Annexure - IV

Basket for Skill Enhancement Courses (SEC)

Faculty of Commerce and Management

Semester	Course Title	Course Code	Board of Studies
Semester I	Start-up Support Executive	CBSSE1P01	Commerce
	Customer Care Executive (Call Centre)	CBSCC1P02	Business Management
Semester II	Mutual Fund Agent	CBSMF2P03	Business Management
	Sales Associate – Direct Channel	CBSSA2P04	Business Management
Semester IV	Travel Consultant	CBSTC4P05	Business Management
	Warehouse Supervisor	CBSWS4P06	Commerce

Semester – I

SEC Name - **Start-up Support Executive**

QP Code : **MEP/Q1203**
Sector : Management & Entrepreneurship and Professional Skills
Sub-Sector : Office Management and Professional Skills
Occupation : Legal and Compliance

SEC Outcome

At the end of the SEC, the learner should have acquired the listed knowledge and skills:

- Describe ideas and the legality of Start-up solutions.
- Discuss registrations and statutory compliances of Partnership.
- Identify Ideas and analyses the applicability of statutory filings
- Describe procedural codes of Registrar of Company
- Elaborate Preparation of documents.

Unit - I

Role and competencies required to be a Start-up Support Executive, Common organizational structures, hierarchy and reporting relationships, Employment opportunities and market, Formation of Start-up.

Practical –

Prepare a Unique Selling Proposition, Prepare bylaws for the organization, Carry out SWOT analysis for the given case, Prepare budget for the proposed start-up.

Unit - II

SWOT analysis of start-up, Unique Selling Proposition of start-up, Requirements of Start- ups, The overview of Market.

Practical –

Prepare a Partnership deed, Demonstrate Registration of partnership in State-Government Portal, Prepare documents to apply for Limited Liability Partnership.

Unit - III

Documents required to start Start-ups, Legal structure of corporations, The Partnership Deed, Performa of Partnership Deed, State Laws for registration, The applicability of different documents for registration; Bank Account, PAN, etc.

Practical –

Prepare Memorandum of Association and Articles of Association,

Unit - IV

Limited Liability Partnership Act 2008, Incorporation of Limited Liability Partnership, Designated Partner Identification Number Discuss Name Approval from Registrar of Company, Features of Director Identification Number, Law of Registration, Registrar of Company filing in Ministry of Corporate Affairs portal, One-person Company, Form INC-3

Practical –

Demonstrate registering for Director Identification Number, Demonstrate filling forms in Ministry of Corporate Affairs Portal.

Assessment by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

SEC Name - Customer Care Executive (Call Centre)

QP Code : TEL/Q0100
Sector : Telecom Sector
Sub-Sector : Service Provider
Occupation : Customer Service

SEC Outcome
At the end of the SEC, the learner should have acquired the listed knowledge and skills:

- Understand Call centre specific concepts
- Resolving customer query, request, and complaint
- Provide information regarding products and services to the customer
- Handle and resolve customer's complaints/requests
- Capture/take notes of customer interaction in the Customer Relationship Management (CRM) tool/software
- Monitor and manage key performance through reports and review
- Develop customer relationship
- Develop soft skills and professional skills
- Understand technical skills (CRM software)
- Learn the concept of proactive selling
- Understand Interview and its related FAQ's

Unit – I
Introduction & Key Concepts - Introduction to Customer Care Executive, Understand Call Centre & Key Concept, Different Types of BPO & BPO, KPO and HRO Industry, Types Call Centre, Types of Customer Support, Work Environment & Hierarchy in a BPO, Job Hierarchy in a Call Centre, Different Departments in a Call Centre, How to became a Call Centre Executive, Few Call Centre Terminologies, Basic of Computer, Basic of Internet.

Unit – II
How to Attend and Make Customer Calls - Role of a Customer Care Executive, Responsibility of a Customer Care Executive Like - Minimum Call, Login Time, Understanding of Inbound & Outbound Process, Skill Required for Inbound & Outbound Process, Understanding of Prepaid & Post-paid Services, How to open a call, Complete process of a call, Phone Etiquettes, Impact of a Good Phone Etiquette, Impact of voice tone, Understanding of ACHT (Average Call Handling Time) and AHT (Average Handling Time), Importance of ACHT - Total time Spent with the customer, How to Reduce ACHT, Call Hold & Call Transfer to Supervisor, Hold Time, Unhold & Hold Refresh, Concept & Value of ACHT/AHT, Login Hours, SLA (Service Level Agreement) in a Call Centre, How to Reduce Hold Time, Understanding of CRM & Other Software, Understanding of Tagging (QRCs Record), Phone Etiquettes, Importance of Typing Speed & Accuracy, Basic of MS Office, Basic of Email Writing.

Practical –
PC1. Attain minimum call login time/dials/customer contacts and attendance
PC2. Balance total number of minutes spent talking to the customer, within specified limits
PC3. Restrict total number of minutes customer is put on hold, within given time limits
PC4. Attain total number of minutes spent wrapping up calls / notations/tagging within given time limits

PC5. Achieve minimum typing speed and accuracy as specified for the job role

Unit – III

Resolving Customer's Query, Request & Complaint - Introduction of QRC, Categorization of QRC, Understanding of Query, Understanding of Request, Understanding of Complaint, Reasons for a Complaint, Customer verification prior to giving account related information, Importance of Customer categorization basis on urgency of QRC, Types of Customers & Handling Techniques, Handling Angry Customers, Handling Demanding Customers, Handling Passive Customer, Handling Irate Customer with Heat Process, Basics of Call handling, Recording QRCs, Escalation Matrices/Call Forward to Supervisor, Call Resolution should be 80% (FTR/NFTR), Basic of MS Word, Basic of Listening Skill.

Practical –

PC1. Categorize customer's interaction as a query, request or a complaint
PC2. Verify customer's details for any account related information
PC3. Obtain sufficient information from the customers to login their query, request or complaint
PC4. Address customer's query, request or complaint on the basis of categorization
PC5. Provide estimate of resolution time to the customer, if an immediate solution cannot be found on-call
PC6. Record the customer's interaction as a query, request or a complaint
PC7. Refer problem to a supervisor/floor support/manager, if unable to resolve on-call

Unit – IV

Reports and Performance Review - Instant Customer Feedback & CSAT, Why Feedback is Important, Types of Feedback, Feedback Parameter for CCE and Company, Advantage of Customer Feedback, Importance of Rapport Building - Offering Extra Assistance to the Customer to Create WOW Factor, Avoid use of jargons, slangs and technical words, Greetings in customer preferred language, Understanding of Jargon, Understanding of Slangs, Different Between Jargons of Slangs, Confidentiality of data, Importance of Data Security, Client Confidentiality, Reports & Performance Review, Review of individual call login time, Attendance, ACHT, Different Type of Reporting – Daily, Weekly, MTD, Monthly reports. Understanding Key Responsibility Area, KRA & KPI of a CCE, Decision Making Skills.

Practical –

PC1. Review individual call login time/number of dials/customer contacts/attendance for the review period
PC2. Comply with parameters like opening greeting, security checks, closing greeting, hold/transfer/escalation protocol, first time resolution %age and complete &correct tagging/wrap up
PC3. Analyse self-reports like update on AHT, login time, CRM report and ensure the same is reviewed with the immediate superior
PC3. Probe customers to understand their buying behaviour and needs
PC4. Navigate through customer's account history to identify the usage pattern
PC5. Identify opportunity to pitch relevant products/services
PC6. Offer customized solution from the range of products/services available with the organization

Assessment by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

Semester – II

SEC Name –**Mutual Fund Agent**

QP Code : BSC/Q0601
Sector : Banking Financial Services and Insurance (BFSI)
Sub-Sector : Non-Banking Financial Service
Occupation : Mutual Fund Agent

SEC Outcome
After completing this SEC, participants will be able to:

- Conduct research on mutual funds
- Keep up to date on the mutual fund market
- Approach and market various mutual funds schemes to prospective customer identified
- Assist customer with determining most suitable mutual fund scheme according to needs
- Receive approval for initiating purchase process
- Assist customer with the application process for purchasing the mutual fund
- Collect and ensure payments are processed at the bank/organization
- Deliver proof of purchase and plan follow-up sessions
- Develop long-term relationships with customers
- Respond to customer queries and clarifications and advise the customers on existing product and new schemes
- Assist in termination of investment

Unit – I

Introduction, History of Mutual Funds, Structure of Mutual Funds, Financial Planning and Potential Investors, Role of a Mutual Fund Agent, Legal & Regulatory Environment, Macro Economic Environment.

Practical –

Update knowledge on mutual fund market, Keep up to date on regulations and guidelines, Impact of Macro Economic factors on mutual fund market.

Unit – II

Structure of Mutual Fund Products, Accounting of Mutual Funds, Tax and Tax-Related Regulations, Financial Planning, Marketing of Mutual Funds.

Practical –

Approach and market various mutual funds schemes to prospective customer identified, Assist customer with determining most suitable mutual fund scheme according to needs, Receive approval for initiating purchase process.

Unit- III

Offer Documents and Application Forms, Account Opening and KYC Process, Modes of Investment, Timing of Investment, Risk Allocation and Portfolio Selection.

Practical –

Assist customer with the application process for purchasing the mutual fund, Collect and ensure payments are processed at the bank/organization, Deliver proof of purchase and plan follow-up sessions

Unit – IV

Customer Relationships, After Sales Service.

Practical –

Develop long-term relationships with customers, Respond to customer queries and clarifications and advice the customers on existing product and new schemes, assist in termination of investment.

Assessment by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

SEC Name – **Sales Associate - Direct Channel**

QP Code : **BSC/Q8404**
Sector : BFSI
Sub-Sector : Broking, Fund Investment & Services, Lending, Payments
Occupation : Sales

SEC Outcome

At the end of the SEC, the learner will be able to:

- Define the roles and responsibilities of a Sales Associate - Direct Channel
- Show how to conduct cold calls and marketing campaigns to generate direct leads
- Demonstrate how to set up meetings with potential clients to discuss product offerings in detail within the specified TAT
- Prepare a sample sales presentation or proposal to explain product/service specifications
- Role play on how to follow up with the interested customers to complete the process
- Show how to perform pre-sales activities
- Apply proper methods to manage sales and post-sales activities

Unit - I

Scope of Banking Industry and its sub-sectors, job role and opportunities for a Sales Associate - Direct Channel, basic terminologies used in the banking services; the categories of leads, effective methods to generate sales leads, methods of identifying the potential customers via cold calling and their requirements and preferences, methods of determining
the most suitable product/service offering for the customer as per the requirement; standard specifications of various products/services offered by financial institutions, cross and up-selling service/products methods

Practical –

Show how to conduct cold calls and marketing campaigns in the allocated catchment area to generate direct leads ; Show how to set up meetings with potential clients to discuss product offerings in detail within the specified TAT; Prepare a sample sales presentation or proposal to explain product/service specifications; Role play on how to apprise the potential customers about products and services offered by the company, Employ appropriate methods to maintain records of sales leads, potential clouds, customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions taken; Role play on how to follow up with the interested customers to complete the process

Unit - II

Customer service techniques, documents required for the sale of financial products/services, importance of confirming the suitability of the product/service with the customer, significance of confirming the availability of all the required documents with the customer; importance of ensuring all potential customers sign up for the agreement and provide all required documents, methods of taking feedback from the customers and work upon them, significance of achieving high level of customer service and satisfaction at all times.

Practical –

Role play on how to inform customers of contracts or other information pertaining to offered product/ services; Dramatize how to apprise the customer about specific features and details of the product/services chosen by them, Role play on how to resolve the customer queries about the chosen product, services, terms & conditions, and other legalities; Apply proper methods to check the eligibility of the interested customers; Perform appropriate steps to collect the required information/documents as per standard procedures; Role play on how to introduce promotions and new services/products to customer; Apply proper methods to document sales by updating customer records

Unit – III

Various documents required for the application, appropriate ways to cross-verify the application form for correct details and verifying the documents with the originals; significance of confirming the basic eligibility of the customer before initiating the application for the service/product, standard procedure to process the application form for the submission as per the TAT and submit the applications to the operation/credit team for further processing

Practical –

Role play on how to assist the customers in filling up the application form; Perform appropriate steps to collect all relevant KYC, banking, and financial documents from the customer;

Unit – IV

Importance of providing feedback and keeping the customer updated on the application status; significance of conducting smooth on boarding of the customer with the company and providing ongoing support to the customers, procedure to maintain customer records using the automated system, customer service standards, the significance of ensuring high levels of customer satisfaction through excellent sales service

Practical –

Dramatize how to apprise the customer of their responsibilities and duties as per the agreement and interact with them after sales or contract signings to resolve problems or complaints, Draft a sample monthly sales report, Role play on how to present sales reports to the higher management,

Assessment by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

Semester – IV

SEC Name – Travel Consultant

QP Code : THC/Q4404
Sector : Tourism and Hospitality
Sub-Sector : Tours and Travel
Occupation : Tour Packaging

SEC Outcome

At the end of the SEC, the learner should have acquired the listed knowledge and skills:

- Understand the tour packaging requirements of the customers
- Plan itinerary as per customer's requirement
- Arrange and monitor tour package
- Exhibit Proper etiquette and conduct
- Follow age and gender sensitive practices
- Follow Health, hygiene and safety practices in the industry
- Effectively communicate with Guests and Colleagues

Unit – I

Know Your Customers – Understanding the type of tour customer is looking for, Understanding the needs of the customer, engaging with customers and identifying their needs - Initiate enquiries, Identify the type of group, Gathering resources.

Unit – II

Tour designing process - Meaning and steps, Tour research & development of tour itinerary, Designing and printing of tour brochure, Tour promotion, negotiation with travel vendors, Detailed study of passport & visa & health regulations, Customs and currency regulations, baggage rules and insurance.

Unit – III

Itinerary preparation – Meaning, Types, Itinerary preparation, Tour costing and pricing-cost concept, types of costs & tour cost sheet, Procedure of costing of group tour, independent tours, and business tours, Pricing in tour operation industry, Tour pricing strategies in India, Pricing of deferent tour packages. Developing tour packages for business travellers, Cultural destinations, Popular Itineraries for Pilgrimage destinations, Tour packages for- Hill resorts, adventure sports, desert and beach resorts. Study of outbound tour packages offered by major tour operators of India.

Unit – IV

Feedback and Reports. - Seeking customer feedback, Recording, documentation and customer satisfaction, interacting with superiors and colleagues, Communicating with customers, Service quality requirements, Etiquettes, Services and facilities specific to age / gender / special needs.

Practical -

PC1 - Engage with customer to understand their tour packaging requirement
PC2 - Plan the travel itinerary as per customer's requirement

Assessment by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%)

SEC Name – Warehouse Supervisor

QP Code	:	LSC/Q2307
Sector :	:	Logistics
Sub-Sector	:	Warehousing (Storage & Packaging)
Occupation	:	Packaging

SEC Outcome

At the end of the SEC, the learner should have acquired the listed knowledge and skills:

- Describe the various operations in warehouse and their importance in the effective logistics
- Identify the Expectations from a Warehouse Supervisor in his/her job role
- Explain the various functions / operations of the warehouse
- Explain the major activities that are performed inside a warehouse

Unit – I- Introduction to Supply Chain and Logistics Management - Supply chain and Logistics management, Basic flows of Supply Chain management- Product flow / Service Flow, Information Flow, Finance/Money Flow, Inventory, Type of Inventory, assembly of various type of inventory, roles and responsibility of a Warehouse Supervisor, importance of team management, coordination and supervision skills.

Unit – II - Collecting Information and Related Documents - Steps to start the day's work of a warehouse supervisor, list of documents and information necessary to start day's work, Collecting Information and Related Documents, importance of dock schedules and planning is to avoid loading / unloading traffic congestions in the warehouse, Scheduling Activities, Roles and Responsibilities of Different Colleagues on the Shop Floor (Data entry operator, Dock Supervisor, MHE supervisor, Warehouse Picker Put away assistant, Packer, Forklift Operator, inventory clerk), Standard Operating Procedure – SOP.

Unit – III - Dealing with Damages and Losses- Risk and Impact of Deviating Procedure/Work Instructions, Safety and Security Procedures, Personal Protective Equipment – Importance, types and safety guidelines using PPE, Labels and Coding Systems – significance, various label technologies, methods, and types.

Unit – IV - Types of Common Workplace Hazards - Types of Common Workplace Hazards, Exposure to Documents (MHE tool), Skills Essential for a Warehouse Supervisor, Keep Track of Goods in the Warehouse, importance of inventory counting and updating inventory records, Verifying Outbound Activities, identification of necessary sign offs and approvals to be carried out before goods delivery, Understanding Quarantine and Disposal Process - Identify the importance of quarantine area, process and procedures for goods in the quarantine area, scrap and disposal policies.

Practical-

PC1 – Draft a sample SOP document for unloading materials from trucks
PC2 - Draft a sample Inventory inward form with all the necessary details
PC3 - prepare a sample equipment downtime record and explain it
PC4 - Ask the students to come up with the list of CPCB approved scrap vendors
PC5 - Ask the students to draft the process of scrapping waste oil in a warehouse

Assessment by Teacher based on performance during Practical (40%), documents Created while performing practical / solving assignments given by teacher or MCQ based exam (40%) and viva-voce (20%).