



# Model Curriculum

**QP Name: Automotive Sales Lead**

**QP Code: ASC/Q1007**

**NSQF Level: 5**

Automotive Skills Development Council  
E-113, GF Floor, Okhla Industrial Area, Phase – III , New Delhi – 110020

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## Training Parameters

<b>Sector</b>	Automotive Skills Development Council
<b>Sub-Sector</b>	Automotive Vehicle Sales (Dealer)
<b>Occupation</b>	Vehicle Sales
<b>Country</b>	India
<b>NSQF Level</b>	5
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/3322.1301
<b>Minimum Educational Qualification &amp; Experience</b>	3 Years UG Degree OR UG Diploma (in any discipline) with 1.5 years of relevant experience OR Certificate-NSQF (Automotive Sales Executive/ Consultant Level 4) with 3 Years of relevant experience
<b>Pre-Requisite License or Training</b>	Permanent driving Licence
<b>Minimum Job Entry Age</b>	25 years
<b>Last Reviewed On</b>	18-02-2025
<b>Next Review Date</b>	18-02-2028
<b>NSQC Approval Date</b>	18-02-2025
<b>Model Curriculum Creation Date</b>	18-02-2025
<b>Model Curriculum Valid Up to Date</b>	18-02-2028
<b>Minimum Duration of the Course</b>	570 Hours, 0 Minutes
<b>Maximum Duration of the Course</b>	570 Hours, 0 Minutes

# 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.

- Plan and manage work and resources efficiently ensuring least wastage and optimal usage.
- Supervise team to ensure implementation of safety practices.
- Communicate effectively and develop interpersonal skills with others.
- Display sensitivity towards all genders and differently abled people.
- Demonstrate effective planning and team supervision for sales operation.
- Perform necessary steps to manage customer relations and team.

## 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>Bridge Module</b>	<b>05:00</b>	<b>00:00</b>			<b>05:00</b>
Module 1: Introduction to the role of an Automotive Sales Team Lead <i>Bridge Module</i>	<b>05:00</b>	<b>00:00</b>	-	-	<b>05:00</b>
<b>ASC/N9813 - Manage work and resources (Service)</b> <b>NOS Version No. 1.0</b> <b>NSQF Level 5</b>	<b>25:00</b>	<b>30:00</b>	-	-	<b>55:00</b>
Module 2: Plan work effectively, implement safety practices and optimize resources	25:00	30:00	-	-	55:00
<b>ASC/N1122: Supervise and evaluate performance</b> <b>NOS Version No. 2.0</b> <b>NSQF Level 5</b>	<b>50:00</b>	<b>60:00</b>	<b>40:00</b>	-	<b>150:00</b>

Module 3: Perform team supervision and performance evaluation	50:00	60:00	40:00	-	150:00
<b>ASC/N1007: Plan, supervise and lead team for sales operations</b> <b>NOS Version No. 2.0</b> <b>NSQF Level 5</b>	<b>60:00</b>	<b>50:00</b>	<b>40:00</b>	-	<b>150:00</b>
Module 4: Perform Planning and Team Supervision for Sales Operation	60:00	50:00	40:00	-	150:00
<b>ASC/N1012: Maintain customer relations and manage team</b> <b>NOS Version No. 1.0</b> <b>NSQF Level 5</b>	<b>35:00</b>	<b>40:00</b>	<b>40:00</b>		<b>120:00</b>
Module 5: Manage Customer Relationship and Sales Team	35:00	40:00	40:00	-	120:00
<b>DGT/VSQ/N0103-Employability Skills (90 hours)</b> <b>NOS Version No. – 1.0</b> <b>NSQF Level – 5</b>	<b>36:00</b>	<b>54:00</b>			<b>90:00</b>
Module 6: Introduction to Employability Skills	1:00	2:00			3:00
Module 7: Constitutional values - Citizenship	0.5:00	1:00			1.5:00
Module 8: Becoming a Professional in the 21st Century	2:00	3:00			5:00
Module 9: Basic English Skills	4:00	6:00			10:00
Module 10: Career Development & Goal Setting	1.5:00	2.5:00			4:00
Module 11: Communication Skills	4:00	6:00			10:00
Module 12: Diversity & Inclusion	1:00	1.5:00			2.5:00
Module 13: Financial and Legal Literacy	4:00	6:00			10:00
Module 14: Essential Digital Skills	8:00	12:00			20:00
Module 15: Entrepreneurship	3:00	4:00			7:00
Module 16: Customer Service	4:00	5:00			9:00
Module 17: Getting ready for apprenticeship & Jobs	3:00	5:00			8:00
<b>Total Duration</b>	<b>211:00</b>	<b>239:00</b>	<b>120:00</b>	-	<b>570:00</b>

## Module Details

### Module 1: Introduction to the Role of an Automotive Sales Team Lead

#### *Bridge Module*

##### **Terminal Outcomes:**

- Discuss the role and responsibilities of an Automotive Sales Team Lead.

<b>Duration:</b> 05:00	<b>Duration:</b> 00:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>List the role and responsibilities of an Automotive Sales Team Lead.</li> <li>Explain about automotive industry in India, dealership structure and role and responsibilities of different people in the organisation.</li> <li>Elaborate standard operating procedures (SOPs) regarding sales process, team management, setting targets to sales consultants, , allocation of work, organising events, , vehicle delivery, handling customer complaints etc.</li> <li>Recall the documentation involved in the different processes for closing a sale as per the SOP. .</li> <li>Discuss the importance of team work, goals, sales incentives, timely vehicle delivery and handling customer objection as per SOP.</li> <li>Discuss the importance of working as per organisational policies, professional code of ethics and standards of practice.</li> <li>Outline the safety, health and environmental policies and regulations for the work place as well as for automotive trade in general.</li> <li>Discuss occupational health and safety measures (OSH) required while giving a test drive to the customer.</li> <li>Discuss the legal regulations pertaining to vehicle sales.</li> </ul>	
<b>Classroom Aids:</b>	
Laptop, white board, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 2: Plan Work Effectively and Implement Safety Practices

### Mapped to NOS ASC/N9813, v1.0

#### Terminal Outcomes:

- Employ appropriate ways to maintain a safe and secure working environment.
- Perform work as per the quality standards.
- Use the resources efficiently.

Duration: 25:00	Duration: 30:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>List the potential workplace related risks and hazards, their causes and preventions.</li> <li>Outline the organizational structure to be followed to report about health, safety and security breaches to the concerned authorities.</li> <li>Describe the procedures to report accident and health related issues as per SOP</li> <li>Identify the importance of standard operating procedures of the company w.r.t. privacy, confidentiality and security.</li> <li>List and explain working requirements to be followed by the team</li> <li>List some common practices for efficient utilisation of energy, material and water.</li> <li>Discuss specified quality standards for work requirements and corrective action to be taken in case work fails to meet the required standards.</li> <li>Discuss the importance of conducting trainings to develop work expertise.</li> <li>Discuss the importance of working as per the agreed and assigned requirement.</li> <li>Identify issues with process flow improvements, quality of output, product defects received from previous process, repairs and maintenance of tools and machinery and handle them</li> <li>Define ways to optimize usage of resources</li> <li>Discuss different set of problems along with their causes and possible solutions.</li> <li>Discuss the concept of waste management and methods of waste disposal</li> <li>List the different categories of waste for the purpose of segregation</li> <li>State the importance of timely completion of tasks</li> <li>Discuss the significance of sanitizing the workplace, equipment etc.</li> <li>Summarise hygiene and sanitation regulations.</li> </ul>	<ul style="list-style-type: none"> <li>Apply appropriate techniques in the work process to save cost and time.</li> <li>Employ ways to ensure that the team complies with organisation's health, safety policies and procedures.</li> <li>Apply appropriate techniques to use the resources judiciously.</li> <li>Demonstrate checking for malfunctions in equipment and report as per SOP</li> <li>Employ ways to ensure that the team keeps work area clean and tidy.</li> <li>Demonstrate segregation of hazardous waste.</li> <li>Show how to dispose non-recyclable waste and hazardous waste responsibly.</li> <li>Demonstrate how to follow the organisation's emergency procedures for different emergencies.</li> </ul>

- Discuss the ways of helping team members deal with stress and anxiety.
- Explain various ways to manage time and cost.
- Discuss the use of PPE for maintaining health and hygiene at workplace and the process of wearing/discard them.
- List some common electrical problems and practices of conserving electricity.
- State the importance of using appropriate colour dustbins for different types of waste.
- Discuss organizational procedures for minimizing waste.
- Discuss the importance of maintaining quality and timely delivery of the services as per the goals set by the manager.
- Discuss the common sources of pollution and ways to minimize it.
- Discuss organisation's policies for maintaining personal health and hygiene at workplace.
- Discuss the significance of greening.
- List the requirements like running water, sanitizers, etc. to be checked beforehand at workplace.
- Recall the key performance indicators for the new tasks.

#### **Classroom Aids:**

White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector

#### **Tools, Equipment and Other Requirements**

Personal Protection Equipment: safety glasses, head protection, rubber gloves, safety footwear, warning signs and tapes, fire extinguisher and first aid kit

## Module 3: Perform team supervision and performance evaluation

*Mapped to NOS ASC/N1122, v2.0*

### Terminal Outcomes:

- Demonstrate how to supervise and evaluate performance of the service team.
- Perform steps to complete workshop records and documentation.

Duration: 50:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Describe how to set goals and targets for the sales team.</li> <li>• Identify the scope as per Standard Operating Procedures (SOP) for appraisals, incentives, promotions and performance evaluation of personnel.</li> <li>• Explain how to set tangible and achievable incentives closely aligned to the set targets and organizational goals and policies for the team.</li> <li>• Discuss the importance of assisting and supporting team members as and when necessary.</li> <li>• Discuss SOPs for query resolution and reporting from team members.</li> <li>• Emphasize on the significance of following sales process for implementing best practices and improvements based on the feedbacks and queries received from customers and team.</li> <li>• Explain the process of handing over all the evaluation/performance documents and records of team members to human resources department.</li> <li>• Emphasize the importance of documenting the problems and queries reported by the team members using organisation formats only.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to create metrics for analysing the performance of the team using quantifiable measures.</li> <li>• Implement proper techniques to monitor team activities and ensure that the team adheres to planned activities as per SOP of the organisation.</li> <li>• Employ various methods to evaluate performance of team members based on designed measures and metrics using organisation software.</li> <li>• Perform the steps to conduct team appraisals based on the designed performance parameters of the organisation.</li> <li>• Demonstrate how to document all Key Performance Indicators (KPIs) and metrics of the reporting team members using the organisation software/format.</li> </ul>
<b>Classroom Aids:</b>	
Laptop, white board, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	
Software for maintaining documentations and records	

## Module 4: Perform Planning and Team Supervision for Sales Operations

### Mapped to NOS ASC/N1007, v2.0

#### Terminal Outcomes:

- Perform steps to prepare an effective sales plan.
- Perform implementation of sales strategies.
- Supervise sales team to achieve set targets/goals.

Duration: 60:00	Duration: 50:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Discuss how to gather sales projection data as per organizational goals.</li> <li>• List Standard Operating Procedures (SOPs) and required documentation for sales leads, enquiries, requests for quotations and bulk deals of the vehicle .</li> <li>• Discuss technical aspects and USPs of the newly launched/upgraded product and their range in comparison with the competitors.</li> <li>• Discuss how to inform end customer about promotions, discounts and freebies offered by the OEM to drive secondary sales.</li> <li>• Discuss individual target, team target, defined area/territory of the dealership, team allocation, visit's feedback, existing and new events awareness.</li> <li>• Explain how to carry out market research/surveys in order to evaluate current market trends and develop counter plans.</li> <li>• Discuss how to inspect that audit of assigned area/territory office are properly performed as per the OEM norms.</li> <li>• Describe audits process flow by external/internal mystery shopper.</li> <li>• Explain how to assign stock vehicles to sales executive along with keeping track of their individual target/actual sales.</li> <li>• Identify test drive route map, major spots to experience vehicle on the test track, available test vehicle, required documents for vehicle insurance and processing of loan/finance along with the credit and risk policies or OEM/Bank/NBFC guidelines.</li> <li>• Describe financial management including budgeting and forecasting.</li> <li>• Discuss how to check database management is done properly for vehicle sales and details are collected by the sales executive.</li> <li>• Discuss liaising with executives from banks/insurance companies.</li> </ul>	<ul style="list-style-type: none"> <li>• Employ ways to propose and execute sales strategies/promotional activities/events to involve team in order to generate leads.</li> <li>• Implement ways to plan a secondary sales strategy to recruit and supervise vehicle sales and team members by synchronizing with the dealership sales manager.</li> <li>• Manage the team members to follow-up the leads after collecting all sales leads such as showroom walk-In leads, telephonic leads, digital leads, reference, cold calls, etc.</li> <li>• Employ ways to ensure periodic planning and conduction of training for all the sales executives.</li> <li>• Demonstrate how to gather complete data from showroom walk-in customers and get it properly recorded.</li> <li>• Maintain vehicle stock and high demand variants available to launch a strong sales process.</li> <li>• Demonstrate how to set goals and targets along with tangible and attainable incentives for all reporting executives as per organisational guidelines.</li> <li>• Assign territory and a product to sales team members based on their specific targets.</li> <li>• Implement ways to inform team all about new schemes, updates, new launch by the OEM/dealership/financers etc.</li> <li>• Demonstrate how to manage test drives conducted by the sales executives as per the organizational guidelines.</li> <li>• Design quantified measures and metrics and evaluate the performance of reporting executives as per the guidelines of the organization.</li> <li>• Manage activities performed by sales executives under the supervision of a sales manager and support their goals by ensuring optimization in their work.</li> <li>• Assist reporting executives in case of any delay or deviation.</li> </ul>

<ul style="list-style-type: none"> <li>● Explain statutory compliance of the government along with legal aspects and local/regional peculiarities.</li> <li>● List training partners and their details in case of any requirement.</li> <li>● Discuss billing process flow of vehicles for delivery to the customers.</li> <li>● Explain how to collect and prepare a sales package for an institutional or fleet buyer</li> </ul>	<ul style="list-style-type: none"> <li>● Inform team clearly about incentive schemes and carry out timely distribution of incentives/rewards for motivation.</li> <li>● Supervise sales executives by recruiting and forming teams as per OEM guidelines or as per recruitment policies of the dealer.</li> <li>● Perform evaluation of sales executives to examine their skill level for sales processes and vehicle upgrades/new vehicle specifications on regular basis.</li> <li>● Ensure strict adherence to all organisational SOPs and guidelines for all activities performed by sales executives.</li> <li>● Demonstrate how to execute process flow for feedbacks and queries received from customers.</li> <li>● Demonstrate how to prepare monthly sales reports based on targets and update company systems/DMS accordingly in order to create performance summary and hence plan next month targets.</li> <li>● Carry out regular reports and strategies update about automobile market and competitor's activities.</li> </ul>
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#### **Classroom Aids:**

White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector

#### **Tools, Equipment and Other Requirements**

Reports, job cards, documents used in the organisation

## Module 5: Manage Customer Relationship and Sales Team

### Mapped to NOS ASC/N1007, v1.0

#### Terminal Outcomes:

- Implement ways to manage relationship with customers to deliver outstanding customer experience.
- Manage and Supervise Sales Team.

Duration: 35:00	Duration: 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>Determine customer needs/requirements and preferences in order to establish sales plans.</li> <li>Collect and understand customer queries/complaints regarding sales call, assistance and vehicle delivery.</li> <li>Explain how to record customer voice/feedback on vehicle delivery/aggregates for OEM vehicles on price, performance, availability of accessories, warranty &amp; other service-related aspects.</li> <li>Discuss framework and guidelines for query and complaint rectification as suggested by the organization.</li> <li>List the required document for warranty claims and feedback from customers for OEM vehicle.</li> <li>Explain how to provide resolution for queries from subordinate and reporting executive along with documenting the same in prescribed format of the organization.</li> <li>Discuss software or format such as MS Office, Customer Relationship Management (CRM) and Management Information System (MIS) used during the sales process</li> <li>Explain how to apply problem solving methods in order to work with practical approach.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate how to provide support to the sales manager to complete customer documents/order and requirements along with delivery suggestions.</li> <li>Implement ways to record complete customer data in the prescribed format of the organization.</li> <li>Provide support to the team to resolve queries/complaints related to warranty claims and performance related concerns in minimum turnaround time.</li> <li>Manage sales team in order to improve customer satisfaction by providing admirable customer experience within the organisation's framework.</li> <li>Conduct training for team members to keep a healthy and professional association with the customers including key accounts and influencers in the market.</li> <li>Demonstrate how to encourage team members to work by providing support to attain individual goals and manage their strengths and weaknesses.</li> <li>Suggest possible solutions to sales team for the concerns raised by the customers during sales function.</li> <li>Conduct training for new team members as per organizational standards and policies and update the sales manager about the growth and accomplishment of sales executive.</li> </ul>

#### Classroom Aids:

White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector

**Tools, Equipment and Other Requirements**

Reports, job cards

**Module 6: Introduction to Employability Skills**

*Mapped to DGT/VSQ/N0103*

**Terminal Outcomes:**

- Discuss about Employability Skills in meeting the job requirements

<b>Duration: &lt;1:00&gt;</b>	<b>Duration: &lt;2:00&gt;</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>Outline the importance of Employability Skills for the current job market and future of work</li> </ul>	<ul style="list-style-type: none"> <li>List different learning and employability related GOI and private portals and their usage</li> <li>Research and prepare a note on different industries, trends, required skills and the available opportunities</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

**Module 7: Constitutional values - Citizenship**

*Mapped to DGT/VSQ/N0103*

**Terminal Outcomes:**

- Discuss about constitutional values to be followed to become a responsible citizen

<b>Duration: &lt;0.5:00&gt;</b>	<b>Duration: &lt;1:00&gt;</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen.</li> </ul>	<ul style="list-style-type: none"> <li>Practice different environmentally sustainable practices</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 8: Becoming a Professional in the 21st Century

### *Mapped to DGT/VSQ/N0103*

#### Terminal Outcomes:

- Demonstrate professional skills required in 21<sup>st</sup> century

Duration: <2:00>	Duration: <3:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Discuss 21st century skills required for employment</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight the importance of practicing 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life</li> <li>• Create a pathway for adopting a continuous learning mindset for personal and professional development</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 9: Basic English Skills

### *Mapped to DGT/VSQ/N0103*

#### Terminal Outcomes:

- Practice basic English speaking.

Duration: <4:00>	Duration: <6:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Describe basic communication skills</li> <li>• Discuss ways to read and interpret text written in basic English</li> </ul>	<ul style="list-style-type: none"> <li>• Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone</li> <li>• Read and understand text written in basic English</li> <li>• Write a short note/paragraph / letter/e-mail using correct basic English</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 10: Career Development & Goal Setting

*Mapped to DGT/VSQ/N0103*

**Terminal Outcomes:**

- Demonstrate Career Development & Goal Setting skills.

Duration: <1.5:00>	Duration: <2.5:00>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Identify well-defined short- and long-term goals</li> </ul>	<ul style="list-style-type: none"> <li>• Create a career development plan</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 11: Communication Skills

*Mapped to DGT/VSQ/N0103*

**Terminal Outcomes:**

- Practice basic communication skills.

Duration: <4:00>	Duration: <6:00>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the importance of communication etiquette including active listening for effective communication</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette</li> <li>• Write a brief note/paragraph on a familiar topic</li> <li>• Role play a situation on how to work collaboratively with others in a team</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 12: Diversity & Inclusion

*Mapped to DGT/VSQ/N0103*

### Terminal Outcomes:

- Describe PwD and gender sensitisation.

Duration: <1:00>	Duration: <1.5:00>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>Discuss the significance of reporting sexual harassment issues in time</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 13: Financial and Legal Literacy

*Mapped to DGT/VSQ/N0103*

### Terminal Outcomes:

- Describe ways of managing expenses, income, and savings.

Duration: <4:00>	Duration: <6:00>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>Discuss various financial institutions, products, and services</li> <li>Explain the common components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions</li> <li>Discuss the legal rights, laws, and aids</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate how to conduct offline and online financial transactions, safely and securely and check passbook/statement</li> <li>Calculate income and expenditure for budgeting</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 14: Essential Digital Skills

### Mapped to DGT/VSQ/N0103

#### Terminal Outcomes:

- Demonstrate procedure of operating digital devices and associated applications safely.

Duration: <8:00>	Duration: <12:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Describe the role of digital technology in day-to-day life and the workplace</li> <li>• Discuss the significance of displaying responsible online behavior while using various social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to operate digital devices and use the associated applications and features, safely and securely</li> <li>• Demonstrate how to connect devices securely to internet using different means</li> <li>• Follow the dos and don'ts of cyber security to protect against cyber crimes</li> <li>• Create an e-mail id and follow e-mail etiquette to exchange e-mails</li> <li>• Show how to create documents, spreadsheets and presentations using appropriate applications</li> <li>• Utilize virtual collaboration tools to work effectively</li> </ul>
<b>Classroom Aids:</b> Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 15: Entrepreneurship

### Mapped to DGT/VSQ/N0103

#### Terminal Outcomes:

- Describe opportunities as an entrepreneur.

Duration: <3:00>	Duration: <4:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain the types of entrepreneurship and enterprises</li> <li>• Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan</li> <li>• Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement</li> </ul>	<ul style="list-style-type: none"> <li>• Create a sample business plan, for the selected business opportunity</li> </ul>
<b>Classroom Aids:</b> Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 16: Customer Service

*Mapped to DGT/VSQ/N0103*

### Terminal Outcomes:

- Describe ways of maintaining customer.

Duration: <4:00>	Duration: <5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>Classify different types of customers</li> <li>Discuss various tools used to collect customer feedback</li> <li>Discuss the significance of maintaining hygiene and dressing appropriately</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate how to identify customer needs and respond to them in a professional manner</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 17: Getting ready for apprenticeship & Jobs

*Mapped to DGT/VSQ/N0103*

### Terminal Outcomes:

- Describe ways of preparing for apprenticeship & jobs appropriately.

Duration: <3:00>	Duration: <5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>Discuss the significance of maintaining hygiene and dressing appropriately for an interview</li> <li>List the steps for searching and registering for apprenticeship opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Draft a professional Curriculum Vitae (CV)</li> <li>Use various offline and online job search sources to find and apply for jobs</li> <li>Role play a mock interview</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Annexure

### Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	5	Automotive Sales	1	Automotive Sales	NA
MBA or equivalent degree	Any discipline	3	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	6	Automotive Sales	1	Automotive Sales	NA

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Automotive Sales Lead" "ASC/Q1007, v2.0", Minimum accepted score is 80%	Recommended that the trainer is certified for the job role "Trainer (VET and Skills)", Mapped to Qualification Pack: MEP/Q2601, V2.0" Minimum accepted score is 80%

## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	6	Automotive Sales	1	Automotive Sales	NA
MBA or equivalent degree	Any discipline	4	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	7	Automotive Sales	1	Automotive Sales	NA

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Automotive Sales Lead" "ASC/Q1007, v2.0", Minimum accepted score is 80%	Recommended that the Assessor is certified for the job role "Assessor (VET and Skills)", Mapped to Qualification Pack: MEP/Q2701, V2.0" Minimum accepted score is 80%.

## Assessment Strategy

### 1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on 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 – The assessor should:

- 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 are created by the Subject Matter Experts (SME)
- Question papers created by the SME are 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/accessible from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

## References

## Glossary

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

## Acronyms and Abbreviations

<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>PwD</b>	Persons with Disability
<b>OEM</b>	Original Equipment Manufacturer