







## **Model Curriculum**

**QP Name: Automotive Customer Relationship Manager** 

QP Code: ASC/Q1104

NSQF Level: 5.5

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







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## **Training Parameters**

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
Country	India
NSQF Level	5.5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1101
Minimum Educational Qualification & Experience	3 years UG Degree in relevant field 1.5 Years of relevant experience OR 3 years Diploma in relevant field after 10th with 4.5 years of relevant experience OR 2 years Diploma in relevant field after 12th with 4.5 years of relevant experience OR Certificate-NSQF Level 5 with 1.5 Years of experience Relevant field- Sales, Marketing, Customer Relationship
Pre-Requisite License or Training	
Minimum Job Entry Age	25 Years
Last Reviewed On	18/02/2025
Next Review Date	18/02/2028
NSQC Approval Date	18/02/2025
Model Curriculum Creation Date	18/02/2025
Model Curriculum Valid Up to Date	18/02/2028
Minimum Duration of the Course	570 Hours, 0 Minutes
Maximum Duration of the Course	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 supervision of team and evaluate performance.
- Perform efficient management of sales to ensure enhanced customer experience and satisfaction.

#### **Compulsory Modules**

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

NOS and Module Details	Theory Durati on	Practic al Durati on	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Bridge Module	05:00	00:00			05:00
Module 1: Introduction to the role of an Automotive Customer Relationship Manager  Bridge Module	05:00	00:00	-	-	05:00
ASC/N9813 - Manage work and resources (Service) NOS Version No. 1.0 NSQF Level 5.5	25:00	30:00	-	-	55:00
Module 2: Plan work effectively, implement safety practices and optimize resources	25:00	30:00	-	-	55:00
ASC/N1104: Manage and enhance customer experience NOS Version No. 2.0 NSQF Level 5.5	95:00	55:00	120:00	-	270:00
Module 3: Manage and Enhance Customer Experience	95:00	<mark>55:00</mark>	120:00	-	270:00
ASC/N1122: Supervise and evaluate performance NOS Version No. 2.0	40:00	50:00	-	-	90:00







NSQF Level 5.5					
Module 4: Perform team supervision and performance evaluation	40:00	50:00	-	-	90:00
ASC/N1121: Promote sales of Electric Vehicles (EV)					
NOS Version No. 1.0NSQF Level 4	20:00	40:00		-	60:00
Module 5: Promote Electric Vehicles (EV) Sales	20:00	40:00		-	60:00
DGT/VSQ/N0103-Employability Skills (90 hours) NOS Version No. – 1.0 NSQF Level – 5.5	36:00	54:00			90:00
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
Total Duration	221:00	<mark>229:00</mark>	<b>120:00</b>	-	<b>570:00</b>







### **Module Details**

#### Module 1: Introduction to the Role of an Automotive Customer Relationship Manager

#### Bridge Module

#### **Terminal Outcomes:**

• Discuss the role and responsibilities of an Automotive Customer Relationship Manager.

Duration: 05:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul> <li>List the role and responsibilities of an Automotive Customer Relationship Manager.</li> </ul>	
<ul> <li>Explain about automotive industry in India, workshop structure and role and responsibilities of different people in the organisation.</li> </ul>	
<ul> <li>Elaborate standard operating procedures (SOPs) regarding allocation of work, invoicing, vehicle delivery, handling complaints etc.</li> </ul>	
<ul> <li>Recall documentation involved in the sales processes as specified by OEM.</li> </ul>	
<ul> <li>Discuss the importance of working as per organisational policies, professional code of ethics and standards of practice.</li> </ul>	
<ul> <li>Outline the safety, health and environmental policies and regulations for the work place as well as for automotive trade in general.</li> </ul>	
<ul> <li>Discuss occupational health and safety measures (OSH) required for working on vehicles.</li> </ul>	
<ul> <li>Discuss the legal regulations pertaining to vehicles.</li> </ul>	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	







## 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> <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> <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/discarding 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: Manage and Enhance Customer Experience *Mapped to NOS ASC/N1104, v2.0*

#### **Terminal Outcomes:**

- Demonstrate how to resolve customer queries, issues and complaints timely to build customer relationships.
- Perform steps to support the sales function to achieve maximum customer satisfaction at the dealership showroom.

	Duration: 55:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes







- Explain how to maintain a healthy & professional relationship with customers.
- List the Standard Operating Procedures (SOPs) for handling customer query and their resolution mechanism through the sales team in the organisation.
- Describe SOPs of the dealership in relation with work and customer satisfaction to maintain a good score and increase overall sales.
- Explain process flow of business cycle of complete sales and service-related processes at the dealership.
- List workplace safety and health policies/regulations for the automotive showroom.
- Discuss technical specifications, features, advantages and benefits (FAB) of vehicle over its competitors.
- Discuss how to understand customer requirements and provide appropriate information about vehicle, accessories, value added or other services available at the dealership.
- Emphasize the importance of providing dealership facilities to customers during vehicle purchase.
- Outline overall sales process by participating in daily briefing and meetings.
- Explain how to understand key customer requirements for the vehicle or any issue related to sales/service or pendency during calls, follow-ups and address the requirements/issues for early redressal.
- Discuss OEM training modules for the training of backend sales, services functions including technical details and

- Demonstrate how to understand customer requirements, queries and complaints to provide assistance as per their requests.
- Perform required documentation of customer queries/requisites, feedbacks/reviews for improvement in the prescribed formats as per the organizational guidelines.
- Implement ways to provide complete solutions for any customer queries related to vehicle purchase, stock availability, refunds and claims with least turnaround time.
- Employ methods to deliver excellent services to maximise customer satisfaction during vehicle sales at dealership and build long-term relationship with them.
- Demonstrate how to communicate effectively with customers explaining key features of vehicles to give them enriching experience on vehicle purchase, documentation and entertainment avenues etc.
- Implement ways to manage customer retention campaigns including idea generation/exploration, preparing and presenting sales delivery proposals, and mastering successful task execution.
- Demonstrate how to use different software applications to analyse campaign details, draw insights and discuss with sales team to ease decision-making.
- Employ methods to monitor sales/service leads and their process flow for smooth execution of orders and timely test drives.
- Implement ways to provide after-sales support based on feedback of sales/service follow-ups and schedule appointments.







problems related to service vehicles along with performance of different variants.

- Explain software or format used for sales/marketing presentations, billing, financing of the vehicles, sales/service records and warehousing like tally, sap and primaware, reporting and surveys like MS Power point, MIS and CRM related framework.
- Outline statutory compliance of the government and legal aspects.
- Analyse local market procedures and customer preferences including the sales peculiarities based on geographical gradations etc.
- Discuss feedbacks/complaints from customers visiting the showroom.

- Employ methods to provide quick technical support/complaint redressal in coordination with service department.
- Demonstrate how to provide appropriate resolution for customer queries including vehicle type, model, specifications etc.
- Implement ways to provide assistance in managing key customer relationship including sales service support, marketing services and operation in order to gain trust and maintain good customer relationship.

#### **Classroom Aids:**

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

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

Software like tally, sap, MS Power point, MIS, CRM, Customer feedback/query form







## Module 4: 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: 40:00	Duration: 50:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul> <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 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 of team members.</li> <li>Emphasize on the significance of following sales process flow for implementing improvements based on the feedbacks and queries from team members.</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> <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>
Classroom Aids:	

#### **Classroom Aids:**

Laptop, white board, marker, projector

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

Software for maintaining documentations and records







#### Module 5: Promote Electric Vehicles (EV) Sales Mapped to NOS ASC/N1121, v1.0

#### **Terminal Outcomes:**

- Role play a situation on how to coordinate with the sales team lead/manager/customer for EV sales.
- Role play on how to coordinate with installation team for EV charging stations.

Duration: 20:00	Duration: 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul> <li>Differentiate between IC engine and EV engine.</li> <li>Explain about the latest trends/government schemes to related to EV.</li> <li>Discuss various types of chargers, their availability and charge time with different voltage supply (kW).</li> <li>List the means to provide customers with information about driver/passenger safety while driving EVs to remove risk of any electric shock while driving/charging EVs.</li> <li>Explain how to operate/use the EV charger station locator apps.</li> <li>Discuss different types of battery used in EVs, their usage and life span, use of electric charger and stations, equipment details and safety precautions.</li> <li>List the range of different products in kilometre for clarifications to the customers.</li> <li>List different categories of EV.</li> <li>Summarise the advantages of using an EV for the environment/low carbon footprint/zero emission.</li> <li>Illustrate the steps to develop a strategy for EV installer partners to deliver quality services.</li> </ul>	<ul> <li>Prepare sample long-term and short-term plans for vehicle sales by identifying/consolidating EV leads.</li> <li>Employ methods to focus on EV targets and customer demands for delivering services by coordinating with prospective customers as per terms and conditions.</li> <li>Role play a situation on how to promote EV product before its launch along with sales team and ensuring further sales force deployment to support the growth/expansion of the EV.</li> <li>Dramatize liaising with customers to manage priorities/special requests, provide correct information about EV/EV charging stations to customer queries.</li> <li>Demonstrate how to promote EV and its software as services to potential customers and involve in last mile delivery on behalf of Ecommerce companies.</li> <li>Role play on how to address requests from customers for vehicle purchase.</li> <li>Demonstrate how to coordinate with the installation team and ensure they follow the SOPs for installation of EV charging stations by EV installer partner.</li> <li>Role play a scenario to inform customers about the technology, VAS, battery replacements, features, advantages and benefits of EV in order to identify/install EV charging stations.</li> <li>Employ various ways to handle customers' queries and provide solutions for charging EVs at residential charging stations.</li> <li>Demonstrate how to identify and monitor locations for installing electric charging stations across cities and states.</li> </ul>







#### **Classroom Aids:**

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

**Tools, Equipment and Other Requirements** 

# Module 6: Introduction to Employability Skills Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

• Discuss about Employability Skills in meeting the job requirements

<b>Duration</b> : <1:00>	<b>Duration</b> : <2:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
Outline the importance of Employability Skills for the current job market and future of work	<ul> <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>
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

## Module 6: Constitutional values - Citizenship Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

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

<b>Duration</b> : <0.5:00>	<b>Duration:</b> <1:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul> <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>	Practice different environmentally sustainable practices
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	







### Module 7: Becoming a Professional in the 21st Century Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

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

<b>Duration</b> : <2:00>	<b>Duration</b> : <3:00>	
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes	
Discuss 21st century skills required for employment	<ul> <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>	
Classroom Aids:		
Whiteboard, marker pen, projector		
Tools, Equipment and Other Requirements		

# Module 8: Basic English Skills Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

• Practice basic English speaking.

<b>Duration</b> : <4:00>	<b>Duration:</b> <6:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul> <li>Describe basic communication skills</li> <li>Discuss ways to read and interpret text written in basic English</li> </ul>	<ul> <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>
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	







### Module 9: Career Development & Goal Setting Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

Demonstrate Career Development & Goal Setting skills.

<b>Duration</b> : <1.5:00>	<b>Duration</b> : <2.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
Identify well-defined short- and long-term goals	Create a career development plan
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

## Module 10: Communication Skills Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

Practice basic communication skills.

<b>Duration</b> : <4:00>	<b>Duration</b> : <6:00>			
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes			
Explain the importance of communication etiquette including active listening for effective communication	<ul> <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>			
Classroom Aids:				
Whiteboard, marker pen, projector				
Tools, Equipment and Other Requirements				







# Module 11: Diversity & Inclusion Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

• Describe PwD and gender sensitisation.

ractical – Key Learning Outcomes
December 1 by the below
Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD

# Module 12: Financial and Legal Literacy Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

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

<b>Duration</b> : <4:00>	<b>Duration</b> : <6:00>				
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes				
<ul> <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> <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>				
Classroom Aids:					
Whiteboard, marker pen, projector					
Tools, Equipment and Other Requirements					







# Module 13: Essential Digital Skills Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

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

<b>Duration</b> : <8:00>	<b>Duration</b> : <12:00>			
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes			
<ul> <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> <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>			
Classroom Aids:				
Whiteboard, marker pen, projector				
Tools, Equipment and Other Requirements				

# Module 14: Entrepreneurship Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

• Describe opportunities as an entrepreneur.

<b>Duration</b> : <3:00> <b>Duration</b> : <4:00>						
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes					
<ul> <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>	Create a sample business plan, for the selected business opportunity					
Classroom Aids:						
Whiteboard, marker pen, projector						
Tools, Equipment and Other Requirements						







# Module 15: Customer Service Mapped to DGT/VSQ/N0103

#### **Terminal Outcomes:**

• Describe ways of maintaining customer.

uration: <4:00>				
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes			
<ul> <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>	Demonstrate how to identify customer needs and respond to them in a professional manner			
Classroom Aids:				
Whiteboard, marker pen, projector				
Tools, Equipment and Other Requirements				

# Module 16: Getting ready for apprenticeship & Jobs *Mapped to DGT/VSQ/N0103*

#### **Terminal Outcomes:**

• Describe ways of preparing for apprenticeship & jobs appropriately.

<b>Duration</b> : <3:00>	<b>Duration</b> : <5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul> <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> <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>
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	







### **Annexure**

### **Trainer Requirements**

Trainer Prerequisites						
Minimum Educational	Specialization	Relevant Industry Experience		Training Experience		Remarks
Qualification		Years	Specialization	Years	Specialization	
Graduate	in any discipline	4	Automotive Sales	2	Automotive Sales	N/A
Post Graduate	Management	2	Automotive Sales	2	Automotive Sales	N/A

Trainer Certification						
Domain Certification Platform Certification						
Certified for Job Role: "Automotive Customer Relationship Manager" "ASC/Q 1104, v1.0", 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	Specialization	Relevant Industry Experience		Training Experience		Remarks
Qualification		Years	Specialization	Years	Specialization	
Graduate	in any discipline	5	Automotive Sales	2	Automotive Sales	N/A
Post Graduate	Management	3	Automotive Sales	2	Automotive Sales	N/A

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Automotive Customer Relationship Manager " "ASC/Q 1104, v1.0", Minimum accepted score is 80%	Recommended that the Accessor 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/accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives







### References

### Glossary

Term	Description
Declarative Knowledge	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.
Key Learning Outcome	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).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	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.
Training Outcome	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> .
Terminal Outcome	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**

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
PwD	Persons with Disability
OEM	Original Equipment Manufacturer