Model Curriculum

QP Name: E-commerce Manager

(Options - Warehouse Operations Management/ Courier Operations Management)

QP Code: LSC/Q2602

QP Version: 2.0

NSQF Level: 6

Model Curriculum Version: 2.0

Logistics Sector Skill Council|| No. 480 A, 7th floor Khivraj Complex 2
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Training Parameters

Sector	Logistics
Sub-Sector	E-commerce
Occupation	Fulfilment centre operations, Order processing, Customer relationship management, Product design/Catalogue management/Category management, Technology/engineering
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/ 1324 and ISCO-08/1324
Minimum Educational Qualification and Experience	Pursuing first year of 2-year PG program after completing 3-year UG degree Or Pursuing PG diploma after 3-year UG degree Or Completed 4-year UG (in case of 4-year UG with honours/ honours with research) Or Previous relevant Qualification of NSQF Level 5 (E commerce Team Lead) + 3 years relevant experience in ecommerce
Pre-Requisite License or Training	NA
Minimum Job Entry Age	23
Last Reviewed On	28/02/2023
Next Review Date	28/02/2026
NSQC Approval Date	28/02/2023
QP Version	2.0
Model Curriculum Creation Date	07/10/2022
Model Curriculum Valid Up to Date	28/02/2026
Model Curriculum Version	2.0
Minimum Duration of the Course	660
Maximum Duration of the Course	780

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:

- Analyse activities scheduled and corresponding resources allocated
- Manage profitable category and catalogue of products by analysing category sales performance, and implementing business strategies
- Manage key accounts to improve business and develop new clients
- Perform data analysis to assess demand and implement business strategies to improve financial performance
- Generate business for the organisation and manage relationships with stakeholders including clients, customs, PGAs etc.
- Analyse operational and business performance to undertake improvement initiatives
- Manage business profitably by analysing profit and loss and undertaking operations improvement initiatives.
- 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.
- Manage warehouse operations by allocating budgets, analysing performance and implementing process improvement initiatives
- Manage domestic and international courier business by analysing performance, allocating resources and coordinating with multiple stakeholders

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
Bridge Module	**20**	**10**			**30**
Module 1 – Introduction to Ecommerce Manager	20	10			30
LSC/N9601 - Conduct daily review and facilitate operations V1.0 NSQF Level 6	**20**	**35**	**5**		**60**
Module 2: Daily review and process control	20	35	5		60
LSC/N3061 - Manage category and catalogue for products in E-commerce V1.0 NSQF Level 6	**20**	**35**	**5**		**60**

Module 3: Category and catalogue management in E-commerce	20	35	5		60
LSC/N9703 – Build customer relation and handle key accounts **V1.0** **NSQF Level 6**	**20**	**35**	**5**		**60**
Module 4: Key accounts management	20	35	5		60
LSC/N2504 - Process large data sets and analyse **V1.0** **NSQF Level 6**	**20**	**35**	**5**		**60**
Module 5: Data analysis and demand forecasting	20	35	5		60
LSC/N9701 - Business development and stakeholder relations **V1.0** **NSQF Level 5**	**20**	**35**	**5**		**60**
Module 6: Business development and stakeholder relations	20	35	5		60
LSC/N9602 – Review performance and develop performance improvement plan **V1.0** **NSQF Level 6**	**20**	**35**	**5**		**60**
Module 7: Performance management system	20	35	5		60
LSC/N9603 – Profit and Loss account management and cost accounting **V1.0** **NSQF Level 6**	**30**	**60**			**90**
Module 8: Profit and loss cost management and cost accounting	30	60			90
LSC/N9908 - Guidelines on integrity and ethics **V1.0** **NSQF Level 5**	**10**	**20**			**30**
Module 9: Maintain and monitor integrity and ethics in operations	10	20			30

LSC/N9909 - Compliance to health, safety and security norms V1.0 NSQF Level 5	**10**	**20**			**30**
Module 10: Follow and monitor health, safety and security procedures	10	20			30
LSC/N9907 - Verify and review GST application V1.0 NSQF Level 5	**10**	**20**			**30**
Module 11: Verify and review GST application	10	20			30
Employability Skills DGT/VSQ/N0103	**30**	**60**			**90**
Total Duration	**230**	**400**	**30**		**660**

Optional Modules

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

Option 1: Warehouse Operations Management

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Module 10: Warehouse operations management	30	30			60
LSC/N0118: Manage warehouse operations V1.0 NSQF Level 5	30	30			60
Total Duration	30	30			60

Option 2: Courier Operations 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: Manage domestic and international courier operations	30	30			60
LSC/N1908: Oversee domestic and international operations V1.0 NSQF Level 5	30	30			60
Total Duration	30	30			60

Module Details

Module 1: Introduction to E-commerce Manager
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 manager

Duration: *20:00*	Duration: *10:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Classify the components of supply chain and logistics sector - Detail the various sub-sectors and the opportunities in them - Identify various activities in E-commerce, EXIM, warehouse, land transportation, port yard, land, ship and air transportation - Explain job roles in E-commerce - Detail your job role as E-commerce manager and its interface with other job roles - Discuss the documentation requirements in E-commerce operations - Describe the various transportation modes and coordination required for E-commerce operations	- Identify various activities in Ecommerce - Demonstrate the various job roles in Ecommerce operations - List out the different types of transportation and coordination required for ecommerce operation
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	

Module 2: Daily review and process control

Mapped to LSC/N9601

Terminal Outcomes:

- Detail the steps to perform in daily review and process control as per SOP

Duration: 20:00	Duration: 35:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Discuss the process of approving resource allocation inspection - Explain the importance of creating daily /weekly activity plan - Detail the ways to resolve interdepartmental issues - Illustrate the ways to achieve optimal utilization of resources - Explain the need to have a cohesive working environment between clients and organisation - Detail the ways to analyse business performance trends and forecasts - Discuss the way to prepare budgets as per SOP - State the relevant state/ country and international laws and regulations - Detail the standards for handling hazardous goods	- Analyse the previous day's performance to chart the plan of action - Approve resource allocation post inspection of pending activities for the day - Prepare daily/ weekly activity plan - Resolve interdepartmental queries and issues - Assess optimal utilisation of all available resources - Identify training and development needs - Create a cohesive working environment between clients and organisation - Analyse business performance trends and forecasts - Prepare budgets for various operations - Review compliance to relevant state/ country and international laws and regulations - Plan corrective and preventive actions to improve outcome of business activities - Assess compliance to hazardous goods handling standards
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
Computer, Management information system (MIS), Enterprise Resource Planning (ERP), performance review software, budgeting and forecasting software, LLMS & WMS (learning version), stationery, worksheets, SOP etc	

Module 3: 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

Duration: *20:00*	Duration: *35:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe the documentation and coordination requirements with marketing, analytics, and catalogue team to analyze category performance - sales turnover - profit margin - Return on Investment - inventory turnover - cost of operations - customer returns - relationship with seller - Detail plans to improve category performance - Detail the coordination requirements to finalize the strategic action plan - Examine stock at various FC/DC to roll out action plan - Propose key words for catalogue management - Analyze category performance to update the sales action plan - Mange vendor relationship to ensure availability of products at the right price, quality and time - Analyze the sales and profitability to ensure right pricing - Analyze customer behavior, feedback, reviews, ratings and returns to manage the product category mix	- Coordinate with marketing and catalogue team to identify category performance - Inspect the seasonal and periodic performance based on - sales turnover - profit margin - Return on Investment - inventory turnover - cost of operations - customer returns - relationship with seller - Prepare strategic action plans to improve category performance - Explain the stock management process to be followed at various FC/DC - Plan advertising, and promotional content including email, flash messages and website content - Propose key words for catalogue management - Establish relationship with vendor to ensure availability of product, pricing etc. - Propose the right pricing strategies by analyzing the sales and profitability
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
MS office, Enterprise Resource Planning (ERP), LLMS & WMS (learning version)**,** Analytical software, stationery, computer, projector, TV, etc.	

Module 4: Key accounts management
Mapped to LSC/N9703

Terminal Outcomes:

- Detail the steps to be followed for effective handling of key accounts
- Establish mutually beneficial relationships with clients

Duration: *20:00*	Duration: *35:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe customer engagement and relationship management process - Develop customized solutions for customers - Analyse customer inputs, feedback, and grievances - Perform corrective and preventive actions to improve customer engagement - Explain customer retention strategies - Discuss upselling and cross-selling strategies - Assess requirements of prospective clients	- Describe customer engagement and relationship management process - Develop customized solutions for customers - Analyse customer inputs, feedback, and grievances - Perform corrective and preventive actions to improve customer engagement - Explain customer retention strategies - Discuss upselling and cross-selling strategies - Assess requirements of prospective clients
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
MS-Office, ERP, computer, projector, worksheets, stationery, LLMS & WMS (learning version), business planning model/software etc.	

Module 5: Data analysis and demand forecasting

Mapped to LSC/ N2504

Terminal Outcomes:

- Perform data analysis as per SOP
- Perform demand forecasting as per SOP

Duration: 20:00	Duration: 35:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Detail the process of analysing sales and financial data to assess business performance - Detail the process of analysing order processing, product return and logistics data to assess operational metrics - Evaluate Stock Keeping Unit (SKU) wise metrics like sales, profits, daily hits, consumer interests, returns etc to identify market trends - Discuss the way to compare analysis with market reports and macro-economic scenario to draw insights for business strategies - Detail the various preventive and corrective actions to improve process - Explain the process of analysing sales and returns data to assess horizontal, trend and seasonal demand - Discuss the importance of sales forecasts and the corresponding resource requirement for demand fulfilment - Explain coordination requirements with other departments to agree on forecasts - Detail the process of analysing forecasts and update based on performance	- Analyse sales and financial data to assess business performance - Analyse order processing, product return and logistics data to assess operational metrics - Assess Stock Keeping Unit (SKU) wise metrics like sales, profits, daily hits, consumer interests, returns etc to identify market trends - Compare analysis with market reports and macro-economic scenario to draw insights for business strategies - Implement preventive and corrective actions to improve process - Analyse sales and returns data to assess horizontal, trend and seasonal demand - Prepare sales forecasts and the corresponding resource requirement for demand fulfilment - Manage coordination requirements with other departments to agree on forecasts - Analyse forecasts and update based on performance
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
MS office, Enterprise Resource Planning (ERP), Analytical tools, LLMS & WMS (learning version), computer, worksheets, sample data sets, stationery etc.	

Module 6: Business development and stakeholder's relations
Mapped to LSC/N9701

Terminal Outcomes:

- Detail the steps to be followed for business development

Duration: *20:00*	Duration: *35:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- List target population to approach for business development - Assess prospective clients - Discuss client requirements - Plan customised or bundled solutions based on sales pitch - Demonstrate effective oral and written business communication - Detail the procedure for preparing costing sheets for service delivery - Demonstrate usage of ERP for updating client data - Assess when to upsell and cross-sell services to existing clients - Describe the nuances in building rapport with clients, customs, government agencies, insurance for healthy relationship - Discuss the process of writing service level agreements	- Identify target population to approach for business development - Assess prospective clients - Identify client requirements - Offer customised or bundled solutions based on sales pitch - Demonstrate effective oral and written business communication - Prepare costing sheets for service delivery - Use ERP for updating client data - Estimate when to upsell and cross-sell services to existing clients - Establish rapport with clients, customs, government agencies, insurance for healthy relationship - Prepare service level agreements - Schedule resources as per operational requirement
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
MS Project, MS Office, Computer, Projector, TV, Stationery, LLMS & WMS (learning version), Worksheets, Reefer vehicle, loading dock, MHE equipment such as pallet trucks &, forklifts, pallets, crates, sample products, weighing tables, standard formats, temperature control systems, PPE etc.	

Module 7: Performance management system

Mapped to LSC/N9602

Terminal Outcomes:

- Detail the appropriate steps for performance management as per SOP
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Duration: 20:00	Duration: 35:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Define performance measurement metrics for assigned activities - Explain performance review process - Explain root cause analysis for non-performing areas - Discuss the importance of performance improvement plan - Define KPIs as per organisational metrics and expectations - Explain effective ways for resolving employee grievances	- Establish performance measurement metrics for assigned activities - Demonstrate performance review process - Perform root cause analysis for non-performing areas - Develop corrective and preventive actions to avoid recurrence - Design performance improvement plan - Communicate performance improvement plan - Establish the KPIs as per organisational metrics and expectations - Examine employee grievances and undertake corrective actions
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
ERP, MS Office, GPS tracker and receiver, LLMS & WMS (learning version), sample documentation for vehicle and cargo, sample permits, stationery, worksheets, etc	

Module 8: Profit and loss account management and cost accounting

Mapped to LSC/N9603

Terminal Outcomes:

- Demonstrate the process of profit and loss account management and cost accounting

Duration: *30:00*	Duration: *60:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe P&L analysis process - Explain budgeting and monitoring process - Explain methods to analyse variance between budget and actual expenditure - Compare budget with actual physical output - Detail the procedure for making budget amendments - List the risk management procedures - Detail the procedure for performing Activity Based Costing (ABC) - Discuss the audit process to identify reasons for deviation from costing - Explain the process to rationalize cost by undertaking improvement activities	- Perform P&L analysis - Perform budgeting and monitoring process - Analyse variance between budget and actual expenditure - Cross check budget with actual physical output - Prepare budget amendments - Demonstrate risk management procedures - Perform Activity Based Costing (ABC) - Perform audit to identify reasons for deviation from costing - Implement improvement activities to rationalize cost
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
MS Office compressor, condenser, evaporator, temperature and humidity sensor, simulator, tools and tackles, consumables, cold storage equipment, gas leak detectors, LLMS & WMS (learning version), electrical systems, start relays and defrost timers, pressure pumps, etc.	

Module 9: 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

Duration: *10:00*	Duration: *20:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe the concepts of integrity, ethics - Detail the various regulatory requirements related to logistics industry - Explain data and information security practices - Discuss the various corrupt practices - Discuss regulatory requirements, code of conduct and etiquettes - Detail the procedure for documenting all integrity and ethics violations - Explain escalation matrix for reporting deviation	- Illustrate the importance of integrity and how ethics needs to be followed. - Practice the principles of integrity and ethics - Follow the various regulatory requirements related to logistics industry - Perform data and information security practices - Identify corrupt practices - Comply to regulatory requirements - Practice code of conduct and etiquettes - Demonstrate what are the integrity and ethic violations. - Document all integrity and ethics violations - Report deviation as per the escalation matrix
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	

Module 10: Compliance to Health, safety, and security norms
Mapped to LSC/N9908, 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

Duration: _10:00_	Duration: _20:00_
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Detail health, safety and security procedures in warehouse - Describe the 5S to be followed - Explain the inspection procedure to ensure appropriate and safe conditions of activity area and equipment - Discuss unsafe working conditions - Describe the inspection procedure to check safe handling of hazardous goods - Discuss the standard protocol to be followed during emergency situations, accidents and breach pf safety - Document health, safety and security violations - Explain the escalation matrix for reporting deviation	- Follow health, safety and security procedures in warehouse - Implement 5S at workplace - Inspect the activity area and equipment, for appropriate and safe conditions - Identify unsafe working conditions - Inspect adherence to standard operating procedures (SOP) while handling dangerous and hazardous goods - Implement standard protocol in case of emergency situations, accidents, and breach of safety - Prepare report on health, safety and security violations - Report deviation as per the escalation matrix
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
Personal Protective Equipment (PPEs), Material Handling Equipment (MHEs) like pallet truck (manual and battery operated), etc. barcode scanner, LLMS & WMS (learning version), packing devices, packing material etc.	

Module 11: 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

Duration: *10:00*	Duration: *20:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe the GST application procedure in invoicing process - Detail the rules and regulation in applying and reversing GST - Describe GST documents approval process	- Prepare invoice and practice GST application. - Demonstrate applying and reversing GST and the rules, regulation involved. - Inspect to identify faults in a document with GST computation - Practice GST documents approval process - Examine for pending litigation from previous regime - Review monthly returns for compliance to regulations - Examine correctness of tax payment records and acknowledgements received.
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
Laptop, MS office, ERP, stationery, worksheets, computer, projector, LLMS & WMS (learning version), GST guidelines etc.	

Module 12: Warehouse operations management
Mapped to LSC/N9603

Terminal Outcomes:

- Detail the steps to be followed for effective warehouse management

Duration: 30:00	Duration: 30:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Detail the process of analysing business data to develop forecasts - Measure inventory based on business pipeline - Calculate space requirement based on business forecast and inventory levels - Discuss the process for planning operational budgets for resources based on forecasts - Detail inventory management practices as per SOP and product requirements - Discuss best practices in inventory management - Explain the way to prepare inventory reports as per operational standards - Discuss the daily review process of inbound, and outbound movements for compliance to activity schedule - Explain the warehouse compliance regulatory norms	- Analyse business data to develop forecasts - Assess inventory based on business pipeline - Compute space requirement based on business forecast and inventory levels - Plan operational budgets for resources based on forecasts - Inspect inventory management practices as per SOP and product requirements - Manage inventory counts to assess variance in count and documentation - Implement best practices in inventory management - Assess inventory reports for compliance to operational standards - Review daily inbound, and outbound movements for compliance to activity schedule - Assess warehouse compliance to regulatory norms, cleanliness and compliance to processes
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
MS office, Enterprise Resource Planning (ERP), Warehouse Management System (WMS) (learning version), inventory tools and models, analytical tools, forecasting software package, LLMS & WMS (learning version), stationery, work sheets, PPE, computer, printer, etc.	

Module 13: Manage domestic and international courier operations
Mapped to LSC/N1908

Terminal Outcomes:

- Detail the steps to be followed for effective management of domestic and international courier operations

Duration: *30:00*	Duration: *30:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Detail the inspection process of operational reports regarding arrivals and despatches, adherence to timelines, resource utilization, etc. to assess daily and periodic performance - Discuss daily operations plan and resource allocation - Detail the Key Performance Indicator (KPI) and Service Level Agreement (SLA) of delivery & pickup commitment - Discuss the process of checking the adherence of budget to transportation, processing, delivery and other operations - Explain trend analysis of operational parameters - Develop robust preventive and corrective action plan to improve operational efficiency - Explain the coordination required with customs brokers, air freight stations/cargo terminals, shipping agencies and clients to ensure efficient operations - Discuss the escalation matrix for resoling deviations - Develop last mile delivery partners in other countries - Detail workflow with counterpart in other countries	- Inspect operational reports regarding arrivals and despatches, adherence to timelines, resource utilization, etc. to assess daily and periodic performance - Assess daily operations plan and resource allocation - Review adherence to Key Performance Indicator (KPI) and Service Level Agreement (SLA) of delivery & pickup commitment - Analyse budget adherence to transportation, processing, delivery and other operations - Perform trend analysis of operational parameters - Create robust preventive and corrective action plan to improve operational efficiency - Explain the coordination required with customs brokers, air freight stations/cargo terminals, shipping agencies and clients to ensure efficient operations - Solve escalations to ensure customs clearance - Choose last mile delivery partners in other countries - Manage workflow with counterpart in other countries
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
MS office, Enterprise Resource Planning (ERP), analytical tools, LLMS & WMS (learning version), stationery, computer, projector, worksheets, TV, etc	

Module 14: Employability Skills
Mapped to DGT/VSQ/N0103 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

Duration: *30:00*	**Duration**: *60:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Outline the importance of Employability Skills for the current job market and future of work - List different learning and employability related GOI and private portals and their usage - 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 relevant 21st century skills required for employment - Highlight the importance of practicing 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 - Explain the importance of communication etiquette including active listening for effective communication - Discuss the significance of escalating sexual harassment issues as per POSH act - Discuss various financial institutions, products, and services - Explain the common components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions - Discuss the legal rights, laws, and aids	- Research and prepare a note on different industries, trends, required skills and the available opportunities - Demonstrate how to practice different environmentally sustainable practices - Create a pathway for adopting a continuous learning mindset for personal and professional development - Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone - Read and understand text written in basic English - Write a short note/paragraph / letter/e-mail using correct basic English - Create a career development plan - Identify well-defined short- and long-term goals - Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette - Write a brief note/paragraph on a familiar topic - Role play a situation on how to work collaboratively with others in a team - Demonstrate how to behave, communicate, and conduct appropriately with all genders and PwD - Demonstrate how to conduct offline and online financial transactions, safely and securely and check passbook/statement - Calculate income and expenditure for budgeting

- Describe the role of digital technology in day-to-day life and the workplace
- Discuss the significance of displaying responsible online behaviour while using various social media platforms
- Explain the types of entrepreneurship and enterprises
- Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
- Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
- Discuss various tools used to collect customer feedback
- Discuss the significance of maintaining hygiene and dressing appropriately
- Discuss the significance of maintaining hygiene and dressing appropriately for an interview
- List the steps for searching and registering for apprenticeship opportunities

- Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
- Demonstrate how to connect devices securely to internet using different means
- Follow the dos and don'ts of cyber security to protect against cyber crimes
- Create an e-mail id and follow e- mail etiquette to exchange e -mails
- Show how to create documents, spreadsheets and presentations using appropriate applications
- Utilize virtual collaboration tools to work effectively
- Create a sample business plan, for the selected business opportunity
- Classify different types of customers
- Demonstrate how to identify customer needs and respond to them in a professional manner
- Draft a professional Curriculum Vitae (CV)
- Use various offline and online job search sources to find and apply for jobs
- Role play a mock interview

Classroom Aids
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser, UPS, LCD Projector, Computer Tables & chairs
Tools, Equipment and Other Requirements
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

Annexure

Trainer Requirements

Trainer Prerequisites					
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	*Specialization*	*Years*	*Specialization*	
Graduate (Any Degree)	NA	3	Ecommerce	3	Ecommerce	

Trainer Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "E-commerce Manager" mapped to LSC/Q2602, V2.0 Minimum accepted score is 80%	Recommended that the Trainer is certified for the Job Role: "Trainer (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2601, V2.0" with minimum score of 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	Ecommerce	1	Ecommerce	

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: "E-commerce Manager" mapped to QP: "LSC/Q2602, v2.0". Minimum accepted score is 80%	Recommended that the Assessor is certified for the Job Role: "Assessor (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2701, V2.0" with minimum score of 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 logbook 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

Glossary

Term	Description
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
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	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