



# Model Curriculum

**QP Name: E-commerce Team Lead**  
(Options: Business Development/Category and Catalogue Management)

**QP Code: LSC/Q2601**

**QP Version: 2.0**

**NSQF Level: 5**

**Model Curriculum Version: 2.0**

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## Training Parameters

<b>Sector</b>	Logistics
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Fulfilment center operations, Order processing
<b>Country</b>	India
<b>NSQF Level</b>	5
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015
<b>Minimum Educational Qualification and Experience</b>	Completed 2nd year of UG Or Completed 2nd year of diploma (after 12th) Or Completed 3 year diploma after 10th + 1 year relevant experience Or 12th Grade pass + 2 year relevant experience Or Previous relevant Qualification of NSQF Level 4 (Courier Executive-Operations) and with minimum education as 8th Grade pass + 3 year relevant experience
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	21
<b>Last Reviewed On</b>	28/02/2023
<b>Next Review Date</b>	28/02/2026
<b>NSQC Approval Date</b>	28/02/2023
<b>QP Version</b>	2.0
<b>Model Curriculum Creation Date</b>	07/10/2022
<b>Model Curriculum Valid Up to Date</b>	28/02/2026
<b>Model Curriculum Version</b>	2.0
<b>Minimum Duration of the Course</b>	540
<b>Maximum Duration of the Course</b>	660

## 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 will be able to:

- Prepare resource allocation plan based on activities scheduled
- Analyse sales and returns data to forecast demand
- Manage order processing by approving orders, coordinating with transporters/courier agencies and handling product returns
- Execute reverse logistics by analysing returns, arranging logistics, exchanging products and managing suppliers
- Supervise inbound and outbound operations through allocation of resources, analysis of operations and coordinating with stakeholders
- Comply to workplace integrity, ethical and regulatory practices.
- Manage workplace for safe and healthy work environment by following compliance to regulatory and safety norms.
- Inspect invoices for correct application of GST.
- Generate business for the organisation and manage relationships with stakeholders including clients, customs, PGAs etc.
- Manage profitable category and catalogue of products by analysing category sales performance, and implementing business strategies.

### Compulsory Modules

The table lists the modules, their duration and mode of delivery.

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>20</b>	<b>10</b>			<b>30</b>
Module 1: Introduction to Ecommerce Team Lead	20	10			30
<b>LSC/N2502 - Allocate resource and streamline operations in E-commerce V1.0 NSQF Level 5</b>	<b>20</b>	<b>35</b>	<b>5</b>		<b>60</b>
Module 2: Resource allocation and E-commerce operations management	20	35	5		60
<b>LSC/N2503 - Process data and forecast demand</b>	<b>20</b>	<b>35</b>	<b>5</b>		<b>60</b>

<b>V1.0 NSQF Level 5</b>					
Module 3: Demand forecasting and order processing	20	35	5		60
<b>LSC/N2601 – Review and approve order processing V1.0 NSQF Level 5</b>	<b>20</b>	<b>35</b>	<b>5</b>		<b>60</b>
Module 4: Manage order processing	20	35	5		60
<b>LSC/N2701 - Perform reverse logistics V1.0 NSQF Level 5</b>	<b>20</b>	<b>35</b>	<b>5</b>		<b>60</b>
Module 5: Manage reverse logistics	20	35	5		60
<b>LSC/N2501 - Monitor inbound and outbound operations V1.0 NSQF Level 5</b>	<b>20</b>	<b>35</b>	<b>5</b>		<b>60</b>
Module 6: Manage inbound and outbound operations	20	35	5		60
<b>LSC/N9908 - Guidelines on integrity and ethics V1.0 NSQF Level 5</b>	<b>20</b>	<b>40</b>			<b>60</b>
Module 7: Maintain and monitor integrity and ethics in operations	20	40			60
<b>LSC/N9909 - Compliance to health, safety and security norms V1.0 NSQF Level 5</b>	<b>20</b>	<b>35</b>	<b>5</b>		<b>60</b>
Module 8: Follow and monitor health, safety and security procedures	20	35	5		60
<b>LSC/N9907 - Verify and review GST application V1.0 NSQF Level 5</b>	<b>10</b>	<b>20</b>			<b>30</b>
Module 9: Verify and review GST application	10	20			30
<b>Employability Skills DGT/VSQ/N0102, v1.0</b>	<b>30</b>	<b>30</b>			<b>60</b>
<b>Total Duration</b>	<b>200</b>	<b>310</b>	<b>30</b>		<b>540</b>

## Optional Modules

The table lists the option modules, their duration and mode of delivery.

### Option 1: Business Development

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Module 10: Business development and stakeholder relations	30	30			60
<b>LSC/N9701 – Business development and stakeholder relations V1.0 NSQF Level 5</b>	30	30			60
<b>Total Duration</b>	<b>30</b>	<b>30</b>			<b>60</b>

### Option 2: Category and Catalogue Management

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Module 11: Category and catalogue management in E-commerce	30	30			30
<b>LSC/N3061 – Manage category and catalogue for products in E-commerce V1.0 NSQF Level 5</b>	30	30			30
<b>Total Duration</b>	<b>30</b>	<b>30</b>			<b>60</b>

# Module Details

## Module 1: Introduction to E-commerce Team Lead

### Mapped to Bridge Module

#### Terminal Outcomes:

- Describe the basic structure and function of E-commerce, Land transportation, Logistics sector.
- Detail the various functions and activities of an E-commerce Team Lead

<b>Duration: 20:00</b>	<b>Duration: 10:00</b>
<p><b>Theory – Key Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Classify the components of supply chain and logistics sector</li> <li>• Detail the various sub-sectors and the opportunities in them</li> <li>• Identify various activities in E-commerce, EXIM, warehouse, land transportation, port yard, land, ship and air transportation</li> <li>• Explain job roles in E-commerce</li> <li>• Detail your job role as E-commerce Team Lead and its interface with other job roles</li> <li>• Discuss the documentation requirements in E-commerce operations</li> <li>• Describe the various transportation modes and coordination required for E-commerce operations</li> </ul>	<p><b>Practical – Key Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Identify various activities in Ecommerce</li> <li>• Demonstrate the various job roles in Ecommerce operations</li> <li>• List out the different types of transportation and coordination required for ecommerce operation</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	

## Module 2: Resource allocation and e-commerce operations management

### Mapped to LSC/N2502

#### Terminal Outcomes:

- Detail the steps to be performed for effective resource allocation in e-commerce

<b>Duration: 20:00</b>	<b>Duration: 35:00</b>
<p><b>Theory – Key Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Analyze daily order details, transport plans, delivery schedules, priority orders, inventory to approve order delivery from fulfilment center</li> <li>• Discuss the process of allocating manpower, material, and other resource budgets as per activities</li> <li>• Describe the review procedure of daily activities in fulfilment center to identify progress and priorities</li> <li>• Explain the procedure for allocation of manpower in case of delay</li> <li>• Explain the procedure involved in E-commerce order processing</li> <li>• Describe relationship to be maintained with other departments, contractors, transporters, freight operators, clients, shipping companies, customs, and regulatory bodies</li> <li>• Detail the additional procedure for escalated issues</li> <li>• Explain the corrective action to be followed for escalated issues</li> </ul>	<p><b>Practical – Key Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Examine order details, schedules, inventory before approving order from fulfilment center</li> <li>• Allocate manpower, material, and other resource budgets as per activities</li> <li>• Review daily activities in fulfilment center to identify progress and priorities</li> <li>• Develop alternate plans to engage manpower and resources in-case of activity delay</li> <li>• Describe activities in E-commerce order processing</li> <li>• Maintain relationship with clients, department, contractors, freight operators etc.</li> <li>• Develop robust corrective and preventive actions for escalated issues</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
ERP, LLMS & WMS, software packages, etc	



## Module 3: Demand forecasting and order processing

### Mapped to LSC/N2503

#### Terminal Outcomes:

- Perform demand forecasting and order processing as per sop

<b>Duration: 20:00</b>	<b>Duration: 35:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the list of data to be collected for analysing new requirements, sales, website hits, procurement, delivery, seasonality, reverse logistics etc.</li> <li>• Prepare trend analysis of order processing, website hits, procurement, delivery, seasonality, reverse logistics etc.</li> <li>• Compare analysis with market reports to draw insights for sales and operations improvement</li> <li>• Explain coordination requirements with other departments agree on forecasts</li> <li>• Detail contingency plan to follow for variable forecast</li> <li>• Analyze forecasts periodically and update based on performance.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Perform trend analysis of order processing, website hits, procurement, delivery, seasonality, reverse logistics etc.</li> <li>• Prepare sales forecasts and the associated resource requirement for fulfilment of demand</li> <li>• Coordinate with other department to get update on forecast</li> <li>• Prepare contingency plans for managing variability of forecasts</li> <li>• Prepare sales forecasts and the associated resource requirement for fulfilment of demand</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
ERP, LLMS & WMS, software packages, etc	

## Module 4: Manage order processing

Mapped to LSC/N2601

### Terminal Outcomes:

- Detail the steps to be followed for management of order processing

<b>Duration:</b> 20:00	<b>Duration:</b> 35:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Analyze orders for availability of products from the respective fulfilment/delivery center (FC/DC)</li> <li>• Explain the alternate allocation procedure if the product is not available in FC/DC</li> <li>• Discuss relationship to be maintained with transporters/ courier agency</li> <li>• Explain handling damages inspection process</li> <li>• Describe item replacement process</li> <li>• Explain the inventory storage procedure for defective products</li> <li>• Formulate periodic order processing performance reports</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Inspect the fulfilment/deliver center for the availability of product</li> <li>• Allocate the orders to alternate FC/DC if the products are not available in the original FC/DC</li> <li>• Establish relationship with transporter to ensure timely delivery of material</li> <li>• Inspect the damage goods</li> <li>• Perform item replacement process</li> <li>• Inspect packaging for compliance to SOP as per product</li> <li>• Manage inventory of product/ defective returns</li> </ul> <p>Prepare periodic order processing performance reports</p>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
SOP, standard forms, stationery, markers, LLMS & WMS ,ERP, computer, printers, etc.	

## Module 5: Manage reverse logistics

*Mapped to LSC/ N2701*

### Terminal Outcomes:

- Detail the steps to be followed for effective management of reverse logistics

<b>Duration: 20:00</b>	<b>Duration: 35:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the inspection procedure for returned products</li> <li>• Manage goods return in coordination with transporters/ courier agencies</li> <li>• Analyse inputs provided by quality assurance team to decide on recycling or scrapping or return of goods to supplier</li> <li>• Describe process and documentation to be followed for returning product to seller</li> <li>• Discuss criteria for approving product exchange to customer on a case to case basis</li> </ul>	<ul style="list-style-type: none"> <li>• Inspect product return for compliance to packaging standards, timelines, and documentation</li> <li>• Coordinate with transporter for delivery of returned product</li> <li>• Perform recycling, scrapping of returned product</li> <li>• Approve product exchange to customer on a case to case basis</li> <li>• Prepare reports on returns, reverse logistics, product damage, replacement/ cash return, pending</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
ERP, computer, printers, GPS tracker, maintenance schedule, LLMS & WMS, maintenance equipment etc.	

## Module 6: Manage inbound and outbound operations

### Mapped to LSC/N2501

#### Terminal Outcomes:

- Detail the steps to be followed for effective management of inbound and outbound operations

<b>Duration: 20:00</b>	<b>Duration: 35:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the process and documentation requirement for unloading goods shipped by supplier</li> <li>• Document spillage, breakage and other unloading parameter</li> <li>• Explain approval of inbound goods based on quality inspection</li> <li>• Explain the storage, sorting and segregation procedure for the product received</li> <li>• Detail pick list based on order aggregation</li> <li>• Explain manpower allocation process as per priority and work plan</li> <li>• Explain the packaging procedure of different product</li> <li>• Analyse pilferage and performance to implement robust preventive and corrective actions</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Check the documentation provided by supplier before unloading the goods</li> <li>• Record quantity, spillages, breakages and other unloading related parameters</li> <li>• Inspect the goods before approval</li> <li>• Manage sorting, segregation, storage, quarantine and documentation process for products received</li> <li>• Prepare picklists based on order aggregation</li> <li>• Allocate activities as per work plan and priorities</li> <li>• Manage timely pickup and delivery of products by transporters/ courier agencies</li> <li>• Prepare daily/ periodic/ ad-hoc reports to analyze performance of inbound and outbound operations</li> <li>•</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
ERP, MS Office, GPS and receiver, LLMS & WMS ,communication equipment, route plan, etc.	

## Module 7: Guidelines on integrity and ethics

*Mapped to LSC/ N9908*

### Terminal Outcomes:

- Explain the concepts of integrity, ethics
- Detail the various regulatory requirements related to logistics industry

<b>Duration: 20:00</b>	<b>Duration: 40:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the concepts of integrity, ethics</li> <li>• Detail the various regulatory requirements related to logistics industry</li> <li>• Explain data and information security practices</li> <li>• Discuss the various corrupt practices</li> <li>• Discuss regulatory requirements, code of conduct and etiquettes</li> <li>• Detail the procedure for documenting all integrity and ethics violations</li> <li>• Explain escalation matrix for reporting deviation</li> </ul>	<ul style="list-style-type: none"> <li>• Illustrate the importance of integrity and how ethics needs to be followed.</li> <li>• Practice the principles of integrity and ethics</li> <li>• Follow the various regulatory requirements related to logistics industry</li> <li>• Perform data and information security practices</li> <li>• Identify corrupt practices</li> <li>• Comply to regulatory requirements</li> <li>• Practice code of conduct and etiquettes</li> <li>• Demonstrate what are the integrity and ethic violations.</li> <li>• Document all integrity and ethics violations</li> <li>• Report deviation as per the escalation matrix</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	

## Module 8: Compliance to Health, safety, and security norms

Mapped to LSC/N9909, v1.0

### Terminal Outcomes:

- Describe health, safety, and security procedures in warehouse
- Demonstrate the inspection procedure to ensure appropriate and safe conditions of activity area and equipment
- Illustrate the standard protocol to be followed during emergency situations, accidents and breach of safety

<b>Duration: 20:00</b>	<b>Duration: 35:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Detail health, safety and security procedures in warehouse</li> <li>• Describe the 5S to be followed</li> <li>• Explain the inspection procedure to ensure appropriate and safe conditions of activity area and equipment</li> <li>• Discuss unsafe working conditions</li> <li>• Describe the inspection procedure to check safe handling of hazardous goods</li> <li>• Discuss the standard protocol to be followed during emergency situations, accidents and breach of safety</li> <li>• Document health, safety and security violations</li> <li>• Explain the escalation matrix for reporting deviation</li> </ul>	<ul style="list-style-type: none"> <li>• Follow health, safety and security procedures in warehouse</li> <li>• Implement 5S at workplace</li> <li>• Inspect the activity area and equipment, for appropriate and safe conditions</li> <li>• Identify unsafe working conditions</li> <li>• Inspect adherence to standard operating procedures (SOP) while handling dangerous and hazardous goods</li> <li>• Implement standard protocol in case of emergency situations, accidents, and breach of safety</li> <li>• Prepare report on health, safety and security violations</li> <li>• Report deviation as per the escalation matrix</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
Personal Protective Equipment (PPEs), Material Handling Equipment (MHEs) like pallet truck (manual and battery operated), etc. barcode scanner, LLMS & WMS, packing devices, packing material etc.	

## Module 9: Verify and review GST application

*Mapped to LSC/N9907*

### Terminal Outcomes:

- Describe the GST application procedure in invoicing process
- Practice GST documents approval process
- Detail the rules and regulation in applying and reversing GST

<b>Duration: 10:00</b>	<b>Duration: 20:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the GST application procedure in invoicing process</li> <li>• Detail the rules and regulation in applying and reversing GST</li> <li>• Describe GST documents approval process</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare invoice and practice GST application.</li> <li>• Demonstrate applying and reversing GST and the rules, regulation involved.</li> <li>• Inspect to identify faults in a document with GST computation</li> <li>• Practice GST documents approval process</li> <li>• Examine for pending litigation from previous regime</li> <li>• Review monthly returns for compliance to regulations</li> <li>• Examine correctness of tax payment records and acknowledgements received.</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
Laptop, MS office, ERP, stationery, worksheets, LLMS & WMS ,computer, projector, GST guidelines etc.	

## Module 10: Employability Skills

### Mapped to LSC/N, v1.0

#### Terminal Outcomes:

- Discuss the Employability Skills required for jobs in various industries
- Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
- Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan

<b>Duration: 30:00</b>	<b>Duration: 30:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the Employability Skills required for jobs in various industries</li> <li>• List different learning and employability related GOI and private portals and their usage</li> <li>• Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen</li> <li>• Discuss importance of relevant 21st century skills.</li> <li>• Describe the benefits of continuous learning.</li> <li>• Explain the importance of active listening for effective communication</li> <li>• Discuss the significance of working collaboratively with others in a team</li> <li>• Discuss the significance of escalating sexual harassment issues as per POSH act.</li> <li>• List the common components of salary and compute income, expenditure, taxes, investments etc.</li> <li>• Discuss the legal rights, laws, and aids</li> <li>• Describe the role of digital technology in today's life</li> <li>• Discuss the significance of displaying responsible online behaviour while browsing, using various social media platforms, e-mails, etc., safely and securely</li> <li>• Explain the types of entrepreneurship and enterprises</li> <li>• Discuss how to identify opportunities for potential business, sources of funding and</li> </ul>	<ul style="list-style-type: none"> <li>• Practice different environmentally sustainable practices.</li> <li>• Exhibit 21st century skills like Self-Awareness, Behaviour 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>• Demonstrate to use basic English sentences for everyday conversation in different contexts, in person and over the telephone</li> <li>• Read and interpret text written in basic English</li> <li>• Write a short note/paragraph / letter/e - mail using basic English</li> <li>• Create a career development plan with well-defined short- and long-term goals</li> <li>• Communicate effectively using verbal and nonverbal communication etiquette.</li> <li>• Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD</li> <li>• Outline the importance of selecting the right financial institution, product, and service</li> <li>• Demonstrate how to carry out offline and online financial transactions, safely and securely</li> <li>• Operate digital devices and use the associated applications and features, safely and securely</li> <li>• Create sample word documents, excel sheets and presentations using basic features</li> </ul>



<p>associated financial and legal risks with its mitigation plan</p> <ul style="list-style-type: none"> <li>• Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement</li> <li>• Detail the significance of analyzing different types and needs of customers</li> <li>• Explain the significance of identifying customer needs and responding to them in a professional manner.</li> <li>• Discuss the significance of maintaining hygiene and dressing appropriately</li> <li>• Explain the significance of maintaining hygiene and confidence during an interview</li> <li>• List the steps for searching and registering for apprenticeship opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize virtual collaboration tools to work effectively</li> <li>• Devise a sample business plan, for the selected business opportunity</li> <li>• Create a professional Curriculum Vitae (CV)</li> <li>• Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively</li> <li>• Perform a mock interview</li> </ul>
<p><b>Classroom Aids</b></p>	
<p>Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser, UPS, LCD Projector, Computer Tables &amp; chairs</p>	
<p><b>Tools, Equipment and Other Requirements</b></p>	
<p>Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed) (all software should either be latest version or one/two version below), Scanner cum Printer</p>	

## Module 11: Business development and stakeholder relations

### Mapped to LSC/N9701

#### Terminal Outcomes:

- Detail the steps to be followed for business development

<b>Duration: 30:00</b>	<b>Duration: 30:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• List target population to approach for business development</li> <li>• Assess prospective clients</li> <li>• Discuss client requirements</li> <li>• Plan customised or bundled solutions based on sales pitch</li> <li>• Demonstrate effective oral and written business communication</li> <li>• Detail the procedure for preparing costing sheets for service delivery</li> <li>• Demonstrate usage of ERP for updating client data</li> <li>• Assess when to upsell and cross-sell services to existing clients</li> <li>• Describe the nuances in building rapport with clients, customs, government agencies, insurance for healthy relationship</li> <li>• Discuss the process of writing service level agreements</li> </ul>	<ul style="list-style-type: none"> <li>• Identify target population to approach for business development</li> <li>• Assess prospective clients</li> <li>• Identify client requirements</li> <li>• Offer customised or bundled solutions based on sales pitch</li> <li>• Demonstrate effective oral and written business communication</li> <li>• Prepare costing sheets for service delivery</li> <li>• Use ERP for updating client data</li> <li>• Estimate when to upsell and cross-sell services to existing clients</li> <li>• Establish rapport with clients, customs, government agencies, insurance for healthy relationship</li> <li>• Prepare service level agreements</li> <li>• Schedule resources as per operational requirement</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
MS Project, MS Office, Computer, Projector, TV, Stationery, Worksheets, Reefer vehicle, loading dock, MHE equipment such as pallet trucks &, forklifts, pallets, LLMS & WMS, crates, sample products, weighing tables, standard formats, temperature control systems, PPE etc.	

## Module 12: Category and Catalogue management in E-commerce

### Mapped to LSC/N3061

#### Terminal Outcomes:

- Detail the steps to be followed for effective category and catalogue management in Ecommerce

<b>Duration: 30:00</b>	<b>Duration: 30:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the documentation and coordination requirements with marketing, analytics, and catalogue team to analyze category performance               <ul style="list-style-type: none"> <li>○ sales turnover</li> <li>○ profit margin</li> <li>○ Return on Investment</li> <li>○ inventory turnover</li> <li>○ cost of operations</li> <li>○ customer returns</li> <li>○ relationship with seller</li> </ul> </li> <li>• Detail plans to improve category performance</li> <li>• Detail the coordination requirements to finalize the strategic action plan</li> <li>• Examine stock at various FC/DC to roll out action plan</li> <li>• Propose key words for catalogue management</li> <li>• Analyze category performance to update the sales action plan</li> <li>• Manage vendor relationship to ensure availability of products at the right price, quality and time</li> <li>• Analyze the sales and profitability to ensure right pricing</li> <li>• Analyze customer behavior, feedback, reviews, ratings and returns to manage the product category mix</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate with marketing and catalogue team to identify category performance</li> <li>• Inspect the seasonal and periodic performance based on               <ul style="list-style-type: none"> <li>○ sales turnover</li> <li>○ profit margin</li> <li>○ Return on Investment</li> <li>○ inventory turnover</li> <li>○ cost of operations</li> <li>○ customer returns</li> <li>○ relationship with seller</li> </ul> </li> <li>• Prepare strategic action plans to improve category performance</li> <li>• Explain the stock management process to be followed at various FC/DC</li> <li>• Plan advertising, and promotional content including email, flash messages and website content</li> <li>• Propose key words for catalogue management</li> <li>• Establish relationship with vendor to ensure availability of product, pricing etc.</li> <li>• Propose the right pricing strategies by analyzing the sales and profitability</li> <li>•</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
Computers, LLMS & WMS, MIS, ERP, performance review software	

# Annexure

## Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate (Any Degree)	NA	3	E-commerce	3	E-commerce	Graduation is preferred

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: "E-Commerce Team Lead" mapped to LSC/Q2601, V2.0 The minimum accepted score is 80%	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: Minimum accepted score is 80%

## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate (Any Degree)	NA	2	E-commerce	1	E-commerce	Graduation is preferred

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: "E-Commerce Team Lead" mapped to QP: "LSC/Q2601, v2.0". Minimum accepted score is 80%	Recommended that the Assessor is certified for the Job Role: "Assessor", mapped to the Qualification Pack: "MEP/Q2601". Minimum accepted score is 80%

## Assessment Strategy

The emphasis is on 'learning-by-doing' and practical demonstration of skills and knowledge based on the performance criteria. Accordingly, assessment criteria for each job role is set and made available in qualification pack.

The assessment papers for both theory and practical would be developed by Subject Matter Experts (SME) hired by Logistics Sector Skill Council or with the LSC accredited Assessment Agency as per the assessment criteria mentioned in the Qualification Pack. The assessments papers would also be checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement etc.

Each NOS in the Qualification Pack (QP) is assigned a relative weightage for assessment based on the criticality of the NOS. Therein each Element/Performance Criteria in the NOS is assigned marks on relative importance, criticality of function and training infrastructure.

The following tools would be used for final assessment:

**1. Practical Assessment:** This comprises of a creation of mock environment in the skill lab which is equipped with all equipment required for the qualification pack.

Candidate's soft skills, communication, aptitude, safety consciousness, quality consciousness etc. is ascertained by observation and marked in observation checklist. The outcome is measured against the specified dimensions and standards to gauge the level of their skill achievements.

**2. Viva/Structured Interview:** This tool is used to assess the conceptual understanding and the behavioral aspects with regard to the job role and the specific task at hand. It also includes questions on safety, quality, environment, and equipment etc.

**3. On-Job Training:** OJT would be evaluated based on standard log book capturing departments worked on, key observations of learner, feedback and remarks of supervisor or mentor.

**4. Written Test:** Question paper consisting of 100 MCQs (Hard:40, Medium:30 and Easy: 30) with questions from each element of each NOS. The written assessment paper is comprised of following types of questions:

- i. True / False Statements
- ii. Multiple Choice Questions
- iii. Matching Type Questions.
- iv. Fill in the blanks
- v. Scenario based Questions
- vi. Identification Questions

### QA Regarding Assessors:

Assessors are selected as per the "eligibility criteria" laid down by LSC for assessing each job role. The assessors selected by Assessment Agencies are scrutinized and made to undergo training and introduction to LSC Assessment Framework, competency based assessments, assessors guide etc. LSC conducts "Training of Assessors" program from time to time for each job role and sensitize assessors regarding assessment process and strategy which is outlined on following mandatory parameters:

- 1) Guidance regarding NSQF
- 2) Qualification Pack Structure
- 3) Guidance for the assessor to conduct theory, practical and viva assessments
- 4) Guidance for trainees to be given by assessor before the start of the assessments.
- 5) Guidance on assessments process, practical brief with steps of operations  
practical observation checklist and mark sheet
- 6) Viva guidance for uniformity and consistency across the batch.
- 7) Mock assessments
- 8) Sample question paper and practical demonstration

## References

## Glossary

Term	Description
<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>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
<b>Terminal Outcome</b>	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.



## Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards