sri	Organisation	
1.	S. D. Lahiri, Director	C.S.T.A.R.I, Kolkata	Chairman
2.	Dr. Partha Pratim Ghosh, Sr. Lecturer	St. Xavier's College, Kolkata	Member
3.	Dr. M. Mukherjee, DEAN	St. Xavier's College, Kolkata	Member
4.	Konkan Jana, Lecturer	Institute of Management Study, Kolkata	Member
5.	Aparajita Roy, Lecturer	Institute of Management Study, Kolkata	Member
6.	Dr. M. K. Maheshwari, V.P, Personal	National Institute of Personal Management, Kolkata	Member
7.	Shampa Chakraberti, Lecturer	National Institute of Personal Management, Kolkata	Member
8.	Arun Sengupta, Deputy Registrar	Indian Institute of Social Welfare and Business Management, Kolkata	Member
9.	Beoy Bhushan Chakraborty, Lecturer	Goenka College of Commerce and Business Administration, Kolkata	Member
10.	Pushpal Ghosh, Head- New Initiative	W.B.E.I.D.C.Ltd.(WEBEL) Kolkata	Member
11.	Satarupa Sen, Head EMS & OHSMS	Nokia Siemens Networks Pvt. Ltd.	Member
12.	Anirudra Kumar Bose, Head Manufacturing	Nokia Siemens Networks Pvt. Ltd.	Member
13.	Sushmita Goswami (CRE PB)	State Bank of India, Kolkata	Member
14.	Mr. K. Das, Manager	Axis Bank, Kolkata	Member
15.	S. Chatterjee Asstt. Manager	Axis Bank, Kolkata	Member
16.	R. I. Goswami, Lecturer	Birla Institute of Technology, Kolkata	Member
17.	S Choudhury, Lecturer	Birla Institute of Technology, Kolkata	Member
18.	Sarda Roy, Faculty	George Telegraph Training Institute, Kolkata	Member
19.	Anil Kumar, Jt. Director	CSTARI, Kolkata	Member
20.	L. K. Mukherjee, Dy. Director	CSTARI, Kolkata	Member
21.	G. Giri, Dy. Director	RDAT, Eastern Region, Kolkata	Member
22.	Abhinoy Nandi,. Dy. Director	CSTARI, Kolkata	Member
23.	Bijit Kr. Singha, Dy. Director	CSTARI, Kolkata	Member
24.	P. K. Dutta, Asstt. Director	CSTARI, Kolkata	Member
25.	S. B. Sardar, Asstt. Director	CSTARI, Kolkata	Member
26.	R. N. Manna, Trg. Officer	CSTARI, Kolkata	Member
27.	M. K. Batabyal, Jr. Tech. Assistant and Store keeper	CSTARI, Kolkata	Member
28.	P. Biswas, Jr. Draftsman	CSTARI, Kolkata	Member

**Course Curricula based on Modular
Employable Skills (MES) in
“Business & commerce” Sector.**

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Skill Development based on Modular Employable Skills (MES)

Background

The need for giving emphasis on Skill Development, especially for the educated unemployed youth (both for rural & urban) has been highlighted in various forums. Unfortunately, our country's current education system does not give any emphasis on development of skills. As a result, most of the educated unemployed youths are found wanting in this area, which is becoming their Achilles heel.

As India is on the path of economic development and the share of service sector's contribution to the GDP of the country is increasing (59% of GDP) it is becoming imperative that Government of India along with other nodal agencies play an important role in providing employable skills, with special emphasis on Skills.

Hence, need of the hour is some policy change at Apex level which will address the needs of the changing economy and look at providing mandatory skills training to all educated unemployed youths, with a view to have them gainfully employed. This shift in policy will ultimately benefit all the stake holders, namely the individuals, industry, Government and the economy by way of providing employment, increasing the output/productivity and ultimately resulting in a higher GDP for the nation.

- **Frame work for skill development based on 'Modular Employable Skills (MES)'**

Very few opportunities for skill development are available for the above referred groups (educated unemployed youth). Most of the existing skill development programmes are long term in nature. Poor and less educated persons cannot afford long term training programmes due to higher entry qualifications, opportunity cost, etc. Therefore, a new framework for skill development has been evolved by the DGET to address the employability issues.

The **key features of new framework for skill development** are:

- Demand driven short term training courses based on modular employable skills decided in consultation with Industries.
- Flexible delivery mechanism (part time, week ends & full time)
- Different levels of programmes (foundation level as well as skill up gradation) to meet demands of various target groups
- Central Government will facilitate and promote training while vocational training providers(VTP) under the Government and Private Sector will provide training.
- Optimum utilization of existing infrastructure to make training cost effective.
- Testing of skills of trainees by independent assessing bodies who would not be involved in conduct of the training programme, to ensure that it is done impartially.
- Testing & certification of prior learning (skills of persons acquired informally)

The Short Term courses would be based on "Modular Employable Skills (MES)".

The **concept for the MES** is:

- ✓ Identification of minimum skills set. Which is sufficient to get an employment in the Labour market?
- ✓ It allows skills up gradation, multiskilling, multi entry and exit, vertical mobility and life long learning opportunities in a flexible manner.
- ✓ It also allows recognition of prior learning (certification of skills acquired informally) effectively.
- ✓ The modules in a sector when grouped together could lead to a qualification equivalent to National Trade Certificate or higher.
- ✓ Courses could be available from level 1 to level 3 in different vocations depending upon the need of the employer organisations.
- ✓ MES would benefit different target groups like:

- *Workers seeking certification of their skills acquired informally
- *Workers seeking skill up gradation
- *Early school drop-outs and unemployed
- *Previously child Labour and their family

INTRODUCTION

Economic growth in India is increasingly supported by robust industrial growth. Business & Commerce Sector is one of the relatively lesser known but significant sectors that support almost all industrial activities. However, notwithstanding its importance and size (INR 4 trillion), it has traditionally not been accorded the attention it deserves as a separate sector in itself. The level of inefficiency in Business & Commerce activities in the country has been very high across all modes. The required pace of efficiency and quality improvement will demand rapid development of capabilities of Business & Commerce service providers. And with Business & Commerce being a service oriented sector, skill development will emerge as a key capability. This lack of focus on developing manpower and skills for the Business & Commerce sector has resulted in a significant gap in the numbers and quality of manpower in the sector. This gap, unless addressed urgently, is likely to be a key impediment in the growth of the Business & Commerce sector in India and in consequence, could impact growth in industry and manufacturing sectors as well. This underscores the need identifying areas where such manpower and skill gaps are critical, and developing focused action plans to improve the situation. A look at the required initiatives for manpower development in the sector makes it clear that sustainable development of the sector's manpower requires a collaborative public private effort. The level of commitment demonstrated by each stakeholder would largely determine the direction that the sector heads towards.

Age of participants

The minimum age limit for persons to take part in the scheme is 20 years but there is no upper age limit.

Curriculum Development Process

Following procedure is used for developing course curricula

- Identification of Employable Skills set in a sector based on division of work in the Labour market.
- Development of training modules corresponding to skills set identified so as to provide training for specific & fit for purpose
- Organization of modules in to a Course Matrix indicating vertical and horizontal mobility. The course matrix depicts pictorially relation among various modules, pre requisites for higher level modules and how one can progress from one level to another.
- Development of detailed curriculum and vetting by a trade committee and by the NCVT

(Close involvement of Employers Organizations, State Governments and experts, vocational Training providers and other stakeholders are ensured at each stage).

Development of Soft Skills/ Core Competencies

Soft Skills refer to a cluster of personality traits, social graces, facility with language, and personal habits that make someone a good employee and a compatible co worker. Soft skills are also sometimes referring to as employability skills, generic skills, and key or core competencies. So now a days soft skill are recognized as key for making businesses more profitable and better places to work.

Possession of proper attitudes is one of the most important attributes of a competent person. Without proper attitudes, the performance of a person gets adversely affected. Hence, systematic efforts will be made to develop attitudes during the training programme.

The trainees deal with men, materials and machines. They handle sophisticated tools and instruments. Positive attitudes have to be developed in the trainees by properly guiding them and setting up examples of good attitudes by demonstrated behaviors and by the environment provided during training.

Following competencies should also be developed during level-II and higher courses:

1. Ability for planning, organizing and coordinating
2. Creative thinking, problem solving and decision-making
3. Leadership
4. Ability to bear stress
5. Negotiation.

Duration of the Programmes

Time taken to gain the qualification will vary according to the pathway taken and will be kept very flexible for persons with different backgrounds and experience. Duration has been prescribed in hours in the curriculum of individual module, which are based on the content and requirements of a MES Module. However, some persons may take more time than the prescribed time. They should be provided reasonable time to complete the course.

Pathways to acquire Qualification:

Access to the qualification could be through:

- An approved training Programme.

Methodology

The training methods to be used should be appropriate to the development of competencies. The focus of the programme is on “performing” and not on “Knowing”. Lecturing will be restricted to the minimum necessary and emphasis to be given for learning through active participation and involvement.

The training methods will be individual centered to make each person a competent one. Opportunities for individual work will be provided. The learning process will be continuously monitored and feedback will be provided on individual basis.

Demonstrations using different models, audio visual aids and equipment will be used intensively.

Instructional Media Packages

In order to maintain quality of training uniformly all over the country, instructional media packages (Imps) will be developed by the National Instructional Media Institute (NIMI), Chennai.

Assessment

DGE&T will appoint assessing bodies to assess the competencies of the trained persons. The assessing body will be an independent agency, which will not be involved in conducting the training programme. This, in turn, will ensure quality of training and credibility of the scheme. Keeping in view, the target of providing training/testing of one million persons through out the country and to avoid monopoly, more than one assessing bodies will be appointed for a sector or an area.

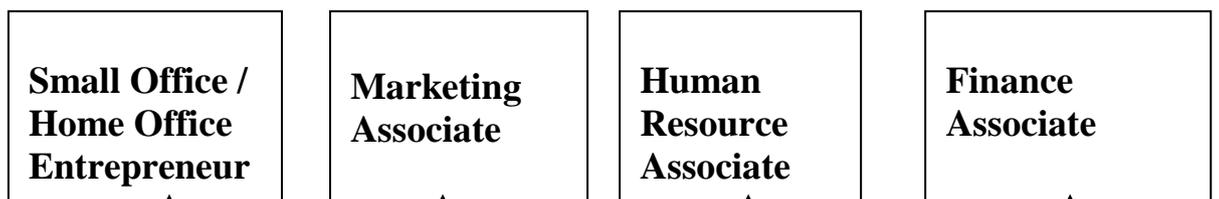
Certificate

Successful persons will be awarded competency-based certificates issued by **National Council for Vocational Training (NCVT)**.

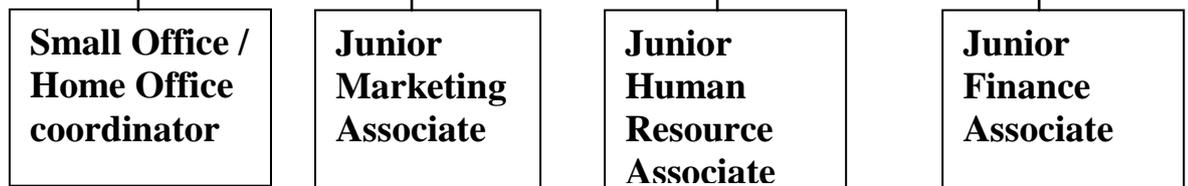
Course Matrix

BUSINESS & COMMERCE SECTOR

Level - II



Level - I



LEVEL- I
MODULE –I

Name : SMALL OFFICE /HOME OFFICE CO- ORDINATOR

Sector : **Business & commerce**

Code No. : **BSC 101**

Entry Qualification : **Graduation or equivalent**

Terminal Competency : After completion of training the trainee will be able to work as a Coordinator - Small Office/ Home Office and can help the Small Office /Home Office in communicating effectively, marketing his products effectively, manage a small team, prepare proper books of accounts.

Duration : 480 hours

Sl. No.	Practical	Theory
1	<ul style="list-style-type: none"> * Practice English speaking / vernacular, * Practice Public speaking & speak confidently * Role plays to take appointments with customers on phone. * Role Plays to sell product on phone * Show how to influence the customers on phone * Demonstrate smile, wish, greet customers 	<p>Business Communication and Soft skills.</p> <ul style="list-style-type: none"> * Understand the basic parts of a speech. * Ascertain how to avoid the common usage error * Differentiate between homophones. Interpose the sentences properly. . * Understand how to influence the customers over the phone. * Soft skill development <p>Written communication skill improvement</p>
2	<ul style="list-style-type: none"> * Identify opportunities in the market place. * Differentiate between selling a product and selling a service. * Identify need for product or service In the market. * Match product to meet consumer's expectations. * Practice how to sell products through a dealer network 	<p>Marketing Fundamentals</p> <ul style="list-style-type: none"> * Understand & explore the Role of Marketing in the Economy, customer orientation and development of a product. <ul style="list-style-type: none"> • Basic knowledge of 4P's. • Establish how brands are built and manage the service in the market. * Explore the Role of Marketing in the Economy and Development of a product. * Analyse Customer Behaviors, Strategic Planning and understand practical application of theory to real life situations
3	<ul style="list-style-type: none"> * Learn how to effectively motivate and work with co- workers. (Team building efforts) * Demonstrate importance of working in a team. * Demonstrate creative thinking by showing how to motivate a team. 	<p>Integrated Organization Principles</p> <ul style="list-style-type: none"> * Assess the need of management. * Synergize the mission, vision and do SWOT analysis by getting into the groove of lateral thinking. * Understanding the Organisational structure * Understanding the “we” centric approach rather than “I”.
4	<ul style="list-style-type: none"> * Under standing the final statements viz. trial balance, Profit & loss account and Balance Sheet. * Prepare receipt & payments account. Income and Expenditure account. * Use of accounting software. 	<p>Basic Accounting Principles</p> <ul style="list-style-type: none"> * Understanding the need for accounts, basic accounting books and reconciliation of cashbook with bank records. * Prepare final statements viz. trial balance, Profit & loss account and Balance Sheet. * Prepare Receipts & payments account, Income and Expenditure accounts. Elements of banking and insurance. * Income tax, Provident fund rules.
5	<ul style="list-style-type: none"> * Study a product operated by a SO/HO 	<p>Economics for Business</p>

	business. State the larger picture in which the business of SO/HO operates and its impact on decision-making.	*Understand the economic environment in which various organizations are operative. * Comprehend aspects which play an important role in the macro as well as the micro aspect of decision making process.
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Equipments / Tools Required for Class Room & Practical Room of 16 trainees

Computer : In a ratio one computer: 4 Trainees
LCD : 1no
Projector Screen– 8/6 Ft : 1no
White /Backboard– 6/4 Ft ; 1no
Flip Charts : As required
Posters : As required
Graphs : As required
Related software : As required

**LEVEL I
MODULE –II**

Name : **Junior Marketing Associate.**

Sector : Business & Commerce

Code No. : **BSC 102**

Entry Qualification : **Graduation or equivalent**

Terminal Competency : After completion of training the trainee will be able to work as a Junior Marketing Associate where he will assist the marketing Associates in finding, growing and developing current & new customers. He will also be able to assist the marketing associates in conducting marketing research.

Duration : 480 hours.

Sl. No.	Practical	Theory
1.	* Understanding of customers thinking and align products and services to meet the customer need.	Consumer Behaviors * Marketing fundamentals * Understand the Diversity in Market Place, the consumer behavior in line with his stage in the life cycle and its impact on Consumer Behavior. * Discover Personalities & its impact on consumer behavior, Perception and its impact on consumer behavior & therefore managerial decision-making.
2.	* Demonstrate techniques on how to sell services in the new economy.	Service Marketing * Analyze current scenario, and the type & nature of competition and approaches of competitor analysis. * Comprehend Strategy formulation, Strategic choice. Product decisions, Pricing policies &. Strategies. Understanding of which strategy is the best.
3.	* Show understanding of the basic concept of merchandising and retailing for Business.	Branding and Retailing in changing: economic environment * Study post purchase behavior in the form of managing the service and quality * Learn merchandise planning. * Comprehend Location / mix planning * Introduction to the synergistic approach to retail in it and international environmental scanning.
4.	Do a simple project work, by designing a research questionnaire for an FMCG product. Forecast future sales by using forecasting techniques.	Basic Marketing Research *Basic Knowledge of Statistical tools * Types of data sampling techniques, and sources of data collection. * Devise a questionnaire. * Learn forecasting techniques. * Analyze and evaluate the focus group model and assess the total market through primary and secondary data.
5.	* Demonstrate learning of different types of body languages * Communication skills and techniques * Dress Properly * Demonstrate understanding of business etiquettes	Soft Skills/ Selling Skills * Decoding body language Power Dressing. * Power Dressing * General Business Etiquette * Self Motivation.

Equipments / Tools Required for Class Room & Practical Room of 16 trainees

Computer	: In a ratio one computer: 4 Trainees
LCD	: 1
Projector Screen - 8/6 Ft	: 1
White /Backboard- 6/4 Ft	; 1
Flip Charts	: As required
Posters	: As required
Graphs	: As required
Related software	: As required

LEVEL-I
MOULE –III

Name : **Junior Human Resource Associate**

Sector : Business & Commerce

Code No : **BSC103**

Entry Qualification : **Graduation or equivalent**

Terminal Competency : After completion of training the trainees will be able to develop a job description for recruitment by analyzing the job requirement of given establishment and design a Training programmed for the new recruited by identifying the training need for human resource development.

Duration 480 hours

SL. NO	Practical	Theory
1	* Make a plan for hiring manpower.	Human Resource Planning in the background of Economic Environment * Understand the meaning of Human Resource Planning, various components involved in job evaluation and job analysis. * Analyze how to relate job evaluation to HR Planning, Developing HR at the national level and how to use various models for effective Human resource Planning,. * Differentiating labour markets from other markets, and What are the different processes involved in Human Resource Planning
2	* Identify the needs and dynamics of a team.	Recruitment Process * Understanding the importance of individual and group behavior in an organization. * Method of recruitment.
3	* Develop relevant training programmed for organization.	Training and Development * Categorize business goals and match training objectives successfully with Business goals through competency mapping. * Recognize the processes and steps to develop a workplace-training program. * Elucidate how individual characteristics and the environment influence learning and skill development. * Monitor the transfer of learning on the job. * Comprehend and intervention for teams and groups – their uses with a practical examples.
Comprising project work and Industrial Training		
4	* Designing & analysis of performance appraisal formats.	Performance and potential appraisal techniques * Methods of Appraisal * Competence mapping
5	Business ethics	Basic features of Labour Laws & regulations i) contract Labour (regulation & abolition) Act & rules ii) E.S.I. acts & rules iii) P.F acts & rules iv) Payment of wages act & rules v) Minimum wages act & rules vi) Workmen compensation act & Rules vii) Bonus act & rules viii) Industrial dispute act & rules
6	* Demonstrate learning of different types of body languages. * Dress Properly. * Demonstrate understanding of	Soft Skills Effective communication * Decoding body language, * Power Dressing

Equipments / Tools Required for Class Room & Practical Room of 16 trainees

Computer	: In a ratio one computer: 4 Trainees
LCD	: 1
Projector Screen - 8/6 Ft	: 1
White /Backboard- 6/4 Ft	; 1
Flip Charts	: As required
Posters	: As required
Graphs	: As required
Related software	: As required

**LEVEL I
MODULE -IV**

Name : Junior Finance Associate.

Sector : Business & Commerce

Code No : **BSC104**

Entry Qualification : **Graduation or equivalent**

Terminal Competency : After completion of the training the trainees will be able to analyze/assess financial data and prepare various reports/statements and maintain endowment accounts and reconcile ledgers.

Duration : 480 hours

SL NO.	PRACTICAL	THEORY
1	<ul style="list-style-type: none"> *Under standing the final statements viz. trial balance, Profit & loss account and Balance Sheet. * Prepare receipt & payments account. Income and Expenditure account. * Use of Accounting Software. 	<p>Basic Accounting Principles</p> <ul style="list-style-type: none"> * Understanding the need for accounts, basic accounting books and reconciliation of cashbook with bank records. * Prepare Receipts & payments account, Income and Expenditure accounts. Elements of banking and insurance. * Income tax, Provident fund rules.
2	<ul style="list-style-type: none"> * Use systems of accounting and different methods of investment. * Case studies 	<p>Financial Analysis</p> <ul style="list-style-type: none"> *Understand the overview of regulatory system of accounting, group accounts and basic consolidation of accounts. * Analyze different methods of investment in associates, different forms of joint venture, bonus issue of capital and capital reduction and impact of currency translation.
3	<ul style="list-style-type: none"> *Apply basics of cost accounting. 	<p>Accounting – Performance Analysis</p> <ul style="list-style-type: none"> * How to read balance sheet, Preparation of profit and loss account, Annual balance sheet account and cashbook ratio analysis.
4	<ul style="list-style-type: none"> * Composite statement, common size statement, Trade analysis, CVP analysis. 	<p>Knowledge of SEBI rules</p> <ul style="list-style-type: none"> * Knowledge of Composite statement, common size statement, Trade analysis, CVP analysis.
5	<ul style="list-style-type: none"> * Demonstrate how to maximize profits by investing resources in stocks and in the international Market * Basic idea of financial market * Demonstration on web based trading 	<p>International Finance, Economics & Forex Trade</p> <ul style="list-style-type: none"> * basic idea of the processes of quoting in the spot and forward markets or through! Swaps. What are the risks Involved, and how to make profit from this volatile market * Develop an understanding for evaluation of a project. Cash flow determination, and determination of cost of capital, access to foreign financial structure of multinational group and capital structure for foreign subsidiaries.
6	<ul style="list-style-type: none"> * Analyze capital market for investment * Web based training 	<p>Economics of investment Analysis and Portfolio Analysis</p> <ul style="list-style-type: none"> * Evaluate the intricacies of the securities market, capital market and their analysis from the investor's point of view. * Understand the process of making Fundamental Analysis and Technical analysis of the market, along with the industry analysis.

7	* Demonstrate the understanding of the legal requirements of running a company and the consequences of mismanagement of a company.	Company Law * Understanding the Nature of the Company, Usefulness of a Company, the procedure to form a company, the contents of the Agreement forming the Company the practical aspects of company formation.
8	*Demonstrate to conduct the different meetings regarding business matters.	Business Law * Comprehend different ways in Which membership can be acquired: the, concept of owner's capital and how it's raised in a company, how to conduct meetings and legal requirements of Company Meetings.
9	*Demonstrate learning of different types of body languages. * Dress Properly. *Demonstrate understanding of business etiquettes.	Soft skill * Decoding body language * Power Dressing * General Business Etiquette. * Self-Motivation.

Equipments / Tools Required for Class Room & Practical Room of 16 trainees

Computer	: In a ratio one computer: 4 Trainees
LCD	: 1
Projector Screen - 8/6 Ft	: 1
White /Backboard- 6/4 Ft	; 1
Flip Charts	: As required
Posters	: As required
Graphs	: As required
Related software	: As required

**Level II
MODULE –I**

Name	:	SMALL OFFICE/HOME OFFICE ENTREPRENEUR
Sector	:	Business & Commerce
Code No	:	BSC 205
Entry Qualification	:	Graduation or equivalent + BSC 101
Terminal competency	:	After completion of training the trainee will be able to analyze business situations & opportunities and manage the team to market a product effectively and prepare effective performance appraisal system.
Duration	:	480 hours

SLNO	Practical	Theory
1	<ul style="list-style-type: none"> * Prepare monthly Performance Status Reports * Analyze reports * Design reporting formats to provide accurate Information in a clear and concise manner. * Analyze MIS Reports * Prepare variance reports such as Forecast VS. Actual sales * E-Business practice. 	<p>Information and Business Economic Analysis</p> <ul style="list-style-type: none"> * Understand the use of Information systems for achieving the business goal. * Assess the role of information technology in supporting different business processes such as production, marketing, accounting, sales & CRM. * Comprehend IT as a tool to provide effective customer service. analyzing market opportunities and manage production and manufacturing operations in an efficient manner. * Knowledge on concept of procurement.
2	<ul style="list-style-type: none"> * Demonstrate how to manage inventories effectively and maximize profits * Logistic support & supply chain. * Negotiation skill. 	<p>Resource and Value Chain</p> <ul style="list-style-type: none"> * Discern what is inventory planning also they should know how to design MPS / CRP and BOM, file. * Understand how to Integrate in various Industries like FMCG/Semi durable Durable/services sectors. * Utilize this module in day to day forecasting/material requisite planning and ultimately able to simulate the job for future decision making so that they can make use of the optimum use of resource available. * e-procurement concept * e- business.(Import, export & custom laws)
3	<ul style="list-style-type: none"> * Identify target, market, segment the market position the brand for a new company. * Compile marketing audit for a new product. * Demonstrate the barriers to marketing planning. * Formulate a marketing plan for a product or service. 	<p>Planning and Marketing</p> <ul style="list-style-type: none"> * Discover how consumer behavior trends may affect future industry, category, company or product performance, Importance of sales objectives defining target market, Target market segmentation, what brand positioning is and its importance. * Apprehend Alternative strategies, for consideration related to market, market share, spending, product naming, packaging, pricing etc., *Translation of marketing objectives and strategies into advertising, and How to make a media plan that will most effectively and efficiently deliver message. * Consumer behavior, Branding, Retailing & Marketing research.

4	<ul style="list-style-type: none"> * Prepare cost accounting sheets * Demonstrate how to use scientific methods for products/service costing and how to manage the costs. * Preparation of store ledger. 	<p>Accounting fundamentals</p> <ul style="list-style-type: none"> * understand the basic concepts of cost accounting, prepare cost sheet, fixing inventory levels, bin card, store ledgers. * Valuation of material issues, and inventory control systems. * Identify various methods of remuneration, overhead distribution and absorption of overheads using different methods. * Discover about the differences in - absorption costing and marginal costing and use of marginal costing techniques in short term decisions. * Concept of Bonus, payment, exercise & VAT.
5	<ul style="list-style-type: none"> * Demonstrate how to manage people, evaluate them correctly and how to compensate them; scientifically. * Learn various HR techniques and evaluate terms performance. 	<p>Human Resource in Changing Economic Environment</p> <ul style="list-style-type: none"> * Understand the Role of HRM within the organization. Apprehend the role of performance appraisal plays for different categories, linkage between the business goals & performance appraisal criteria. Differentiate between training & development, and understanding the various types of wage theory & methods of determining compensation
6	<ul style="list-style-type: none"> * Create a E-mail account. * Send Faxes. 	<p>Communication</p> <ul style="list-style-type: none"> * Learn how to communicate more effectively. * Negotiation skill. * Enhance your verbal communication skills. * Written communication -Email, fax, memos, reports Presentation skills

Equipments / Tools Required for Class Room & Practical Room of 16 trainees

Computer	: In a ratio one computer: 4 Trainees
LCD	: 1
Projector Screen - 8/6 Ft	: 1
White /Backboard- 6/4 Ft	; 1
Flip Charts	: As required
Posters	: As required
Graphs	: As required
Related software	: As required

LEVEL II
MOULE – II

Name : **Marketing Associate**

Sector : Business & Commerce

Code No : **BSC 206**

Entry Qualification : **Graduation or equivalent + BSC202**

Terminal Competency : After completion of training, the trainees will be able to work as developing a customize marketing strategy and execute for selling the product to more customer.

Duration : 480 hours

SI NO.	Practical	Theory
1	<ul style="list-style-type: none"> * Demonstrate use of various advertising and marketing techniques for business promotion 	<p>Integrated Marketing Communication in Changing Economic Order</p> <ul style="list-style-type: none"> * Understands the role market segmentation plays in marketing communications programs. * Distinguish the importance of effective brand and product positioning. * Exploit strategies to help establish a positive position. * Integrate the advantages of various media in developing an ad program.
2	<ul style="list-style-type: none"> * Demonstrate how to build customer relationship use tools to build effective relations with customers * Demonstrate the use at various Direct selling Techniques 	<p>Customer Relationship Management</p> <ul style="list-style-type: none"> * Study Relationship marketing and Campaign management * Learn CRM & e CRM to retain Customers and increase Customer Profitability. * Learn Value Modeling, Channel Optimization, Personalization. * Comprehend various tools for I Online marketing including online I visibility, Search engines, Inventory integration, Shipping & order tracking. Ordering process, site Navigation scheme, Customer security issues, * Understand Sales & Territory management, Contact management, Lead Management Knowledge management. Mobile CRM, ERP Supply Management, Partner Relationship Management, Vendor analysis- nature & operation, and Concept of B2B marketing.
3	<ul style="list-style-type: none"> * Using a product of your choice, demonstrate how to increase sales by selling products in the international markets. 	<p>International Marketing in changing Economic Environment</p> <ul style="list-style-type: none"> * Understand the Global Marketing Environment - "The Role of Political and Legal Forces". * Developing a Global Mindset, Global Marketing Strategies, International and Global Product and Service Strategies * Understand the key issues in product planning and designing strategies.
4	<ul style="list-style-type: none"> * Demonstrate how various marketing tools can be used in conjunction to self effectively. 	<p>Strategic Marketing</p> <ul style="list-style-type: none"> * Comprehend Strategy formulation, Strategic choice, Product decisions. Pricing policies & strategies. * Evaluate current scenario, and the type & nature of competition and approaches of competitor analysis. * Understanding of which strategy is the best. * Soft skill – Presentation skill, communication skill.

Equipments / Tools Required for Class Room & Practical Room of 16 trainees

Computer	: In a ratio one computer: 4 Trainees
LCD	: 1
Projector Screen - 8/6 Ft	: 1
White /Backboard- 6/4 Ft	; 1
Flip Charts	: As required
Posters	: As required
Graphs	: As required
Related software	: As required

**LEVEL - II
MODULE - III**

Name : HUMAN RESOURCE ASSOCIATE

Sector : Business & Commerce

Code No : **BSC 207**

Entry Qualification : **Graduation or equivalent + BSC 103**

Terminal Competency : After completion of training, the trainees will be able to develop job description and manage recruitment process for appointment consistent with organizational policies & procedures.

Duration : 480 hours

SL NO.	PRACTICAL	THEORY
1	* Plan compensation and employee benefits.	<p>Compensation & Benefit Analysis</p> <ul style="list-style-type: none"> * Confer the strategic importance of compensation to the achievement of organizational goals. * Classify links between * Compensation objectives and business strategy. * Discuss the role of compensation in attracting, motivating, and retaining a high quality workforce. * Relate to the role of compensation management part of the new Mandate for HR executives.
2	*Demonstrate how the strategic components of HRD assist an organization in effectively implementing its overall business strategy.	<p>Strategic HR</p> <ul style="list-style-type: none"> * Recognize the role and importance of strategic planning in organization and the linkage of overall original I strategy to HR practices. * Understand the impact of globalization on industrial strategy. * Comprehend how the strategic components of HRD assist an organization in effectively implementing its overall business strategy. * Identify the blocks constraining i.e. alignment between strategic responses & organization. * Understand Importance of selection and placement process and concept of personality trait.
3	*Develop systems to increase the productivity of employees.	<p>Organization of Change and Performance</p> <ul style="list-style-type: none"> * Understand the feasibility of radical performance improvement and the conceptual perspective towards change process in the organization. * Comprehend the effective macro and micro strategic options for executing the laid organizational vision. * Recognize the corporate philosophy for successful future organizations and the new norms of relationships.
4	* Conduct mock interview sessions. *Use different testing procedures to match skill sets to job profile.	<p>Industrial Psychology</p> <ul style="list-style-type: none"> * Concept of personality trait. * Identify Individual differences, Test of Intelligence and personality. Industrial fatigue & its effect on human performance and Significance of Personnel counseling in industrial environment.

Equipments / Tools Required for Class Room & Practical Room of 16 trainees

Computer	: In a ratio one computer: 4 Trainees
LCD	: 1
Projector Screen - 8/6 Ft	: 1
White /Backboard- 6/4 Ft	; 1
Flip Charts	: As required
Posters	: As required
Graphs	: As required
Related software	: As required

LEVEL - II
MODULE - IV

Name : Finance Associate

Sector : Business & Commerce

Code No. : **BSC 208**

Entry Qualification : **Graduation or equivalent + BSC 104**

Terminal Competency : After completion of training the trainees will be able to
1) Analyze and assess financial data and prepare various reports. 2) Review and investigate transactions; endowment accounts; reconciling ledgers and make recommendations: responding to enquire;

Duration : 480 hours.

SL.NO.	Practical	Theory
1	* Use financial tools to measure and analyze performance of a company of your choice.	Accounting - Financial Strategy * Understand organization goal achievements and use of financial tools to evaluate performance. * Evaluate different types of risk, how to measure them and to mitigate them.
2	* Analysis the financial statement of a company.	Accounting – Decision Making Process * Understand the importance of decision making, areas under short term decisions like use of limited resources, make or buy, best profitable product mix etc.
3	*Make decisions based on various financial techniques.	Decision Making for value analysis * Focus on break eve analysis with multi products, impact on profit under use of limited resources. * Comprehend value analysis, activity based costing, life cycle costing, target costing etc.
4	* Evaluate and analyze financial statements of a company of your choice	Risk Analysis and control Strategy * Understand the importance of systems and the usefulness of internal control systems * Recognize the importance of corporate governance, its ethic and its usefulness for the share holders and stake holder * Characterize the various type of risks by looking into the financial statements and evaluate the different types of risks such as currency risk, interest risk
5	* Design and implement management control systems for a company of your choice.	Accounting – Business Economics Strategy * Understand designing of systems to suit management accounting and strategy formulation for management control * Comprehend impact of different environments and to workout strategies accordingly.
6	* Compute different variances.	Different types of variances * Comprehend how to compute different types of variances under Standard Costing viz Material cost variance, Labour cost variance, Overhead variance. Sales Margin variance, Value variance. Interpreting variances, and Importance of budgets.

Equipments / Tools Required for Class Room & Practical Room of 16 trainees

Computer	: In a ratio one computer: 4 Trainees
LCD	: 1
Projector Screen - 8/6 Ft	: 1
White /Backboard- 6/4 Ft	; 1
Flip Charts	: As required
Posters	: As required
Graphs	: As required
Related software	: As required