Model Curriculum

QP Name: Sr. Executive - Business Development

QP Code: ELE/Q1101

QP Version: 4.0

NSQF Level: 5

Model Curriculum Version: 4.0

Electronics Sector Skills Council of India || 155, 2nd Floor, ESC House, Okhla Industrial Area - Phase 3, New Delhi – 110020

Table of Contents

Training Parameters

Sector	Electronics
Sub-Sector	Semiconductor & Components
Occupation	Marketing and Sales-S&C
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO - 2015/NIL
Minimum Educational Qualification and Experience	Post graduate in any stream OR Graduate in any stream with 6 months of relevant experience OR 3 years diploma after 12th with 1 year of relevant experience OR 3 years diploma after 10th with 3 years of relevant experience OR Certificate of NSQF Level-4 in Purchase Executive with 2 years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	31/03/2022
Next Review Date	02/08/2025
NSQC Approval Date	31/03/2022
QP Version	3.0
Model Curriculum Creation Date	31/03/2022
Model Curriculum Valid Up to Date	02/08/2025
Model Curriculum Version	1.0
Minimum Duration of the Course	720 Hours
Maximum Duration of the Course	720 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
Bridge Module	**21:00**	**39:00**	**00:00**	**00:00**	**60:00**
Module 1: Introduction to the role of Sr.Executive-Business Development	21:00	39:00	00:00	00:00	60:00
ELE/N1101: Analyse the market	**90:00**	**120:00**	**90:00**	**00:00**	**300:00**
Module 2: Analyse the market	90:00	120:00	90:00	00:00	300:00
ELE/N1102: Offer solutions to customer	**90:00**	**120:00**	**120:00**	**00:00**	**330:00**
Module 3: Offer solutions to customer	90:00	120:00	120:00	00:00	330:00
ELE/N1002 – Apply Health and Safety Practices at the Workplace	**15:00**	**15:00**	**00:00**	**00:00**	**30:00**
Module 4: Basic Health and Safety Practices	15:00	15:00	00:00	00:00	30:00
DGT/VSQ/N0102- Employability Skills (60 Hours)	**24:00**	**36:00**	**00:00**	**00:00**	**60:00**
Module 5: Employability Skills (60 Hours)	24:00	36:00	00:00	00:00	60:00
Total Duration	**240:00**	**330:00**	**210:00**	**00:00**	**780:00**

Module Details

Module 1: Introduction to the role of Sr. Executive - Business Development
Bridge module

Terminal Outcomes:

- List the role and responsibilities of a Sr. Executive - Business Development.

Duration: *21:00*	Duration: *39:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Describe the size and scope of the electronics industry and its various sub-sectors. • Discuss the various opportunities for a Sr. Executive - Business Development in the electronics industry. • Define the basics of electronics and related concepts. • Discuss the role and responsibilities of a Sr. Executive - Business Development. • Discuss organisational policies on incentives, delivery standards, personnel management and public relations (PR).	• Awareness of the ESDM Market • Knowledge of the Market Research and Demand Analysis • Knowledge of the Management Information System (MIS) of the Market Demand • Understanding of the Product and its launch strategy (Segmenting Targeting Positioning – STP) • Knowledge of the Business Strategies and Training
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	
NA	

Module 2: Analyse the market

Mapped to ELE/N1101

Terminal Outcomes:

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

Duration: 90:00	Duration: 120:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• 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. • List the latest products / software and services with their features and characteristics offered by the organisation. • 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. • Discuss the need of prepare a list of potential customers in the region. • List the steps to be perform for initiating the sales and meeting with customer. • Describe the information and features need to mention in the presentation for customer. • List the steps to be performed for conducting the sales meeting with the customer. • Discuss ways to identify the customer requirements. • List the information and documents needed to be recorded and maintained as per the organisational policies and procedures.	• Show how to obtain information about the characteristics and features of the latest products / software and services offered by the organisation. • 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. • Prepare a sample pitch and presentation for the customer for starting the sale. • Show how to make calls to the customer for fixing a meeting. • Demonstrate appropriate behavioural etiquette while interacting with customer on telephone / directly. • Demonstrate how to greet the customer, deliver the presentation and clarify the customer queries by using electronic system and devices in the meeting. • Show how to identify the customer requirements and suggest relevant solutions. • Apply appropriate ways to record customer information and prepare documents related to the sales call and meeting as per the organisational policies and procedures. • Apply appropriate ways to create and manage a pipeline of potential customers. • Show how to rectify incorrect details in existing database to extent allowed by company policy .
Classroom Aids:	
Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer speakers	
Tools, Equipment and Other Requirements	
Sales presentation, products broacher, sample products	

Module 3: Offer solutions to customer

Mapped to ELE/N1102

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.

Duration: *90:00*	Duration: *120:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain how to identify the customer requirements. - List organisation policies for suggesting the products and solutions to the customer as per the requirement. - List the information and documents need to record and maintain as per the organisational policies and procedures. - Describe the organisation procedure for designing the solution for the customer by discussing with the design and production team. - Describe negotiation and ways of negotiating price with the customer. - List the steps to be perform edfor completing and closing the sale with the customer. - List the information and documents needed to be recorded and maintained for closing the sale. - Discuss ways to identify the after sales service requirement for the customer. - State the important factors to achieve the given targets while maintaining 100% quality standards	- Apply appropriate ways to identify the customer queries and suggest relevant solutions to meet customer requirements. - Demonstrate ways to communicate the unique features of the solution, convincing the customer for product and completing the sale. - Perform steps to record customer information and prepare documents related to the sales call and meeting as per the organisational policies and procedures. - Show how to communicate relevant information and customer requirements to design and production team for designing the solution and cost estimation. - Apply appropriate ways for negotiating price with the customer and making a profitable sale for the organisation. - Demonstrate organisation specified procedure for completing the sale, informing the customer about price, payment, payment modes, warranty and other related information to the customer. - Apply appropriate ways to record information and prepare documents related to the sale for the customer as per the organisational policies and procedures. - Apply appropriate methods to identify customer's after sales service requirement and informing the customer for the same.
Classroom Aids:	
Whiteboard, marker pen, computer or laptop attached to LCD projector, scanner, computer speakers	
Tools, Equipment and Other Requirements	
Sales presentation, products broacher, sample products	

Module 4: Basic Health and Safety Practices

Mapped to ELE/N1002

Terminal Outcomes:

- Apply health and safety practices at the workplace.

Duration: 15:00	Duration: 15:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss job-site hazards, risks and accidents. • Explain the organizational safety procedures for maintaining electrical safety, handling tools and hazardous materials. • Elaborate electronic waste disposal procedures. • Describe the process of disposal of hazardous waste • List the name and location of concerned people, documents and equipment for maintaining health and safety in the workplace. • Describe how to interpret warning signs while accessing sensitive work areas. • Explain the importance of good housekeeping. • Describe the importance of maintaining appropriate postures while lifting heavy objects. • List the types of fire and fire extinguishers. • Explain the importance of efficient utilisation of water, electricity and other resources. • List the common sources of pollution and ways to minimize it. • Describe the concept of waste management and methods of disposing hazardous waste. • Explain various warning and safety signs. • Describe different ways of preventing accidents at the	• Demonstrate the use of protective equipment suitable as per tasks and work conditions. • Prepare a report to inform the relevant authorities about any abnormal situation/behaviour of any equipment/system. • Administer first aid in case of a minor accident. • Demonstrate the steps to free a person from electrocution safely. • Administer Cardiopulmonary Resuscitation (CPR). • Demonstrate the application of defined emergency procedures such as raising alarm, safe/efficient, evacuation, moving injured people, etc. • Prepare a sample incident report. • Use a fire extinguisher in case of a fire incident. • Demonstrate the correct method of lifting and handling heavy objects.
Classroom Aids	
Training kit (Trainer guide, Presentations), White board, Marker, projector, laptop, flipchart.	
Tools, Equipment and Other Requirements	
Personal Protection Equipment: safety glasses, head protection, rubber gloves, safety footwear, warning signs and tapes, fire extinguisher, first aid kit, fire extinguishers and warning signs.	

Module 5: 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**
- Explain constitutional values, civic rights, responsibility towards society to become a responsible citizen - Discuss 21st century skills - Explain use of basic English phrases and sentences. - Demonstrate how to communicate in a well-behaved manner - Demonstrate how to work with others - Demonstrate how to operate digital devices - Discuss the significance of Internet and Computer/ Laptops - Discuss the need for identifying business opportunities - Discuss about types of customers. - Discuss on creation of biodata - Discuss about apprenticeship and opportunities related to it.	- List different learning and employability related GOI and private portals and their usage - Show how to practice different environmentally sustainable practices. - Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, etc. - Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone - Demonstrate how to communicate in a well -mannered way with others. - Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette - Utilize virtual collaboration tools to workeffectively - Demonstrate how to maintain hygiene and dressing appropriately. - Perform a mock interview
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 6: On-the-Job Training

Mapped to Sr. Executive- Business Development

Mandatory Duration: *210:00*	Recommended Duration: *00:00*
Location: On Site	
Terminal Outcomes	

1. Explain the fundamental concepts of electronics and electronics components

2. Do the market research and analysis.

3. Initiate and conduct the sales meeting with customer

4. Complete and close the sale with the customer.

5. Prepare the documents related to sale for customer

6. Interact and coordinate with supervisor and colleagues

7. Work as per the given timeline and quality standards

8. Maintain a safe, healthy and secure work environment

Annexure

Trainer Requirements

<table>
<tr><td colspan="7" align="center">Trainer Prerequisites</td></tr>
<tr>
<td rowspan="2">Minimum Educational Qualification</td>
<td rowspan="2">Specialization</td>
<td colspan="2">Relevant Industry Experience</td>
<td colspan="2">Training Experience</td>
<td rowspan="2">Remarks</td>
</tr>
<tr>
<td><i>Years</i></td>
<td><i>Specialization</i></td>
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</tr>
<tr>
<td>Diploma/ Degree/ ITI/ Certified in relevant CITS Trade</td>
<td>(Electrical/Electronics/ Mechanical)</td>
<td>2</td>
<td>Business Development</td>
<td>1</td>
<td>Electronics</td>
<td></td>
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<table>
<tr><td colspan="2" align="center">Trainer Certification</td></tr>
<tr>
<td align="center">Domain Certification</td>
<td align="center">Platform Certification</td>
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<tr>
<td>"Sr. Executive - Business Development, ELE/Q1101, version 4.0". Minimum accepted score is 80%.</td>
<td>Recommended that the Trainer is certified for the Sr. Executive - Business Development "Trainer (VET and Skills)", mapped to the Qualification Pack:"MEP/Q2601, V2.0", with minimum score of 80%</td>
</tr>
</table>

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**
"Sr. Executive - Business Development, ELE/Q1101, version 4.0". Minimum accepted score is 80%.	Recommended that the Assessor is certified for the **Sr. Executive – Business Development** "Assessor (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2701, V2.0", with minimum score of 80%

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

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.

Acronyms and Abbreviations

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