



# Model Curriculum

**QP Name: Sr. Executive- Business Development (Electronics)**

**QP Code: ELE/Q1101**

**QP Version: 5.0**

**NSQF Level: 5**

**Model Curriculum Version: 5.0**

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# Table of Contents

Training Parameters.....	3
Program Overview .....	4
Training Outcomes.....	4
Compulsory Modules .....	4
Module Details.....	5
Module1 : Analyse the market .....	5
Module 2: Offer solutions to customer .....	6
Module 3: Employability Skills (60 Hours) .....	7
Module 4: On-the-Job Training .....	8
Annexure.....	9
Trainer Requirements .....	9
Assessor Requirements.....	10
Assessment Strategy .....	11
References .....	12
Glossary.....	12
Acronyms and Abbreviations .....	14

## Training Parameters

<b>Sector</b>	Electronics
<b>Sub-Sector</b>	Semiconductor & Components
<b>Occupation</b>	Marketing and Sales-S&C
<b>Country</b>	India
<b>NSQF Level</b>	5
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO - 2015/5242.0201
<b>Minimum Educational Qualification and Experience</b>	Completed 2nd year of UG (UG Diploma) (Physics/Electronics/ Electrical/Mechanical) with 1.5 years of Relevant Experience OR Completed 3 year diploma after 10th (Electronics/Electrical/ Mechanical) with 3 Years of Relevant Experience OR Previous relevant Qualification of NSQF Level (4.5) with 1.5 years of Relevant Experience #Relevant Experience in Semiconductor & Components
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	01.05.2025
<b>Next Review Date</b>	30.04.2028
<b>NSQC Approval Date</b>	08.05.2025
<b>QP Version</b>	5.0
<b>Model Curriculum Creation Date</b>	01.05.2025
<b>Model Curriculum Valid Up to Date</b>	30.04.2028
<b>Model Curriculum Version</b>	5.0
<b>Minimum Duration of the Course</b>	570 Hours
<b>Maximum Duration of the Course</b>	570 Hours

## Program Overview

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

### Training Outcomes

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

- Demonstrate ways to analyse the market and identify the customer requirements.
- Demonstrate procedure of initiating and conducting sales meeting with customer.
- Demonstrate procedure of completing and closing the sale with the customer.
- Interact and coordinate with the supervisor and colleagues etc.
- Follow safe and healthy work practices.

### Compulsory Modules

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

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>ELE/N1103: Conduct a market analysis</b>	<b>96:00</b>	<b>114:00</b>	<b>90:00</b>	<b>00:00</b>	<b>300:00</b>
Module 1: Analyse the market	96:00	114:00	90:00	00:00	300:00
<b>ELE/N1104: Present effective solutions to meet customer needs</b>	<b>60:00</b>	<b>60:00</b>	<b>90:00</b>	<b>00:00</b>	<b>210:00</b>
Module 2: Offer solutions to customer	60:00	60:00	90:00	00:00	210:00
<b>DGT/VSQ/N0102: Employability Skills (60 Hours)</b>	<b>24:00</b>	<b>36:00</b>	<b>00:00</b>	<b>00:00</b>	<b>60:00</b>
Module 3: Employability Skills (60 Hours)	24:00	36:00	00:00	00:00	60:00
<b>Total Duration</b>	<b>180:00</b>	<b>210:00</b>	<b>180:00</b>	<b>00:00</b>	<b>570:00</b>

# Module Details

## Module 1: Analyse the market

### Mapped to ELE/N1103

#### Terminal Outcomes:

- Identify the ways to do the market research and analysis.
- Perform steps to initiate and conduct the sales meeting with customer.

<b>Duration: 96:00</b>	<b>Duration: 114:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the information derived from the instructions from the top management related to work requirement, periodical (e.g., yearly, quarterly) sales target, location and area of operation etc.</li> <li>• List the latest products / software and services with their features and characteristics offered by the organisation.</li> <li>• Elaborate ways to analyse the market for information such as major players in different sector, their current use of semiconductor services and their product portfolio, past sales pattern, market trends, market opportunities and potential customers.</li> <li>• Discuss the need of prepare a list of potential customers in the region.</li> <li>• List the steps to be perform for initiating the sales and meeting with customer.</li> <li>• Describe the information and features need to mention in the presentation for customer.</li> <li>• List the steps to be performed for conducting the sales meeting with the customer.</li> <li>• Discuss ways to identify the customer requirements.</li> <li>• List the information and documents needed to be recorded and maintained as per the organisational policies and procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Show how to obtain information about the characteristics and features of the latest products / software and services offered by the organisation.</li> <li>• Show how to collect the information on the demographics of the location, major players in different sector, their current use of semiconductor services and their product portfolio and evaluate the market trends to decide the strategy for sale.</li> <li>• Prepare a sample pitch and presentation for the customer for starting the sale.</li> <li>• Show how to make calls to the customer for fixing a meeting.</li> <li>• Demonstrate appropriate behavioural etiquette while interacting with customer on telephone / directly.</li> <li>• Demonstrate how to greet the customer, deliver the presentation and clarify the customer queries by using electronic system and devices in the meeting.</li> <li>• Show how to identify the customer requirements and suggest relevant solutions.</li> <li>• Apply appropriate ways to record customer information and prepare documents related to the sales call and meeting as per the organisational policies and procedures.</li> <li>• Apply appropriate ways to create and manage a pipeline of potential customers.</li> <li>• Show how to rectify incorrect details in existing database to extent allowed by company policy .</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer speakers	
<b>Tools, Equipment and Other Requirements</b>	
Sales presentation, products broacher, sample products	

## Module 2: Offer solutions to customer

### Mapped to ELE/N1104

#### Terminal Outcomes:

- Demonstrate the procedure of completing and closing the sale with the customer.
- Identify the documents related to sale need to prepare for customer.

<b>Duration:</b> 60:00	<b>Duration:</b> 60:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain how to identify the customer requirements.</li> <li>• List organisation policies for suggesting the products and solutions to the customer as per the requirement.</li> <li>• List the information and documents need to record and maintain as per the organisational policies and procedures.</li> <li>• Describe the organisation procedure for designing the solution for the customer by discussing with the design and production team.</li> <li>• Describe negotiation and ways of negotiating price with the customer.</li> <li>• List the steps to be performed for completing and closing the sale with the customer.</li> <li>• List the information and documents needed to be recorded and maintained for closing the sale.</li> <li>• Discuss ways to identify the after sales service requirement for the customer.</li> <li>• State the important factors to achieve the given targets while maintaining 100% quality standards</li> </ul>	<ul style="list-style-type: none"> <li>• Apply appropriate ways to identify the customer queries and suggest relevant solutions to meet customer requirements.</li> <li>• Demonstrate ways to communicate the unique features of the solution, convincing the customer for product and completing the sale.</li> <li>• Perform steps to record customer information and prepare documents related to the sales call and meeting as per the organisational policies and procedures.</li> <li>• Show how to communicate relevant information and customer requirements to design and production team for designing the solution and cost estimation.</li> <li>• Apply appropriate ways for negotiating price with the customer and making a profitable sale for the organisation.</li> <li>• Demonstrate organisation specified procedure for completing the sale, informing the customer about price, payment, payment modes, warranty and other related information to the customer.</li> <li>• Apply appropriate ways to record information and prepare documents related to the sale for the customer as per the organisational policies and procedures.</li> <li>• Apply appropriate methods to identify customer's after sales service requirement and informing the customer for the same.</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer speakers	
<b>Tools, Equipment and Other Requirements</b>	
Sales presentation, products brochure, sample products	

## Module 3: Employability Skills (60 Hours)

### Mapped to DGT/VSQ/N0102

#### Terminal Outcomes:

- Discuss about Employability Skills in meeting the job requirements
- Describe opportunities as an entrepreneur.
- Describe ways of preparing for apprenticeship & Jobs appropriately.

Duration: 24:00	Duration: 36:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain constitutional values, civic rights, responsibility towards society to become a responsible citizen</li> <li>• Discuss 21<sup>st</sup> century skills</li> <li>• Explain use of basic English phrases and sentences.</li> <li>• Demonstrate how to communicate in a well-behaved manner</li> <li>• Demonstrate how to work with others</li> <li>• Demonstrate how to operate digital devices</li> <li>• Discuss the significance of Internet and Computer/ Laptops</li> <li>• Discuss the need for identifying business opportunities</li> <li>• Discuss about types of customers.</li> <li>• Discuss on creation of biodata</li> <li>• Discuss about apprenticeship and opportunities related to it.</li> </ul>	<ul style="list-style-type: none"> <li>• List different learning and employability related GOI and private portals and their usage</li> <li>• Show how to practice different environmentally sustainable practices.</li> <li>• Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, etc.</li> <li>• Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone</li> <li>• Demonstrate how to communicate in a well-mannered way with others.</li> <li>• Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette</li> <li>• Utilize virtual collaboration tools to work effectively</li> <li>• Demonstrate how to maintain hygiene and dressing appropriately.</li> <li>• Perform a mock interview</li> </ul>
Classroom Aids	
Training Kit (Trainer Guide, Presentations). Whiteboard, Marker, Projector, Laptop	
Tools, Equipment and Other Requirements	
Computer, UPS, Scanner, Computer Tables, LCD Projector, Computer Chairs, White Board OR Computer Lab	

## Module 4: On-the-Job Training

### Mapped to Sr. Executive- Business Development (Electronics)

<b>Mandatory Duration:</b> 180:00	<b>Recommended Duration:</b> 00:00
<b>Location: On Site</b>	
<b>Terminal Outcomes</b> <ol style="list-style-type: none"> <li>1. Explain the fundamental concepts of electronics and electronics components</li> <li>2. Do the market research and analysis.</li> <li>3. Initiate and conduct the sales meeting with customer</li> <li>4. Complete and close the sale with the customer.</li> <li>5. Prepare the documents related to sale for customer</li> <li>6. Interact and coordinate with supervisor and colleagues</li> <li>7. Work as per the given timeline and quality standards</li> <li>8. Maintain a safe, healthy and secure work environment</li> </ol>	



# Annexure

## Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma/ Degree/ ITI/ Certified in relevant CITS Trade	(Electrical/ Electronics/ Mechanical)	2	Business Development	1	Electronics	

Trainer Certification	
Domain Certification	Platform Certification
<b>"Sr. Executive- Business Development (Electronics), ELE/Q1101, version 5.0".</b> Minimum accepted score is 80%.	Recommended that the Trainer is certified for the <b>Sr. Executive- Business Development (Electronics), "Trainer (VET and Skills)"</b> , mapped to the Qualification Pack: "MEP/Q2601, V2.0", with minimum score of 80%

## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma/ Degree/ ITI/ Certified in relevant CITS Trade	(Electrical/Electronics/ Mechanical)	3	Business Development	1	Electronics	

Assessor Certification	
Domain Certification	Platform Certification
<p><b>“Sr. Executive- Business Development (Electronics), ELE/Q1101, version 5.0”.</b> Minimum accepted score is 80%.</p>	<p>Recommended that the Assessor is certified for the <b>Sr. Executive- Business Development (Electronics)</b>, “Assessor (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2701, V2.0”, with minimum score of 80%</p>

## Assessment Strategy

1. Assessment System Overview:
  - Batches assigned to the assessment agencies for conducting the assessment on SDMS/SIP or email
  - Assessment agencies send the assessment confirmation to VTP/TC looping SSC
  - Assessment agency deploys the ToA certified Assessor for executing the assessment
  - SSC monitors the assessment process & records
2. Testing Environment:
  - Confirm that the centre is available at the same address as mentioned on SDMS or SIP
  - Check the duration of the training.
  - Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
  - If the batch size is more than 30, then there should be 2 Assessors.
  - Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
  - Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
  - Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
  - Check the availability of the Lab Equipment for the particular Job Role.
3. Assessment Quality Assurance levels / Framework:
  - Question papers created by the Subject Matter Experts (SME)
  - Question papers created by the SME verified by the other subject Matter Experts
  - Questions are mapped with NOS and PC
  - Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
  - Assessor must be ToA certified & trainer must be ToT Certified
  - Assessment agency must follow the assessment guidelines to conduct the assessment
4. Types of evidence or evidence-gathering protocol:
  - Time-stamped & geotagged reporting of the assessor from assessment location
  - Centre photographs with signboards and scheme specific branding
  - Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
  - Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos
5. Method of verification or validation:
  - Surprise visit to the assessment location
  - Random audit of the batch
  - Random audit of any candidate
6. Method for assessment documentation, archiving, and access
  - Hard copies of the documents are stored
  - Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
  - Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

## References

## Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.

<b>Knowledge and Understanding (KU)</b>	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.
<b>Organizational Context</b>	Organizational context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	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.
<b>Electives</b>	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.
<b>Options</b>	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.

## Acronyms and Abbreviations

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training
<b>IPR</b>	Intellectual Property Rights