National Competency Standards Level-5 for Content Writing
"Creative Writer"

National Vocational and Technical Training Commission (NAVTTC),
Government of Pakistan

ACKNOWLEDGEMENTS

National Vocational and Technical Training Commission (NAVTTC) extends its gratitude and appreciation to representatives of business, industry, academia, government agencies, provincial TEVTAs, sector skill councils and trade associations who spared time and extended their expertise for the development of National Vocational Qualifications for the trade of **Content Writing**. This work would not have been possible without the technical support of the above personnel.

NAVTTC initiated development of CBT&A based qualifications for 200 traditional / hi-tech trades under the Prime **Minister's Hunarmand Pakistan Program,** focusing on Development & Standardization of 200 Technical & Vocational Education & Training (TVET) Qualifications. NAVTTC efforts have received full support from the Ministry of Federal Education and Professional Training which highly facilitated progress under this initiative.

It may not be out of place to mention here that all the experts of Industry, Academia and TVET experts of TEVTAs, BTEs and PVTC work diligently for making this qualification worthy and error free for which all credit goes to them. However, NAVTTC accepts the responsibility of all the errors and omissions still prevailing in the Qualification document.

It is also noteworthy that development of Skill Standards is a dynamic and ongoing process, and the developed skill standards needs periodic review and updating owing to the constant technological advancements, development in scientific knowledge, and growing experience of implementation at the grass root level as well as the demand of industry. NAVTTC will ensure to keep the qualifications abreast with the changing demands of both national and international job markets.

Dr. Nasir Khan

Executive Director (NAVTTC)

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1. Introduction

Writing for the web has evolved into a specialist skill essential to getting the most out of your online presence. As a highly interactive form of communication across a number of potential mediums, it requires a very different approach to print media.

Content writing is an art of writing specific content for a website that would drive tariff to it. This type of writing requires professional writing and language skills. Most common examples include website writing, SEO writing, fiction/non-fiction writing, blogging, affiliate marketing and much more. The content must be informative that adds to knowledge of the viewer which demands practice and deep knowledge. The piece of writing must be genuine and authentic with no particular format but the style counts a lot

Being conscious of the emerging trends in the market, National Vocational & Technical Training Commission (NAVTTC) has developed competency standards in consultation with the stakeholders including academia, researchers, industry, chambers and TEVTAs for 'Content Writing' under National Vocational Qualifications Framework (NVQF).The competency standards document has been designed in a way that trainees can develop skill in the ability to explore and analyze writing in technical, scholarly and professional contexts. They can consolidate their knowledge and skills through advanced practice in writing, editing, designing and producing texts for professional and technical purposes, with concrete application on industry sourced documents and projects.

The National Competency Standards could be used as a referral document for the development of curriculum to be used by training institutions

2. Purpose of the Qualification

The purpose of this qualification is to set the highly professional standards for the content writing inorder to compete local and international job market. The specific objectives of developing these qualifications are as under:

- Produce quality content writers .
- Produce competitive freelancers.

- Enabling the youth with greater employment opportunities
- Improve the quality and effectiveness of the training and assessment for Content Writing Industry.

3. Date of Validation

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20th -24th July, 2020 and will remain valid for ten years i.e **24th July, 2030**

4. Date of Review

The level 5 of National DAE qualification for 'Content Writing' has been validated by the Qualifications Validation Committee (QVC) members on 20th -24th July, 2020 and shall be reviewed after three years i.e **25th July, 2023**

5. Codes of Qualifications

The International Standard Classification of Education (ISCED) is a framework for assembling, compiling and analyzing cross-nationally comparable statistics on education and training. ISCED codes for these qualifications are assigned as follows:

ISCED Classification	
Code	Description
0232-L&L(1)	1st Level National Certificate of level-5, in " Content Writing Technology"
0232-L&L (2)	2nd Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (3)	3rd Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (4)	4th Level National Certificate of level-5, in "Content Writing Technology"
0232-L&L (5)	5th Level National Certificate of level-5, in "Content Writing Technology"

6. Members of Qualification Development Committee

The following members participated in the qualification development process at PITAC, Lahore.

Date: 8th to 12th June'2020

S#	Name	Designation	Organization
1	Mr. Goher Iqbal Punn	Public Relations Officer	KICS UET Lahore
2	Mr. Muhammad Adrees	Assistant Professor	The University of Lahore
3	Mr. Muhammad Imran Shafi	Assistant Professor	The University of Lahore
4	Mr. Rehan Ahmad	Assistant Professor	The University of Lahore/Y
5	Mr. Muhammad Tayyab	Assistant Professor	The University of Lahore
6	Mr. Sohail Asgher	Director Operations	TechHive.pk
7	Mr. Afzal Zubair	Content Writer	Dejavu
8	Ms. Fatima Batool	Web Master	• LeadersInn.pk • www.youtube.com/c/fatimabatoolleadersinn
9	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA
10	Ms. Anum Sharf	Content Editor/Trainer	Urtasker, Islamabad
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator/D&A Engr.	INTECH/UET Lahore
12	Mr. Sikandar Masood	Director SS&C	NAVTTC

7. Qualification Validation Committee

The following members participated in the qualification development process at PITAC, Lahore.

Date: 20th to 24th July'2020

S#	Name	Designation	Organization
1	Ms. Fatima Iqbal	System Analyst	PBTE
2	Ms. Tayyaba Amin	Sr. Instructor	P-TEVTA
3	Ms. Tehmina Amanat	Instructor	PVTC
4	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA
5	Ms. Nazia Irfan	Content Writer	Norgic Inc.
6	Ms. Fatima Batool	Web Master	• LeadersInn.pk • www.youtube.com/c/fatimabatoolleadersinn
7	Mr. Syed Shadab Ali Shah	Assistant Professor	KP-TEVTA
8	Mr. Ali Raza	CEO	ARZ Host
9	Mr. Muhammad Imran Shafi	Assistant Professor	The University of Lahore
10	Mr. Goher Iqbal Punn	Public Relations Officer	KICS UET Lahore
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator/D&A Engr.	INTECH/UET Lahore
12	Mr. Sikandar Masood	Director SS&C	NAVTTC

8. Minutes of Meetings

Report Regarding Validation of Competency Standards for National Vocational Qualifications Level 5 for Content Writing

Minutes of Meeting

A meeting of Qualification Review and Validation Committee for Review and Validation of Competency Standards for the trade of "Content Writing" was held at Pakistan Industrial Technical Assistance Center, Lahore from 20th – 24th July, 2020. The following activities were taken place during meeting:

1. Participants were informed about the validation process and their needed input & Introduction of OP & CS file to the new participants
2. Consultation has been made with the relevant industry experts to confirm the accuracy of the competency standards, level of competency standards and get their feedback and endorsement.
3. Prepare the mapping and packaging of CS as per expert's guidelines.
4. Design the credit hours for CS as per PBTE & NVQF guidelines.
5. Some competency standards and units were rephrased as per NAVTTC standards
6. Some performance criteria were added, edited, corrected and revised/replaced.
7. Knowledge and understanding section of the document is revised.
8. Tools and equipment lists are revised and the revised list changes are made to the OP chart and CS as per industry requirements.
9. Time allocation for contact hours is confirmed with the industry representatives and is adjusted accordingly.
10. Levels of competency standards were defined
11. According to NVQF guidelines Competency standards were packaged in National Occupational Standards in 4 certifications of Levels 2, 3, 4 and 5.
12. The QVC Finalize the competency standards on the basis of expert's feedback, for the submission of NAVTTC approval and notification.

The following experts has participated in the CS Review and Validation Committee meeting and showed their consent to validated competency standards as found them according to the requirements of the industry:

	Name	Designation	Organization	Signature
1	Ms. Fatima Iqbal	System Analyst	PBTE	
2	Ms. Tayyaba Amin	Sr. Instructor	P-TEVTA	
3	Ms. Tehmina Amanat	Instructor	PVTC	
4	Ms. Syeda Farah Rehman	Sr. Instructor IT	P-TEVTA	
5	Ms. Nazia Irfan	Content Writer	Norgic Inc.	
6	Ms. Fatima Batool	Web Master	LeadersInn.pk	
7	Mr. Syed Shadab Ali Shah	Assistant Professor	KP-TEVTA	
8	Mr. Ali Raza	CEO	ARZ Host	
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10	Mr. Goher Iqbal Punn	Public Relations Officer	KICS UET Lahore	
11	Mr. Aijaz Ahmed Zia	DACUM Facilitator	INTECH/UET Lahore	
12	Mr. Sikandar Masood	Director SS&C	NAVTTC	

9. Entry Requirements

The entry for D.A. E National Certificate level 5, in **'Content Writing'** are:

1. A person having **National Vocational Certificate level 4, in Content Writing**
2. A person having **Matric certificate with Science/Arts subjects**

10. Regulation of the qualification and schedule of units

Not Applicable

11. Generic Modules with respective levels

- **Health and Safety**   LEVEL 2

- **Digital Skills**   LEVEL 3

- **Soft Skills**   LEVEL 4

- **Entrepreneurship & Freelancing**   LEVEL 5

12. Mapping of the Qualification

Mapping of the Qualifications

Content Writing

Script Writer
Film Critic
.
.
.

Soft Skills
Digital Skills
Entrepreneurship
.
.
.

SEO
Social Media
Marketing
.
.
.

Journalism

Digital Marketing
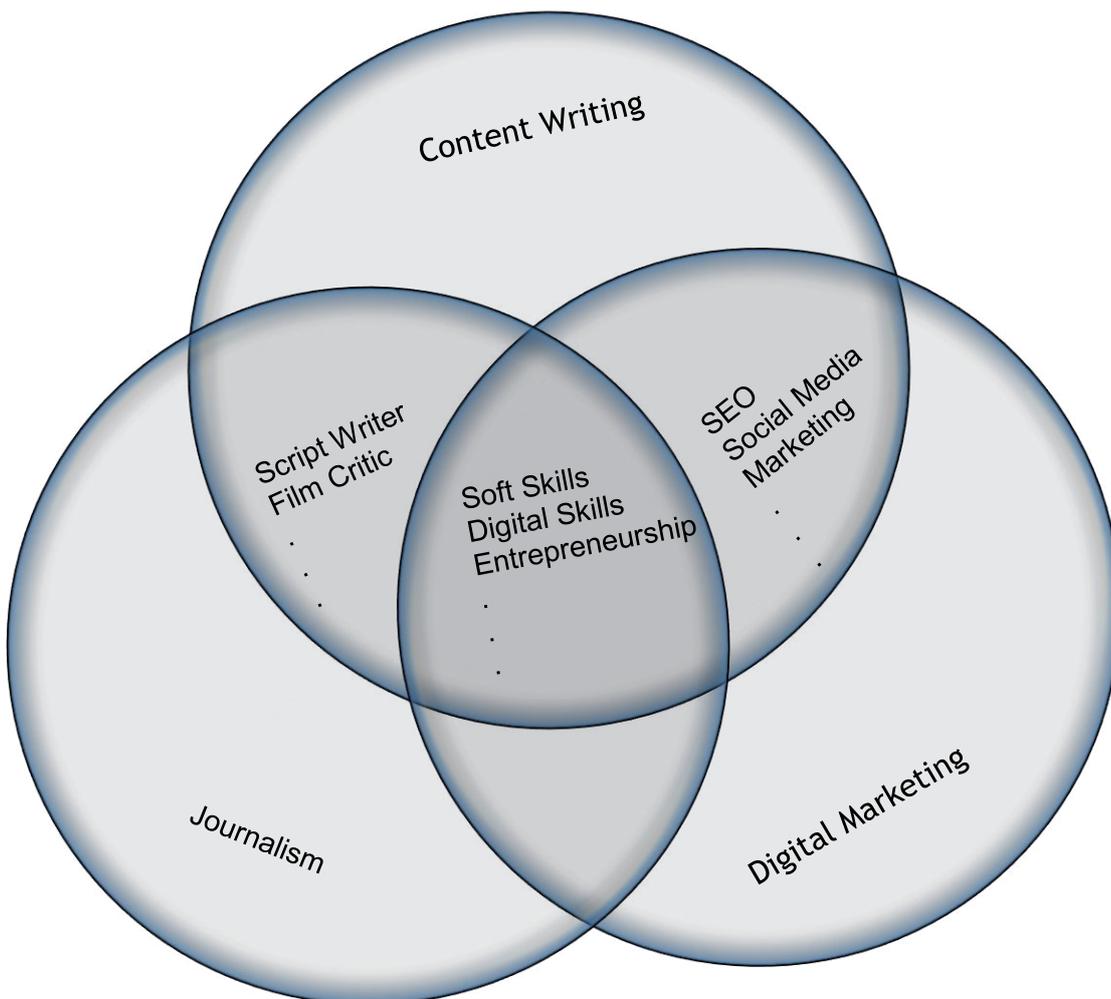
13. Summary of competencies

Sr	Competency Standards	Occupation	NVQF Level	Category	Estimated Contact Hours			Cr Hr
					Th	Pr	Total	
Level 5								
1	Evaluate the Submission	**Media Editor**	5	Technical	12	18	30	3
2	Coordinate with Sub Editors		5	Technical	12	18	30	3
3	Ensure Effective Communication		5	Technical	9	21	30	3
4	Develop PR strategies and campaigns.	**Public Relation Associate**	5	Technical	12	18	30	3
5	Write press releases, keynote speeches and promotional material.		5	Technical	15	24	39	3.9
6	Build Relationship with Media, Public and Stakeholders		5	Technical	12	18	30	3
7	Perform research for SEO Content writer	**SEO (Content Writing)**	5	Technical	12	18	30	3
8	Optimize the content for SEO		5	Technical	15	27	42	4.2
9	Analyze content marketing strategies.		5	Technical	12	18	30	3
10	Create and write Blogs.		5	Technical	15	27	42	4.2
11	Create Backlinks.		5	Technical	12	18	30	3
12	Perform rank analysis.		5	Technical	12	18	30	3
13	Deal with content related to literature and books.	**Literary Editor**	5	Technical	18	27	45	4.5
14	Work with the Author to develo content		5	Technical	18	27	45	4.5
15	Proofread the book.		5	Technical	18	27	45	4.5
16	Write non-fiction content	**Author**	5	Technical	18	24	42	4.2
17	Write fiction content		5	Technical	18	24	42	4.2
18	Re-write/revise pieces written by other Authors.		5	Technical	18	24	42	4.2
19	Write reviews	**Creative Writer**	5	Technical	18	24	42	4.2
20	Write Speech		5	Technical	18	24	42	4.2
21	Write Essays		5	Technical	15	27	42	4.2
22	Develop entrepreneurial skills		5	Generic	12	18	30	3
23	Apply management and communication techniques		5	Generic	18	24	42	4.2
24	Create human resource management plan		5	Generic	18	24	42	4.2
25	Develop project management		5	Generic	18	24	42	4.2

	plan							
26	Develop sales plan	Entrepreneurship	5	Generic	18	24	42	4.2
27	Conduct research for customer needs and satisfaction		5	Generic	12	24	36	3.6
28	Manage finances		5	Generic	12	24	36	3.6
29	Identify and resolve problems		5	Generic	9	21	30	3
30	Create Manage profile on Non-Traditional Freelancing platform	Freelancing	5	Generic	9	21	30	3
31	Create Manage profile on Non-Traditional Freelancing platform		5	Generic	12	18	30	3
32	Write professional proposal for projects		5	Generic	12	18	30	3
33	Develop communications skills		5	Generic	12	18	30	3
	Total				**471**	**729**	**1200**	**120**
	Percentage				**39.25**	**60.75**		
	GRAND TOTAL				**937**	**2643**	**3580**	**358**

Occupations and Level Descriptor					
SR.NO	OCCUPATIONS	NO OF COMPETENCY STADARDS	LEVEL	OCCUPATION CONTACT HOURS	TOTAL (LEVEL CONTACT HOURS)
1	*Media Editor*	3	5	90	1200
2	*Public Relation Associate*	3		99	
3	*SEO (Content Writing)*	6		204	
4	*Literary Editor*	3		135	
5	*Author*	3		126	
6	*Creative Writer*	3		126	
7	*Entrepreneurship*	8		300	
8	*Freelancing*	4		120	

14. Qualification Levelling and Packaging

Level 5

(Media Editor, Public Relation Associate, SEO-Content Writing, Literary Editor, Author, Creative Writer, Entrepreneurship)

Media Editor
1. Evaluate the Submission
2. Coordinate with Sub Editors
3. Ensure Effective Communication

Public Relation Associate
1. Develop PR strategies and campaigns.
2. Write press releases, keynote speeches and promotional material.
3. Build positive relationships with stakeholders, media and the public.

SEO (Content Writing)
1. Perform research for SEO Content writer
2. Optimize the content for SEO
3. Analyze content marketing strategies.
4. Create and write Blogs.
5. Create Backlinks.
6. Perform rank analysis.

Literary Editor
1. Deal with content related to literature and books.
2. Work with the Author to develo content
3. Proofread the book.

Author
1. Write non-fiction content
2. Write fiction content
3. Re-write/revise pieces written by other Authors.

Creative Writer
1. Write reviews
2. Write Speech
3. Write Essays

Entrepreneurship

1. Develop entrepreneurial skills
2. Apply management and communication techniques
3. Create human resource management plan
4. Develop project management plan
5. Develop sales plan
6. Conduct research for customer needs and satisfaction
7. Manage finances
8. Identify and resolve problems

Freelancing

1. Create Manage profile on Non-Traditional Freelancing platform
2. Create Manage profile on Non-Traditional Freelancing platform
3. Write professional proposal for projects
4. Develop communications skills

15. Detail of Qualifications and its Competency Standards

A. <u>Technical Competencies</u>

1. *Media Editor*

0232-L&L-1. Evaluate the Submission

Overview: This competency standard covers the skills and knowledge required to verify the credibility of the news, its relevance to the society and compatibility with the policy.

Competency Unit	Performance Criteria	
CU1. Check the Relevance of the submission	**P1.**	Read the write-up thoroughly and determine its subject
	P2.	Compare the subject with contemporary issues
	P3.	Ensure its relevance to the society and social norms
	P4.	Check whether the write-up is relevant to the page sections
CU 2. Verify the authenticity of the sources	**P1.**	Check if the source of the news is reliable.
	P2.	Ensure that the information source is mentioned.
	P3.	Evaluate if the news is biased or prejudiced.
CU 3. Evaluate the importance of the news	**P1.**	Validate if the write-up holds human interest.
	P2.	Decide the placement for the write-up.
	P3.	Analyze the content for its proximity.
CU 4. Ensure compatibility with the Newspaper/Journal policy.	**P1.**	Check the write-up according to newspaper policy
	P2.	Ensure that the content is not taboo.
	P3.	Make necessary changes (if required).
	P4.	Disapprove the story if it is incompatible.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Knowledge of the Contemporary Issues
- Awareness of Society and Social Norms
- Capable of Fact Finding

- Understanding of Newspaper Policy
- Capability in Page-making and Page Layout

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop
2.	Word Processor
3.	Internet Connection
4.	Cell Phone
5.	Writing Pad
6.	Pen

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Provide the source information.
- Explain newspaper policy.
- Define social norms.
- Approve the write-up if it is authentic and meets the newspaper policy.
- Disapprove the write-up if it is not authentic and does not meet the newspaper policy

0232-L&L-2. Coordinate with Sub Editors

Overview: This competency standard covers the skills and knowledge required to coordinate with sub editors

Competency Unit	Performance Criteria
CU1. Assign Duties and Conduct Meeting on Daily Basis	**P1.** Allocate daily quota of work for subediting. **P2.** Discuss policies and standards with sub editors if anything needs to be updated or changed. **P3.** Set up new goals for the newspaper or publication in conversation with sub editors and other editorial staff.
CU2. Suggest Stories and Headline Ideas	**P1.** Give suggestions to the team of sub editors for interesting stories to be covered. **P2.** Provide headline ideas in alignment with targeted audience's preferences.
CU3. Check If Page Layout is Correct	**P1.** Analyze the complete page layout in terms of news, columns, articles and advertisement's placements to see if all is in order. **P2.** Check if any irrelevant or fake news is placed on page. **P3.** Approve the page layout for publishing.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Define newsroom culture
- Describe headline ideas
- Explain page layout

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop

2.	Word Processor
3.	Corel Draw or Any Page Layout Software
4.	Internet Connection
5.	Cell Phone
6.	Writing Pad
7.	Pen

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Express ability to imply newspaper or publications standards into news.

- Show how to generate headline ideas

- Define page layout of a newspaper/magazine or any publication

0232-L&L-3. Ensure Effective Communication

Overview: This competency standard covers the skills and knowledge required for effective communication.

Competency Unit	Performance Criteria
CU1. Make a Compelling Story	**P1.** Identify any flaws in narration **P2**. Rewrite to develop a compelling narrative **P3.** Develop the write-up for reader interest
CU 2. Analyse the writing style	**P1**. Adjust the tone of the write-up **P2.** Check the mood of the sentences and make necessary changes
CU3 Ensure the Delivery of Message	**P1**. Ensure that the message is communicated effectively **P2.** Edit the write-up to communicate the message in minimum words and maximum comprehension **P3.** Ensure the use of relevant vocabulary and jargons **P4.** Adjust the word count as per the space available

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Creative Writing
- Different Writing Styles
- Vocabulary and Jargons
- Sentence Structure and its Tone
- Mood in Sentence
- Narration and Different Narratives

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Computer/Laptop
2	Word Processor
3	E-Dictionary
4	Any Grammar Software

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Produce effective write-up
- Ensure compelling narrative
- Show computer skills

2. Public Relation Associate

0232-L&L-4. Develop PR Strategies and Campaigns

Overview: This competency standard covers the skills and knowledge required to develop public relations strategies and campaigns.

Competency Unit	Performance Criteria
CU1. Develop PR Stratgies	**P1.** Make strategies to present a good image of the company or educational institution in the market. **P2.** Develop strategies and policies for media coverage to reach to target audience. **P3.** Create a time frame for promotional activities. **P4.** Convey the key messages to audience.
CU 2. Arranage PR Campaigns	**P1.** Raise campaigns for product. **P2.** Convey the message or news to a larger audience. **P3.** Improve the brand reputation. **P4.** Generate seasonal campaigns for specific products.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- How to launch campaigns.
- Developing strategies.
- Improving the brand reputation in the market.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop

2.	Word Processor
3.	Internet Connection
4.	Search Engine
5.	Cell Phone

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Prove the skills of developing strategies.
- Show knowledge of brand awareness.
- Present dexterity to capture the large audience.
- Differentiate between seasonal and non-seasonal campaigns.

0232-L&L-5. Write Press Releases, Keynote Speeches and Promotional Material

Overview: This competency standard covers the skills and knowledge required to write press releases, keynote speeches and promotional material.

Competency Unit	Performance Criteria
CU1. Write Press Releases	**P1.** Write press stories for the events. **P2.** Write news for products. **P3.** Create a press release for various campaigns.
CU 2. Develop Keynote Speeches	**P1.** Choose main theme for keynote speech. **P2.** Create a presentation outline. **P3.** Make it visually attractive. **P4.** Make it compelling to attract the audience.
CU3. Create Promotional Material	**P1.** Create a gripping content having call to action to grab the targeted audience, **P2.** Set specific objective in promotional campaign. **P3.** Generate accurate message to promote the product or any activity. **P4.** Develop a strategy to distribute the promotion on various marketing platforms.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Generating press release for media.
- Writing keynote speech.
- Ability to create a gripping call to action promotional activities.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop
2.	Word Processor
3.	Internet Connection
4.	Guide to Write Press Releases and Keynote Speech
5.	Guide to Understand Promotion.
6.	Cell Phone

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Show competency in writing press release on any given situation.
- Present a keynote speech on a given topic.
- Make a promotional advertisement for a specific product/event.

0232-L&L-6. Build Relationship with Media, Public and Stakeholders

Overview: This competency standard covers the skills and knowledge required to build positive relationship with media, stakeholders and public.

Competency Unit	Performance Criteria
CU1. Build Relationship with Media	**P1.** Tie up relationship with print media. **P2.** Develop relationship with electronic media. **P3.** Arrange good media coverage for every event. **P4.** Circulate press releases to both print and electronic media.
CU 2. Develop Relationship with Public	**P1.** Become a good face of the organization in outer world. **P2.** Show presentation skills in public. **P3.** Show a courteous and polite behavior to the public.
CU3. Maintain Relationship with Stakeholders	**P1.** Communicate project scope with stakeholders. **P2.** Meet up with stakeholders who are resistant to change and then develop a good rapport with them. **P3**. Stay consistent with your messaging **P4.** Keep surprises to a minimum.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Communication skills.
- Stakeholders' information.
- Social norms and values.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer/Laptop

2.	Word Processor
3.	Internet Connection
4.	Cell Phone

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Prove to be courteous and good communicator.
- Show how to communicate with stakeholders.
- Demonstrate the skills of dealing with media and the public.

3. Search Engine Optimization (SEO)-Content Writing

0232-L&L-7. Perform Research for SEO content

Overview: After this competency standard candidate will be able to design a search engine optimized content.

Competency Unit	Performance Criteria
CU1. Search for content	**P1.** Choose appropriate search engine **P2.** Search for the type of content e.g. text, image, audio, video etc. **P3.** Select content types related to our platform e.g. website, blog, product etc.
CU2. Search for layout of the content	**P1.** Choose appropriate search engine **P2.** Identify the types of contents **P3.** Identify the sections of the contents **P4.** Select appropriate sections and type as per your platform e.g. website contents, social media contents,
CU3. Write Content	**P1.** Search content data **P2.** Add your textual, images and infographic content **P3.** review for grammar and spelling mistakes **P4.** Finalize the content

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

o   Understand Search Engines and their working.
o   Describe the content and its types
o   Define the layout of the content

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser

4.	Search Engines

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Design the content for a blog
- Write content as per the format of BLOG
- Write content as per the format of Website
- Write content as per the format of facebook post

0232-L&L-8. Optimize the content for SEO

Overview: After this competency standard candidate will be able to design a search engine optimized content.

Competency Unit	Performance Criteria
CU1. Research for content	**P1.** Choose appropriate search engine **P2.** Select effective search keywords for research **P3.** Collect helpful data for the content
CU2. Search Keywords	**P1.** Search for keyword tools **P2.** Explore keyword planner tools **P3.** Identify keywords on the basis of volume, keyword difficulty (KD) etc. **P4.** Select appropriate keywords
CU3. Select catchy Title	**P1.** Open search engine **P2.** Select effective search query **P3.** Collect/generate related titles **P4.** Filter titles from the collected data **P5.** Select appropriate catchy title
CU4. Create content for the niche	**P1.** Use focus keyword in H1 (Heading style). **P2.** Prepare textual content in effective manners to narrate the idea **P3.** Use textual, images and infographics in the contents of the idea **P4.** Use ALT keywords in image **P5.** Search appropriate Latent Semantic index keywords **P6.** Relate Latent Semantic Index (LSI) keywords in the contents **P7.** Design images for the content

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

o Understand Search Engines and their working.
o Understand SEO copywriting

o   Describe keywords

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Canva (Online Image Designing Tool)
6.	LSIgraph (https://lsigraph.com/)
7.	Google Keyword Planner
8.	Moz

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Design the content for a blog
- Hunt LSI keywords for the content
- Design infographics for the idea
- List down the important sections of the content

0232-L&L-9. Analyze content marketing strategies

Overview: After this competency standard candidate will be able to identify and analyse market and its trends to perform SEO and can also perform competitive analysis

Competency Unit	Performance Criteria
CU1. Perform Market & trend analysis	**P1.** Search the market of competitors through search engines **P2.** Identify the market related to your niche **P3.** Identify trends of market
CU2. Perform Competitive Analysis	**P1.** Search your local competitors within your niche. **P2.** Search your global competitors within your niche. **P3.** Find out the work of your competitors in local and international market **P4.** Compile the attributes of work done by your competitors **P5.** Identify the competitive edge **P6.** Find cost per click (CPC) using keyword planner like the Google Keyword Planner **P7.** Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Understand Search Engines and their working.
- Define important terminologies related to blogging like niche, keyword, CPC and CTR etc.
- Differentiate between keyword difficulty levels.
- Describe competitive analysis

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items

1.	Computer System
2.	Internet Connection
3.	Web browser
4.	Search engine
5.	Google Keyword Planner
6.	Moz

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Define the term niche
- Identify area of strength of the competitors

0232-L&L-10.   Create and write Blog

Overview: After the completion of this competency standard candidate will be able to write and design the post for Blog.

Competency Unit	Performance Criteria
CU1. Search Blogging Platform	**P1.** Search different free blog platform like blogger, WordPress, WIX, Tumblr etc **P2.** Compare features of these platform include free and paid. **P3.** Select appropriate blog site.
CU2. Explore working of blogging platform	**P1.** Explore the interface of the selected blogs sites **P2.** Learn the working of their features and tools
CU3. Create Blog	**P1.** Sign up at selected blog site for login purpose in future **P2.** Create new Blog **P3.** Set name/title of the blog **P4.** Write description of the blog **P5.** Use images for the blog like logo **P6.** Able to edit blog information
CU4. Publish post for blog	**P1.** Design a post with optimized content **P2.** Publish post

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- o   Understand title of the Blog/Post
- o   Define the blog
- o   Understand description of the post
- o   Describe blogging platforms

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web browser
4.	Search Engines
5.	Word Press
6.	WIX
7.	Blogger
8.	Tumblr

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Able to process of creating blog
- Knows few famous blogging platforms
- Incorporates different features in a blog
- Identify keywords matching his niche

0232-L&L-11. Create Backlinks

Overview: After this competency standard candidate will be able to create backlinks of idea that can be blog, product, website, category etc.

Competency Unit	Performance Criteria
CU1. Search for Backlink sites	**P1.** Choose appropriate search engine **P2.** Search websites that can provide backlinks **P3.** Search tools and web browser extensions that provide information about backlink types and sites **P4.** Identify the relevance of websites with our keywords
CU2. Perform comperitive analysis	**P1.** Search your competitors as per keywords. **P2.** Find out the work of your competitors in local and international market **P3.** Analyze the work history of the competitors **P4.** Compile the attributes of work done by your competitors **P5.** Identify the competitive edge
CU3. Create backlinks	**P1.** Hunt backlinks of competitors with the help of tools **P2.** Identify the nature of backlink providers e.g. free or paid **P3.** Explore selected websites provides "do follow" and "no follow" to our idea (page, product, blog etc.) **P4.** Link your identified keywords with anchor tags
CU4. Index backlinks	**P1.** Search created link using search engine **P2.** Ping created backlink if not indexed

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Define Backlink
- Describe Search Engine Optimization
- Differentiate backlink types
- Define indexing

- What is backlink tool

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Ahrefs
6.	Google Webmaster (Webmaster.google.com)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Perform a backlink of your product at relevant websites
- Install/Configure backlink tools and extensions
- List all the websites you can used for backlink for your blog

0232-L&L-12.   Perform rank analysis

Overview: After this competency standard candidate will be able to analyse the rank of its product.

Competency Unit	Performance Criteria
CU1. Configure Tools	**P1.** Search tools and extensions for rank analysis **P2.** Explore the working of these tools and extensions **P3.** Select the most appropriate among them **P4.** Configure/signup the selected tool
CU2. Perform Keyword ranking analysis	**P1.** Search keywords through search engine **P2.** Check rank of keywords at search engine **P3.** Perform traffic analysis of keyword through google analytics **P4.** Optimize again if not ranked as per requirement

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Define rank in SEO
- List tools available for rank analysis
- Describe Keyword
- Elaborate the working of google analytics
- Define google webmaster and its features

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines

5.	Google Analytics
6.	Ahrefs
7.	Majestic SEO

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Perform rank analysis for particular website
- Find the position of given keyword at google webmaster tool
- Create account as a trial user

4. Literary Editor

0232-L&L-13. **Deal with Content related to Literature and Books**

Overview: This competency standard covers the skills and knowledge required to ensure understanding of literary genres to evaluate the quality of a manuscript as well as adequate command on English language to make the content more understandable and enjoyable.

Competency Unit	Performance Criteria
CU1. Develop style for Creative writing	**P1.** Read about different styles in creative writings, especially the use of words, syntax and tone **P2.** Identify the techniques of narration and different types of narratives **P3.** Learn parts of a book, e.g., title, contents, preface, glossary, index, etc.
CU2. Study figure of speech	**P1.** Highlight the need of figurative language **P2.** Learn all types of figure of speech along with their use (e.g., simile, metaphor, personification, hyperbole, etc.) **P3.** Read specimens to identify figure of speech

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Knowledge of style in creative writing
- Comprehension of figure of speech and their use in writing
- Familiarization with the constituents of a book
- Understanding of voice, tone, choice of words and syntax in writing

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	A Grammar book
2.	A Book of Literary Devices

3.	Computer
4.	Microsoft Word

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Define different elements of style
- Identify Figure of speech
- Demonstrate the use of figure of speech
- Explain the parts of a book

0232-L&L-14.   Work with the Author to Develop Content

Overview: This competency standard covers the skills and knowledge required to acquire manuscripts from the authors and to work with the authors for timely publication.

Competency Unit	Performance Criteria
CU1. Acquire Chapters/ Manuscripts	**P1.** Get in touch with the authors **P2.** Familiarize them with the policy of publishers **P3.** Receive chapters from authors for review
CU2. Modify Manuscripts	**P1.** Verify the facts cited in the manuscript **P2.** Check for plagiarism of language and ideas **P3.** Read the final chapters and, if needed, give suggestions to the author **P4.** Help the writer to develop content as per publication style.
CU3. Ensure timely completion of the book	**P1.** Keep track of the deadline and ensure the timely completion of the book **P2.** Arrange regular meetings with the author and discuss any issues **P3.** Keep the author updated about any development in the publication process **P4.** Deliver the final copy of the book

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Information about the authors who may be interested in getting their work published
- Knowledge of publication policy
- Interpersonal skills
- Sound judgement

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Cell Phone
2.	Notepad
3.	Pen
4.	Computer
5.	Microsoft Office

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Maintain working relations with the author
- Revise the manuscript to ensure coherence
- Demonstrate understanding of publication policy

0232-L&L-15. **Proofread the Book**

Overview: This competency standard covers the skills and knowledge required to proofread the book for any factual mistakes, grammar issues or unclear ideas.

Competency Unit	Performance Criteria
CU1. Edit the Manuscript	**P1.** Read the final draft for any factual mistakes **P2.** Read/edit the content to make it more understandable for the readers. **P3.** Read the draft for coherence or any discrepancy in narrative **P4.** Discuss all major changes with the author.
CU2. Proofread the Book	**P1.** Proofread the manuscript for spelling and grammar mistakes. **P2.** Correct any punctuation mistakes. **P3.** Send book to the graphic designer

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Knowledge of grammar
- Understanding of proof reading
- Usage of punctuation marks

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	A Grammar book
2.	Microsoft Word
3.	Computer
4.	A Book of Literary Devices
5.	E-dictionary

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Explain the main idea of the book
- Proofread a manuscript
- Edit for effective communication

5. Author

0232-L&L-16.	Write Non-fictional Content

Overview: This competency standard covers the skills and knowledge required to Write/Rewrite articles, biographies and scientific content.

Competency Unit	Performance Criteria
CU1. Get to know the article writing.	**P1.** Recognize various styles of article writing **P2.** Develop understanding about the basic structure of an article.
CU2. Choose a topic	**P1.** Search for the topic **P2.** Select topic carefully as per requirement
CU3. Research for writing articles.	**P1.** Collect material as per requirement of the article **P2.** Perform research for the factual correction of the content. **P3.** Extend your research from multiple resources.
CU4. Draft the article.	**P1.** Enlist your thoughts on a paper or computer. **P2.** Organize your information. **P3.** Layout the article in an outline form. **P4.** Write an attention grabbing introduction. **P5.** Maintain the coherence amongst paragraphs.
CU5. Make effective use of Search Engines and Word-Processing Software.	**P1.** Perform browsing for research on Popular search engines (Like Google, Yahoo, Bing etc.) **P2.** Use reliable website (acm.com etc.) **P3.** Use Word Processor for developing your article. **P4.** Perform Formatting **P5.** Use autocorrection
CU6. Revise and edit	**P1.** Identitfy typos, grammatical errors, repetitive words, and awkward phrasing. **P2.** Fix the glitches and polish the prose.

CU7. Write Biographies	**P1.** Perform research on the life events of the personality. **P2.** Record incidents, dialogues and people accurately. **P3.** Cover all ethical aspects in biography
CU8. Write Scientific Content	**P1.** Gather resources for the selected topic. **P2.** Make use of relevant scientific terms while producing Content. **P3.** Use reliable resources which shall be quotable/presentable while defending

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Writing an article.
- Importance of effective research for building a good article.
- Use of Word Processing software like MS Word
- Developing a layout of article.
- Use newsletter template.
- Knowledge of biography writing.
- Competency in creating scientific content in the form of articles or research material.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection

3.	Browsers (Chrome, Firefox etc.)
4.	Word Processing Software i.e. MS WORD.
5.	Pen, Notebook

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Write an article as per given requirements.
- Write a sample biography of a popular personality.
- Produce a scientific research paper.

0232-L&L-17.   Write Fictional Content

Overview: This competency standard covers the skills and knowledge required to write original stories for novels & Plays, Television & Movie Script as a Fiction Writer.

Competency Unit	Performance Criteria
CU1. Explore the elements of Fictional Writing	**P1.** Analyze fictional wrting elements. (Narration, Character, Plot, Setting, Style and Theme, Conflict, Resolution of Conflict, Climax) **P2.** Identify elements of fictional writing in a sample writing.
CU2. Find your genres in fictional writing	**P1.** Search for Genres of fiction. (i.e. Poetry, Prose, Short Story, Novel, Drama) **P2.** Find your favourite genre. **P3.** Read as much of your favorite genre as possible to know the best practices and popular trends.
CU3. Write novels (Original)	**P1.** Decide the nature of the novel (crime, fantasy, romance, inspirational, historical, horror and science fiction) **P2.** Conceive the main idea of the story **P3.** Plan events of the story **P4.** Decide the plot **P5.** Develop Characters with respect to their conflicts **P6.** Conceive a strong climax **P7.** Divide the story into chapters **P8.** Set a deadline and plan writing chapters accordingly **P9.** Ensure coherence in chapters **P10.** Complete the novel **P11.** Proofread the novel **P12.** Request your fellows to read the novel for comments **P13.** Find a publisher and discuss the possibility of getting the novel published
CU4. Write a play	**P1.** Explore Play writing as genres. **P2.** Select the medium for the play.

	P3. Create an interesting plot. **P4.** Create a sub plot. **P5.** Divide the play into acts. **P6.** Divide the acts into scenes. **P7.** Prepare an exciting climax.
CU5. Write television scripts.	**P1** Plan the narrative structure of the script. **P2.** Set the story in a timeframe. **P3.** Create characters with striking characteristics. **P4.** Create story line. **P5.** Introduce characters and present the situation. **P6.** Prepare a dialogue driven script.
CU6. Write movie script	**P1.** Conceive a screenplay for the movie. **P2.** Write a scene heading about setting of the story**.** **P3.** Write sub-heading to show a change in setting/ location **P4.** Write character's introduction. **P5.** Assign action to the characters. **P6.** Add extensions and parentheticals. **P7.** Suggest camera shots. **P8.** Use proper script fonts and margins while presenting the script to production team/reader.

<u>Knowledge & Understanding</u>

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Understanding of fictional and non fictional writing.
- Performing research for writing in different fictional genres.

- Conceive the idea for writing a good original short story, novel, plays, television scripts etc.

- Understanding how different genres of fictional writing are different from each other.

- Finding your own niche.

- Understanding of local and global trends in fictional writing.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Browser Software (Chrome, Firefox etc.)
4.	Word Processing Software i.e. MS WORD.
5.	Pen, Notebook
6.	Relevant reading material to use it as reference.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Identify the difference between fictional and non-fictional writing.

- Write a novel covering all the key criteria of a good novel.

- Write a play for different mediums like theater and digital mediums.

- Prepare script for television.

0232-L&L-18.   Rewrite/Revise pieces written by other authors

Overview: This competency standard covers the skills and knowledge required to revise pieces written by other authors.

Competency Unit	Performance Criteria
CU1. Identify the potential of rewriting	**P1.** Perform a market survey for the most in-demand rewriting projects in the market. **P2.** Select a writing assignment according to capabilities and niche.
CU2. Rewrite for bloggers	**P1.** Find difference between rewriting and spinning. **P2.** Analyze the piece of writing which is to be rewritten. **P3.** Explore requirements of rewriting. **P4.** Add the features and keywords in the blog which will make it rank higher in search engine .
CU3. Rewrite as a freelancer	**P1.** Rewrite for magazines. **P2.** Rewrite/update research papers. **P3.** Rewrite/update highly optimized content for websites. **P4.** Rewrite eBooks to make them updated.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- The Skill of rewriting and re-phrasing a writing piece.
- Weave new ideas and content into the structure of an older writing.
- Add a new feel to an older writing according to the demand and trends.
- Word Processing software like MS Word
- Change the layout of a writing piece.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Browser Software (Chrome, Firefox etc.)
4.	Word Processing Software i.e. MS WORD.
5.	Pen, Notebook

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Identify the changes required in a writing pieces by other authors.
- Modify a writing sample.

6. Creative Writer

0232-L&L-19.	Write reviews

Overview: In this competency standard, the candidate will be able to write reviews for different products and books.

Competency Unit	Performance Criteria
CU1. Write Product Review	**P1.** Gather information about the product (features, specifications, manufacturer, etc.) **P2.** Write personal experience of using the product **P3.** Identify pros of the product **P4.** Identify cons of the product **P5.** Give a final verdict on the product **P6.** Create speeches or other texts that are officially credited to another person as the author
CU2. Write Book Review	**P1.** Read author's profile **P2.** Read the book thoroughly **P3.** Write summary of the book **P4.** Analyse the book with respect to the elements of fictional and nonfictional writing **P5.** Evaluate the book critically **P6.** Give a final recommendation for the reader

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Reflective Writing Skills
- Good reading skills
- Awareness of the product

- Knowledge of fictional and nonfictional elements in writing

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Laptop/Computer
2.	Internet
3.	Browsers (Chrome, Mozilla, Opera, Safari, IE)
4.	Search Engines (Yahoo, Bing, etc.)
5.	Microsoft Word
6.	Books

Critical Evidence(s) Required

The candidate needs to produce the following **Critical Evidence**(s) in order to be competent in this competency standard:

- Write a product review
- Write a book review

0232-L&L-20.   Write Speech

Overview: In this competency standard, the candidate will be able to write speeches that are effective and persuasive.

Competency Unit	Performance Criteria
CU1. Make outline for the speech	**P1.** Gather information about the topic **P2.** Draft points that are relevant to the audience **P3.** Write chapters in an informative and engaging manner **P4.** Add facts and figures **P5.** Outline ideas that can be delivered within the given duration **P6.** Add relevant images, diagrams, and tables to support information within the chapters.
CU2. Write Speech	**P1.** Draft ideas according to the outline **P2.** Use effective devices in the speech (rhetorical questions, alliteration, amplification, analogy etc.) **P3.** Write speech in persuasive tone with words that are intellectually and emotionally compelling **P4.** Write speech in a persuasive tone in either first or second person narrative. **P5.** Choose words wisely to make the speech eloquent (expressive) **P6.** Check the duration of the final speech by reading it out loud **P7.** Deliver the speech and record it to check whether it is persuasive or not

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Good writing skills
- Effective communication skills
- Knowledge of narrative and literary devices
- Knowledge of the audience

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Laptop/Computer
2	Phone
3	Internet
4	Search Engines (Yahoo, Bing, etc.)
5	Microsoft Word
6	Writing Pad
7	Pen

Critical Evidence(s) Required

The candidate needs to produce the following **Critical Evidence**(s) in order to be competent in this competency standard:

- Write a speech on the given topic

0232-L&L-21. Write Essays

Overview: In this competency standard, the candidate will be able to write different types of essay. The candidate will also be able to edit and proofread the content.

Competency Unit	Performance Criteria
CU1. Outline ideas	**P1.** Select a topic for essay writing. **P2.** Analyse the type of the essay (reflective, argumentative, narrative, expository, etc.)provide information in a crisp and action triggering manner **P3.** Search relevant information on the topic **P4.** Brainstorm for ideas **P5.** Make a comprehensive outline of the brainstormed ideas **P6.** Create bulleted or numbered lists that showcase must-have bits of information
CU2. Draft an essay	**P1.** Start essay with an attention catcher (question, quotation, anecdote, statistics or supposition) **P2.** Write main idea of the essay **P3.** Compose preview(brief summary) of the essay **P4.** Write paragraph on each point given in the outline **P5.** Compose transitional sentences/paragraphs between different parts of the essay. **P6.** Write a comprehensive conlcusion of the essay
CU3. Edit and Proofread the Essay	**P1.** Read the essay for coherence and relevancy **P2.** Edit long, verbose sentence into short, understandable sentences Swap passive voice with active voice **P3.** Remove ideas that are repeating **P4.** Remove any irrelevant data **P5.** Proofread for grammatical or spelling mistakes

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Creative writing skills

- Essay types and Structure
- Brainstorming techniques
- Knwoledge of editing and proofreading

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1	Laptop/Computer
2	Internet
4	Search Engines (Yahoo, Bing, etc.)
5	Microsoft Word
6.	Writing pad
7.	Pen

Critical Evidence(s) Required

The candidate needs to produce the following **Critical Evidence**(s) in order to be competent in this competency standard:

- Brainstorm ideas on the given topic
- Write essay on the given topic

B. Generic Competencies

7. Health and Safety

0232-L&L-22.	Maintain occupational health and safety

Overview:

After this Competency Standard, the trainee will be able to develop skill and competence required to maintain Occupational Health and Safety and take remedial measures to deal with the emergencies in a professional manner, thus minimizing the losses and providing a safe and healthy working environment.

Competency Units	Performance Criteria
CU1. Maintain First-aid Box	**P1.** Ensure availability of first aid box **P2.** Check first aid box for requisite emergency **P3.** Check expiry of medicines **P4.** Perform first aid treatment against electric shocks **P5.** Perform first aid treatment/bandages against minor injuries.
CU3. Maintain Fire Extinguisher	**P1.** Check expiry of fire extinguisher **P2.** Operate fire extinguisher **P3.** Replace fire extinguisher **P4.** Ensure that the fire brigade is at stand by(for major emergency)
CU4. Ensure Safeguard of Machines	**P1.** Maintain radiator shield **P2.** Maintain alternator fan shield **P3.** Maintain heat resister material on silencer **P4.** Cover main circuit breaker **P5.** Lock canopy doors
CU5. Adopt company policies and procedures	**P1.** Ensure company's safety policy **P2.** Adopt company safety procedure **P3.** Advocate worker with company safety policy **P4.** Implement Safety sign board as per standard
CU6. Attain health & safety training	**P1.** Take required health and safety training **P2.** Implement work hazardous material information system (WHMIS) **P3.** Adopt first aid cardio respiratory, resuscitation and CPR
CU7. Prepare for	**P1.** Take emergency response training

emergencies	**P2.**	Ensure practice of emergency exercises
	P3.	Check the emergency alarms
	P4.	Ensure regular practice of gathering the workers in assembly area during the emergency.
CU8. Respond to emergencies	**P1.**	Follow emergency plan
	P2.	Communicate instructions to co workers
	P3.	Assess risk and determine course of action
	P4.	Operate emergency equipment and supplies
	P5.	Ensure that the ambulance is at stand by(for emergency)

Knowledge & Understanding

- Factors affecting Health & Safety in the workplace.
- First-Aid-Box.
- Emergency medicines and expiry
- Methods of treatment against electric shock
- Methods of treatment against minor injuries
- Types of Fire Extinguisher
- Uses of Fire Extinguisher
- Company policies and procedures
- Understand various safe guards
- Safety measures
- Work permit/no objection certificate(NOC)
- Types of work site Hazards
- Hazardous chemical control procedures
- Methods of first aid cardio respiratory Procedure
- Types of emergencies
- Response various types of emergencies
- Emergency equipment, supplies and their operation
- Methods of communication during
- emergency

Tools and Equipment

SN	Tools
1	First Aid Box
2	First Aid Kit

3	Stretcher
4	Fire Buckets
5	Fire Extinguisher
6	Emergency Alarm/Bell
7	Emergency response Plan
8	Fall Protection Plan

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) in order to be competent in this competency standard:

- Types of hazards that are most likely to cause harm to health and safety
- Health and safety signs and precautions
- Techniques and methods to identify the risks of hazards at workplace
- Safety reporting procedures and documentation
- Describe fire-fighting methods

0232-L&L-23.	Maintain good health while using Computer/Digital devices
at work	

Overview: After this competency standards, the trainee will be able to avoid eye strain, headaches and maintain good posture at workplace.

Competency Unit	Performance Criteria
CU1. Avoid Eye Strain and Headaches	**P1.** Reposition the screen to avoid glare from lights or windows. **P2.** Keep the screen clean and use a desk lamp to make it easier to see. **P3.** Ensure the screen colours are easy to look at, and that the characters are sharp and legible. **P4.** Look away from the screen into the distance for a few moments to relax your eyes(e.g. focus on something 30 metres away for 30 seconds every 30 minutes)
CU2. Maintain good posture	**P1.** Maintain a straight sitting posture **P2.** Stand up and walk around every hour or so, so that you're not sat in the same position all day. **P3.** Slowly lean your torso over to one side of the chair and then the other to stretch your sides and spine. **P4.** Stand up and put your hands together, elbows out, then slowly twist to the left and then to the right.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard.

- Define problems faced while working on computer for longer duration.

- Explain different sitting posture

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Laptop / Desktop Computer
2.	Cleaning Cloth/Tissue

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Demonstrate safety precautions while using computer

8. Digital Skills

0232-L&L-24.	Install/Use system software

Overview: After this competency standard candidate will be able to install and configure system software / operating systems (windows/Linux) and resolve installation errors on computers.

Competency Unit	Performance Criteria
CU1. Install system Software	**P1.** Prepare drive/partitions before OS installation. **P2.** Format mass storage on a PC/computer **P3.** Ensure that after formatting the mass storage device memory is empty when open. **P4.** Perform Partitioning of hard drive **P5.** Install operating system in the PC/computers by following instructional manual. **P6.** Troubleshoot installation errors
CU2. Update /upgrade Sytem Software	**P1.** Schedule operating system update **P2.** Run operating system update using internet **P3.** Download and run windows/application patches
CU3. Use OS	**P1.** Create folders/directories **P2.** Open folders/directories and view files in desired format **P3.** Copy files, folder/ directories to different location (Hard drive, external storage, cloud) **P4.** Move files, folder/ directories to different location (Hard drive, external storage, cloud) **P5.** Rename files and directories/folder **P6.** Search files / folder/directories against various search criterion (File name, date, text etc.) **P7.** Explore task Manager to view running process/tasks **P8.** Configure desktop settings

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Define different types of operating system
- Describe the OS Installation process

- Demonstrate how to apply Operating system updates/patches

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	External Hard disks
8.	Internet or Intranet Connectivity
9.	Operating System (Windows,Linux)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Install operating system
- Resolve Installation errors.

0232-L&L-25.   Install /Use Application Software

Overview: After this competency standard candidate will be able to install, configure and upgrade application software on computers.

Competency Unit	Performance Criteria
CU1. Install application Software	**P1.** Install application software in the PC/computers by following instructional manual. **P2.** Trouble Shoot installation errors
CU2. Update /upgrade application Software	**P1.** Check for the update **P2.** Update/upgrade application software
CU3. Install antivirus software	**P1.** Select appropriate antivirus software **P2.** Install antivirus software **P3.** Update/upgrade antivirus software. **P4.** Make sure that antivirus software is up-to-date
CU4. Perform vrius Scan	**P1.** Perform complete virus scan on any infected system. **P2.** Detect the viruses available on the hard disk. **P3.** Delete / quarantine all the viruses successfully which are detected as a result of scan.
CU5. Un-install application software	**P1.** Uninstall the application software **P2.** Make sure that the action is done from control panel.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Describe Installation of application software
- Write down a note on necessity of using antivirus software.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	Internet or Intranet Connectivity
7.	Operating System (Windows, Linux)
8.	Professional Office Suite (MS Office)
9.	Application Softwares
10.	Professional Office Suite (MS Office)
11.	Application Softwares

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Install application software
- Install and run antivirus software
- Uninstall application software

0232-L&L-26. Install/Configure hardware components and peripheral devices

Overview: After this competency standard candidate will be able to install and configure hardware components/peripheral devices.

Competency Unit	Performance Criteria
CU1. Establish safe work practices	**P1.** Follow relevant legal requirements and OHS standards to the installation and maintenance of computer hardware **P2.** Apply requirements specified by hardware manufacturers **P3.** Follow safe work practices, taking into account legal and manufacturer requirements **P4.** Use appropriate accessories and tools.
CU2. Install / configure Hardware components / peripheral devices	**P1.** Identify the Hardware components / peripheral devices **P2.** Install appropriate drivers. **P3.** Configure hardware components / peripheral devices as per the instructions given in their respective manuals. **P4.** Take functional test for the installed Hardware components / peripheral devices.
CU3. Update/Upgrade device driver	**P1.** Scan computer for hardware changes. **P2.** Update/upgrade device driver **P3.** Make sure that updated features are in accordance with the specifications / requirements. **P4.** Take functional test for the Hardware components / peripheral device.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Understands OHS policies and procedures in the carrying out the work.
- Understand hardware components / devices drivers

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items

1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	Printer
8.	Scanner
9.	Web cam (digital camera)
10.	DVD or BLU-RAY writer
11.	Pen-drive
12.	External Hard disks
13.	Internet or Intranet Connectivity
14.	Operating System (Windows, Linux)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Install device drivers

0232-L&L-27.   Draft office documents

Overview: After this competency standard candidate will be able to draft office document.

Competency Unit	Performance Criteria
CU1. Prepare Word Document	**P1.** Explore and select appropriate word processing application **P2.** Create new document / open already existing word document **P3.** Set page Layout **P4.** Perform basic Formatting (text, paragraph, page) **P5.** Perform insert operation (picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, header/footers, bullets/numbering, columns) in the word document **P6.** Check the spellings in the word file through available dictionary **P7.** Save document **P8.** Print document
CU2. Prepare Spreadsheet	**P9.** Explore and select appropriate spreadsheet application **P1.** Create / open Spread Sheet **P2.** Set page Layout **P3.** Perform basic Formatting **P4.** Perform insert operation (picture, charts, smart art, clip art, hyperlinks, page numbers, header/footers, bullets / numbering) in the spread sheet **P5.** Insert / use arithmetic functions/formulas **P6.** Save Spreadsheet **P7.** Print Spreadsheet
CU3. Prepare presentation	**P1.** Explore and Select appropriate presentation tool. **P2.** Create / open presentation **P3.** Set page Layout **P4.** Perform basic Formatting **P5.** Perform insert operation (slides, picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, bullets/numbering) in the word document **P6.** Select various template designs **P7.** Apply animation to slides **P8.** Check the spellings in the power point presentation through

		available dictionary
	P9.	Run power point presentation
	P10.	Save power point presentation
	P11.	Print power point presentation
CU4. Backup office record/Maintain integrity of files	**P1.**	Manage electronic record's backup
	P2.	Create backup on cloud based storage.
	P3.	Verify the integrity of backup by restoring backup
CU5. Convert Files	**P1.**	Identify file conversion software
	P2.	Convert files into different formats
	P3.	Use online convertor to give a practical demonstration

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Demonstrate proficiency in creating a Word Document.
- Describe spread sheets, use formulas and apply necessary formats
- Identify qualities of a robust presentation.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	DVD or BLU-RAY writer
8.	Internet or Intranet Connectivity
9.	Operating System (Windows, Linux)
10.	Professional Office Suite (MS Office)
11.	Application Softwares
12.	Professional Office Suite (MS Office)

13.	Application Softwares

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Create, open, save and print files
- Perform necessary formatting according to provided document format.
- Designs CVs
- Create result Sheet
- Make presentation
- Convert file to different formats

0232-L&L-28.   Perform efficient web browsing and Manage emails

Overview: After this competency standard candidate will be able to perform browsing and manage emails.

Competency Unit	Performance Criteria
CU1. Perform Browsing	**P1.** Perform the components of browsing as per given instructions. **P2.** Surfing through different browsers to search required data.
CU2. Download / upload Data	**P1.** Explore different downloading tools **P2.** Search and download required information. **P3.** Upload required information on cloud.
CU3. Create email accounts	**P1.** Create email accounts on various platforms. **P2.** Remove Errors while Email configuration **P3.** Configure email account on outlook.
CU4. Sort emails	**P1.** Demonstrate sorting of emails on the PC **P2.** Perform successfully sorting of emails as per instructions
CU5. Manage Address Book	**P1.** Open address book. **P2.** Demonstrate the method of managing the address book by adding some contacts, removing contacts, importing, exporting, sorting and updating etc
CU6. Archive email Data	**P1.** Identify the procedure of Archiving Email data **P2.** Demonstrate practically the procedure of archiving emails, as per requirements
CU7. Send and receive emails	**P1.** Demonstrate the procedure to send an email. **P2.** Demonstrate the procedure to receive an Email. **P3.** Perform the components to send / Receive Emails.

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Write down a note on Internet Browsing

- Describe types of search engines

- Describe management of emails on various platforms.

- Differentiate between downloading and uploading data

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	Internet or Intranet Connectivity
7.	Operating System (Windows, Linux)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Use search engines efficiently

- Configure email account on outlook.

- Create and send emails

0232-L&L-29.   Configure Internet Connection on a Desktop/Laptop

Overview: After this competency standard candidate will be able to troubleshoot network problems.

Competency Unit	Performance Criteria
CU1. Explore Internet working.	**P1.** Identify differences between Internet and Intranet. **P2.** Explore World Wide Web. **P3.** Recognize difference between network protocols (IP,TCP, HTTP, FTP etc)
CU2. Configure Internet connectivity	**P1.** Configure basic internet connectivity on a system **P2.** Perform connectivity test successfully. **P3.** Recognize difference between types of networks (LAN, WAN, MAN)

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Knowledge of basic working of Internet.
- Explain the difference between LAN & WAN.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Web Browser
4.	Search Engines
5.	Internet or Intranet Connectivity
6.	UPS
7.	Internet or Intranet Connectivity
8.	Operating System (Windows, Linux)
9.	Professional Office Suite (MS Office)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Configure an internet connection on a desktop/laptop computer.

9. *Soft Skills*

0232-L&L-30.	Develop workplace policy and procedures for sustainability

Overview: This unit describes the skills and knowledge required to develop and implement a workplace sustainability policy and to modify the policy to suit changed circumstances. It applies to individuals with managerial responsibilities who undertake work developing approaches to create, monitor and improve strategies and policies within workplaces and engage with a range of relevant stakeholders and specialists.

Unit of Competency	Performance Criteria
CU1. Develop workplace sustainability policy	P1 Define scope of sustainability in the policies P2 Gather information from a range of sources to plan and develop policy P3 Identify and consult stakeholders as a key component of the policy development process P4 Include appropriate strategies in policy at all stages of work for minimizing resource use, reducing toxic material and hazardous chemical use and employing life cycle management approaches P5 Make recommendations for policy options based on likely effectiveness, timeframes and cost P6 Develop policy that reflects the organization s commitment to sustainability as an integral part of business planning and as a business opportunity P7 Agree to appropriate methods of implementation, outcomes and performance indicators
CU2. Communicate workplace sustainability policy	P1 Promote workplace sustainability policy, including its expected outcome, to key stakeholders P2 Inform those involved in implementing the policy about expected outcomes, activities to be undertaken and assigned responsibilities
CU3. Implement workplace sustainability policy	P1 Develop and communicate procedures to help implement workplace sustainability policy P2 Implement strategies for continuous improvement in resource efficiency P3 Establish and assign responsibility for recording systems to track continuous improvements in sustainability approaches
CU4. Review workplace	P1 Review workplace sustainability policy implementation

sustainability policy implementation	P2 Investigate successes or otherwise of policy
	P3 Monitor records to identify trends that may require remedial action and use to promote continuous improvement of performance
	P4 Modify policy and or procedures as required to ensure improvements are made

Knowledge & Understanding

K1: outline the environmental or sustainability legislation, regulations and codes of practice applicable to the organization identify internal and external sources of information and explain how they can be used to plan and develop the organization s sustainability policy

K2: explain policy development processes and practices

K3: outline organizational systems and procedures that relate to sustainability

K4: outline typical barriers to implementing policies and procedures in an organization and possible strategies to address them. Assessment Conditions

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to Develop workplace policy and procedures for sustainability. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- scope and develop organizational policies and procedures that comply with legislative requirements and support the organization s sustainability goals covering at a minimum:
  - o minimizing resource use
  - o resource efficiency
  - o reducing toxic material and hazardous chemical use
  - o employing life cycle management approaches
  - o continuous improvement
- plan and implement sustainability policy and procedures including:
  - o agreed outcomes
  - o performance indicators
  - o activities to be undertaken
  - o assigned responsibilities

- o record keeping, review and improvement processes
- consult and communicate with relevant stakeholders to generate engagement with sustainability policy development, implementation and continuous improvement
- Review and improve sustainability policies.

0232-L&L-31.   Manage meetings

Overview: This unit describes the skills and knowledge required to manage a range of meetings including overseeing the meeting preparation processes, chairing meetings, organizing the minutes and reporting meeting outcomes. It applies to individuals employed in a range of work environments who are required to organize and manage meetings within their workplace, including conducting or managing administrative tasks in providing agendas and meeting material. They may work as senior administrative staff or may be individuals with responsibility for conducting and chairing meetings in the workplace.

Unit of Competency	Performance Criteria
CU1. Prepare for meetings	P1 Develop agenda in line with stated meeting purpose P2 Ensure style and structure of meeting are appropriate to its purpose P3 Identify meeting participants and notify them in accordance with organizational procedures P4 Confirm meeting arrangements in accordance with requirements of meeting P5 Dispatch meeting papers to participants within designated timelines
CU2. Conduct meetings	P1 Chair meetings in accordance with organizational requirements, agreed conventions for type of meeting and legal and ethical requirements P2 Conduct meetings to ensure they are focused, time efficient and achieve the required outcomes P3 Ensure meeting facilitation enables participation, discussion, problem-solving and resolution of issues P4 Brief minute-taker on method for recording meeting notes in accordance with organizational requirements and conventions for type of meeting
CU3. Follow up meetings	P1 Check transcribed meeting notes to ensure they reflect a true and accurate record of the meeting and are formatted in accordance with organizational procedures and meeting conventions P2 Distribute and store minutes and other follow-up documentation within designated timelines, and according to organizational requirements P3 Report outcomes of meetings as required, within designated timelines

Knowledge & Understanding

K1: outline meeting terminology, structures, arrangements

K2: outline responsibilities of the chairperson and explain group dynamics in relation to managing meetings

K3: describe options for meetings including face-to-face, teleconferencing, web-conferencing and using webcams

K4: identify the relevant organizational procedures and policies regarding meetings, chairing and minutes including identifying organizational formats for minutes and agendas.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to manage meetings. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- apply conventions and procedures for formal and informal meetings including:
    - developing and distributing agendas and papers
    - identifying and inviting meeting participants
    - organizing and confirming meeting arrangements
    - running the meeting and following up
- organize, take part in and chair a meeting
- record and store meeting documentation
- Follow organizational policies and procedures.

0232-L&L-32.	Manage recruitment selection and induction processes

Overview: This unit describes the skills and knowledge required to manage all aspects of recruitment selection and induction processes in accordance with organizational policies and procedures. It applies to individuals or human resource personnel who take responsibility for managing aspects of selecting new staff and orientating those staff in their new positions. It is not assumed that the individual will be directly involved in the selection processes themselves, although this may well be the case.

Unit of Competency	Performance Criteria
CU1. Develop recruitment, selection and induction policies and procedures	P1 Analyze strategic and operational plans and policies to identify relevant policies and objectives P2 Develop recruitment, selection and induction policies and procedures and supporting documents P3 Review options for technology to improve efficiency and effectiveness of recruitment and selection process P4 Obtain support for policies and procedures from senior managers P5 Trial forms and documents supporting policies and procedures and make necessary adjustments P6 Communicate policies and procedures to relevant staff and provide training if required
CU2. Recruit and select staff	P1 Determine future human resource needs in collaboration with relevant managers and sections P2 Ensure current position descriptors and person specifications for vacancies are used by managers and others involved in recruitment, selection and induction processes P3 Provide access to training and other forms of support to all persons involved in recruitment and selection process P4 Ensure advertising of vacant positions complies with organizational policy and legal requirements P5 Utilize specialists where necessary P6 Ensure selection procedures are in accordance with organizational policy and legal requirements P7 Ensure processes for advising applicants of selection outcome are followed P8 Ensure job offers and contracts of employment are executed promptly, and new appointments are provided with advice about salary, terms and conditions
CU3. Manage staff	P1 Provide access to training and ongoing support for all persons

induction	engaged in staff induction
	P2 Check induction processes are followed across the organization
	P3 Oversee management of probationary employees and provide them with feedback until their employment is confirmed or terminated
	P4 Obtain feedback from participants and relevant managers on extent induction process is meeting its objectives
	P5 Make refinements to induction policies and procedures

Knowledge & Understanding

K1: describe recruitment and selection methods, including assessment centers

K2: explain the concept of outsourcing

K3: describe the purpose of employee contracts and industrial relations

K4: summarize relevant legislation, regulations, standards and codes of practice that may affect recruitment, selection and induction

K5: explain why terms and conditions of employment are an important aspect of recruitment

K6: explain the relevance of psychometric and skills testing programs to recruitment.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to manage recruitment selection and induction processes. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- develop or critically analyze a policy and procedures framework for recruitment, selection and induction
- identify the need for recruitment
- prepare and oversee appropriate documentation required for recruitment
- select and advise job applicants appropriately
- manage the induction process
- Comply with relevant legislation and organizational requirements.

0232-L&L-33.   Manage personal work priorities and professional development

Overview: This unit describes the skills and knowledge required to create systems and process to organize information and prioritize tasks. It applies to individuals working in managerial positions who have excellent organizational skills. The work ethic of individuals in this role has a significant impact on the work culture and patterns of behavior of others as managers at this level are role models in their work environment.

Unit of Competency	Performance Criteria
CU1. Establish personal work goals	P1 Serve as a positive role model in the workplace through personal work planning P2 Ensure personal work goals, plans and activities reflect the organization s plans, and own responsibilities and accountabilities P3 Measure and maintain personal performance in varying work conditions, work contexts and when contingencies occur
CU2. Set and meet own work priorities	P1 Take initiative to prioritize and facilitate competing demands to achieve personal, team and organizational goals and objectives P2 Use technology efficiently and effectively to manage work priorities and commitments P3 Maintain appropriate work-life balance, and ensure stress is effectively managed and health is attended to
CU3. Develop and maintain professional competence	P1 Assess personal knowledge and skills against competency standards to determine development needs, priorities and plans P2 Seek feedback from employees, clients and colleagues and use this feedback to identify and develop ways to improve competence P3 Identify, evaluate, select and use development opportunities suitable to personal learning style/s to develop competence P4 Participate in networks to enhance personal knowledge, skills and work relationships P5 Identify and develop new skills to achieve and maintain a competitive edge

Knowledge & Understanding
K1: explain principles and techniques involved in the management and organization of:

- performance measurement
- personal behavior, self-awareness and personality traits identification
- a personal development plan

- personal goal setting
- time

K2: discuss management development opportunities and options for self

K3: describe methods for achieving a healthy work-life balance

K4: outline organization s policies, plans and procedures

K5: explain types of learning style/s and how they relate to the individual

K6: describe types of work methods and practices that can improve personal performance.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to manage personal work priorities and professional development. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- use business technology to create and use systems and processes to organise and prioritise tasks and commitments
- measure and maintain personal work performance including assessing competency against competency standards and seeking feedback
- maintain an appropriate work-life balance to manage personal health and stress
- participate in networks
- develop a personal development plan which includes career objectives and an action plan
- Develop new skills.

0232-L&L-34. Manage workforce planning

Overview: This unit describes the skills and knowledge required to manage planning in relation to an organization's workforce including researching requirements, developing objectives and strategies, implementing initiatives and monitoring and evaluating trends. It applies to individuals who are human resource managers or staff members with a role in a policy or planning unit that focuses on workforce planning.

Unit of Competency	Performance Criteria
CU1. Research workforce requirements	P1 Review current data on staff turnover and demographics P2 Assess factors that may affect workforce supply P3 Establish the organization's requirements for a skilled and diverse workforce
CU2. Develop workforce objectives and strategies	P1 Review organizational strategy and establish aligned objectives for modification or retention of the workforce P2 Consider strategies to address unacceptable staff turnover, if required P3 Define objectives to retain required skilled labor P4 Define objectives for workforce diversity and cross-cultural management P5 Define strategies to source skilled labor P6 Communicate objectives and rationale to relevant stakeholders P7 Obtain agreement and endorsement for objectives and establish targets P8 Develop contingency plans to cope with extreme situations
CU3. Implement initiatives to support workforce planning objectives	P1 Implement action to support agreed objectives for recruitment, training, redeployment and redundancy P2 Develop and implement strategies to assist workforce to deal with organizational change P3 Develop and implement strategies to assist in meeting the organization's workforce diversity goals P4 Implement succession planning system to ensure desirable workers are developed and retained P5 Implement programs to ensure workplace is an employer of choice
CU4. Monitor and evaluate workforce trends	P1 Review workforce plan against patterns in exiting employee and workforce changes P2 Monitor labor supply trends for areas of over- or under-supply in the

external environment

P3 Monitor effects of labor trends on demand for labor

P4 Survey organizational climate to gauge worker satisfaction

P5 Refine objectives and strategies in response to internal and external changes and make recommendations in response to global trends and incidents

P6 Regularly review government policy on labor demand and supply

P7 Evaluate effectiveness of change processes against agreed objectives

Knowledge & Understanding

K1: explain current information about external labor supply relevant to the specific industry or skill requirements of the organization

K2: outline industrial relations relevant to the specific industry

K3: describe labor force analysis and forecasting techniques

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to manage workforce planning. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- review and interpret information from a range of internal and external sources to identify:
  - o current staff turnover and demographics
  - o labor supply trends factors that may affect workforce supply
  - o organization's workforce requirements objectives and strategies
- manage workforce planning including developing, implementing, monitoring and reviewing strategies to meet workforce needs
- review relevant trends and supply and demand factors that will impact on an organization's workforce
- Develop a workforce plan that includes relevant research and specific strategies to ensure access to a skilled and diverse workforce.

0232-L&L-35.   Undertake project work

Overview: This unit describes the skills and knowledge required to undertake a straightforward project or a section of a larger project. It covers developing a project plan, administering and monitoring the project, finalizing the project and reviewing the project to identify lessons learned for application to future projects. This unit applies to individuals who play a significant role in ensuring a project meets timelines, quality standards, budgetary limits and other requirements set for the project.

Unit of Competency	Performance Criteria
CU1. Define project	P1 Access project scope and other relevant documentation P2 Define project stakeholders P3 Seek clarification from delegating authority of issues related to project and project parameters P4 Identify limits of own responsibility and reporting requirements P5 Clarify relationship of project to other projects and to the organization's objectives P6 Determine and access available resources to undertake project
CU2. Develop project plan	P1 Develop project plan in line with the project parameters P2 Identify and access appropriate project management tools P3 Formulate risk management plan for project, including Work Health and Safety (WHS) P4 Develop and approve project budget P5 Consult team members and take their views into account in planning the project P6 Finalize project plan and gain necessary approvals to commence project according to documented plan
CU3. Administer and monitor project	P1 Take action to ensure project team members are clear about their responsibilities and the project requirements P2 Provide support for project team members, especially with regard to specific needs, to ensure that the quality of the expected outcomes of the project and documented time lines are met P3 Establish and maintain required recordkeeping systems throughout the project P4 Implement and monitor plans for managing project finances, resources and quality P5 Complete and forward project reports as required to stakeholders

	P6 Undertake risk management as required to ensure project outcomes are met
	P7 Achieve project deliverables
CU4. Finalize project	P1 Complete financial recordkeeping associated with project and check for accuracy
	P2 Ensure transition of staff involved in project to new roles or reassignment to previous roles
	P3 Complete project documentation and obtain necessary sign-offs for concluding project

Knowledge & Understanding

K1: give examples of project management tools and how they contribute to a project

K2: outline types of documents and other sources of information commonly used in defining the parameters of a project

K3: explain processes for identifying and managing risk in a project

K4: outline the organization's mission, goals, objectives and operations and how the project relates to them

K5: explain the organization's procedures and processes that are relevant to managing a project including:

- lines of authority and approvals
- quality assurance
- human resources
- budgets and finance
- recordkeeping
- reporting

Outline the legislative and regulatory context of the organization in relation to project work, including work health and safety (WHS) requirements**.**

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to undertake project work. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- define the parameters of the project including:
    - project scope
    - project stakeholders, including own responsibilities
    - relationship of project to organizational objectives and other projects
    - reporting requirements
    - resource requirements
- use project management tools to develop and implement a project plan including:
    - deliverables
    - work breakdown
    - budget and allocation of resources
    - timelines
    - risk management
    - recordkeeping and reporting
- consult and communicate with relevant stakeholders to generate input and engagement in planning, implementing and reviewing the project
- provide support to team members to enable them to achieve deliverables and to transition them as appropriate at completion of the project
- finalize the project including documentation, sign-offs and reporting

Review and document the project outcomes.

0232-L&L-36.   Identify and communicate trends in career development

Overview: This unit describes the skills and knowledge required to conduct research to identify and communicate career trends. It establishes the need to interact professionally with others in assessing career needs, to effectively assist clients identify competencies they require for a career and employability in a given context. It also examines how to maintain quality of career development services and professional practice. It applies to individuals seeking to identify and communicate trends in career development.

Unit of Competency	Performance Criteria
CU1. Research and confirm career trends	P1 Apply knowledge of changing organizational structures, lifespan of careers and methods of conducting work search, recruitment and selection processes
	P2 Analyze changing worker and employer issues, rights and responsibilities in context of changing work practices
	P3 Examine importance of quality careers development services
	P4 Maintain all research, documentation, sources and references (electronic or physical) to a high degree of currency and relevance
	P5 Analyze implications of relevant policy, legislation, professional codes of practice and national standards relating to worker and employer issues
	P6 Research changes and trends in theory of career development counseling and practice
	P7 Confirm clusters, levels and combinations of transferable employability skills and preferences that may open employment options spanning more than one occupation or career pathway
CU2. Assess and confirm ongoing career development needs of target group	P1 Analyze history and records in assessing needs of target group
	P2 Assess success of previous career development services and techniques used for individual or target group
	P3 Deploy other means to investigate appropriate care and counseling approaches as required
	P4 Maintain privacy and security of all data, research and personal records according to relevant policy, legislation, professional codes of practice and national standards
	P5 Establish existing work-life balance requirements, issues and needs
CU3. Maintain quality of career development services and	P1 Analyze and review relevance of career theories, models, frameworks and research for target group

professional practice	P2 Incorporate into career development services and professional practice, major changes and trends influencing workplace and career-related options and choices
	P3 Comply with all relevant policy, legislation, professional codes of practice and national standards that influence delivery of career development services

Knowledge & Understanding

K1: explain client care and counseling techniques and processes in the context of career development services

K2: describe diversity and its potential effects on career choices

K3: outline human psychological development and needs in relation to careers development

K4: outline relevant policy, legislation, codes of practice and standards relevant to career development

K5: explain recruitment and selection processes in the context of career development services

K6: describe a range of data gathering and research techniques

K7: explain techniques used to analyze trends.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to identify and communicate trends in career development. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- research and analyze current economic, labor market, employment, career and vocational, educational and training trends
- identify choices and career development needs for individuals and target groups within a given context
- report and document management of research and career development materials
- Comply with all relevant local, state/territory and national legislation, policies and practices.

0232-L&L-37. **Apply specialist interpersonal and counseling interview skills**

Overview: This unit describes the skills and knowledge required to use advanced and specialized communication skills in the client-counselor relationship. This unit applies to individuals whose job role involves working with clients on personal and psychological issues within established policies, procedures and guidelines.

Unit of Competency	Performance Criteria
CU1. Communicate effectively	P1 Identify communication barriers and use strategies to overcome these barriers in the client-counselor relationship P2 Facilitate the client-counselor relationship through selection and use of micro skills P3 Integrate the principles of effective communication into work practices P4 Observe and respond to non-verbal communication cues P5 Consider and respond to the impacts of different communication techniques on the client-counselor relationship in the context of individual clients P6 Integrate case note taking with minimum distraction
CU2. Use specialized counseling interviewing skills	P1 Select and use communication skills according to the sequence of a counseling interview P2 Identify points at which specialized counseling interviewing skills are appropriate for inclusion P3 Use specialized counseling communication techniques based on their impacts and potential to enhance client development and growth P4 Identify and respond appropriately to strong client emotional reactions
CU3. Evaluate own communication	P1 Reflect on and evaluate own communication with clients P2 Recognize the effect of own values and beliefs on communication with clients P3 Identify and respond to the need for development of own skills and knowledge

Knowledge & Understanding
K1: legal and ethical considerations for communication in counseling practice, and how these are applied in individual practice:
- codes of conduct/practice

- discrimination
- duty of care
- human rights
- practitioner/client boundaries
- privacy, confidentiality and disclosure
- rights and responsibilities of workers, employers and clients
- work role boundaries responsibilities and limitations of the counselor role
- work health and safety

K2: principles of person-centered practice

K3: key objectives of counseling interviewing

K4: stages of a counseling interview

K5: potential impacts of using different communication skills and techniques in counseling contexts

K6: communication techniques and micro-skills including:
- attending behaviors active listening, reflection of content feeling, summarizing
- questioning skills open, closed, simple and compound questions
- client observation skills
- noting and reflecting skills
- providing client feedback

K7: specialized counseling communication techniques, and how they are used, including:
- challenging
- reframing
- focusing

K8: components of the communication process including:
- encoder
- decoder

K9: primary factors that impact on the communication process including:
- context
- participants
- rules
- messages
- channels
- noise
- feedback

K10: communication barriers and resolution strategies, including:
- environmental
- physical
- individual perceptions
- cultural issues
- language
- age issues
- disability

K11: observational techniques including:
- facial expressions
- non-verbal behavior
- posture
- silence

K12: ways in which different people absorb information, including:
- visual
- auditory
- kinesthetic

K13: obstacles to the counseling process

K14: impacts of trauma and stress on the communication process, including on:

- concentration and attention
- memory
- use of verbal and written language
- use of body language
- challenging within the counseling session

K15: self-evaluation practices, including:
- how to recognize own biases
- Impact of own values on the counseling relationship.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to apply specialist interpersonal and counseling interview skills. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- interviewed at least 3 different clients using specialized interpersonal communication and counseling interviewing skills, including:
- micro-skills and communication techniques, including:
    - attending behaviors active listening,
    - reflection of content, summarizing
    - questioning skills open, closed, simple and compound questions
    - client observation skills
    - noting and reflecting skills
    - providing client feedback
- specialized counseling interviewing skills, including:
    - challenging
    - reframing
    - focusing
- integrated clear case note taking into the interview process
- Completed a structured process of self-reflection and evaluation of own communication used during the 3 interviews.

0232-L&L-38.   Work safely in an office environment

Overview: This unit describes the performance outcomes, skills and knowledge required to participate in workplace occupational health and safety (OHS) processes to protect workers own health and safety, and that of others.

Unit of Competency	Performance Criteria
CU1. Work safely	P1 Follow established safety procedures when conducting work P2 Carry out pre-start systems and equipment checks in accordance with workplace procedures
CU2. Implement workplace safety requirements	P1 Identify designated persons for reporting queries and concerns about safety in the workplace P2 Identify existing and potential hazards in the workplace, report them to designated persons and record them in accordance with workplace procedures P3 Identify and implement workplace procedures and work instructions for controlling risks P4 Report emergency incidents and injuries to designated persons
CU3. Participate in OHS consultative processes	P1 Contribute to workplace meetings, inspections or other consultative activities P2 Raise OHS issues with designated persons in accordance with organizational procedures P3 Take actions to eliminate workplace hazards or to reduce risks
CU4. Follow safety procedures	P1 Identify and report emergency incidents P2 Follow organizational procedures for responding to emergency incidents

Knowledge & Understanding

K1: Explain responsibilities of employers and employees under relevant health and safety regulation

K2: describe emergency procedures including procedures for fires, accidents and evacuation

K3: outline commonly used hazard signs and safety symbols

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to participate in workplace OHS processes. The evidence should integrate employability skills with

workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. The unit assessment must ensure the safety processes; hazards and risk are relevant to the area of work. Evidence of the following is essential:

- Accurately following all relevant safety procedures
- Identifying and reporting hazards to designated personnel
- Knowledge of relevant health and safety regulations
- Knowledge of relevant materials, equipment and work processes.

0232-L&L-39.	Develop workplace documents

Overview: This unit covers interpreting and composing a range of workplace documents from a number of sources. It includes interpreting written information for workplace purposes as well as planning, drafting and reviewing a basic document before writing the final version. The focus is on the content and structure of written materials and not on the use of computer technology

Unit of Competency	Performance Criteria
CU1. Interpret written information	P1 Read workplace materials to identify the subject and key information for using or reporting to others.
	P2 Read procedural manuals and codes of practice to locate specific information to carry out work functions in accordance with policy and standards.
	P3 Read a range of written materials to locate and select required information for summaries, short reports and responses to requests.
	P4 Identify the cultural context and prior knowledge required to interpret workplace information and obtain assistance when required.
	P5. Determine audience and purpose for the document
	P6 Seek assistance with interpretation of complex materials in accordance with organizational procedures.
CU2. Develop written materials	P1 Identify and comply with established requirements for a range of written materials in accordance with organizational procedures and standard templates.
	P2. Determine format and structure
	P3. Establish key points for inclusion
	P4. Identify organizational requirements
	P5. Establish method of communication
	P6. Establish means of communication
CU3. Draft document	P1 Develop draft document to communicate key points
	P2. Obtain and include any required additional information
	P3 Prepare written information in an accurate, concise and unambiguous manner that meets intended audience and organizational requirements.
CU4. Review document	P1 Check draft for suitability of tone for audience, purpose, format and communication style
	P2. Check draft for readability, grammar, spelling, sentence and paragraph construction and correct any inaccuracies or gaps in

	content.
	P3. Check draft for sequencing and structure
	P4. Check draft to ensure it meets organizational requirements
	P5. Ensure draft is proofread, where appropriate, by supervisor or colleague
CU5. Write final document	P1 Make and proofread necessary changes
	P2. Ensure document is sent to intended recipient within required time frames
	P3. File copy of document in accordance with organizational policies and procedures

Knowledge & Understanding

K1: Explain the reading and writing procedures at a level to cope with a range of workplace materials

K2: Explain the integration of information from a number of sources in order to generate meaning

K3: Describe the ways to write and sequence paragraphs according to the required purpose of written material

K4: Outline the linking ideas in written material through selection and use of words, grammatical structures, headings and punctuation appropriate to the purpose

K5: Elaborate spelling, punctuation and grammar for workplace documents at an experienced level

K6: Explain the response to diversity, including gender and disability

K7: Explain the implementation of ergonomic requirements for office work

K8: Explain the environmental policies such as those relating to paper use/wastage/recycling

K9: Describe the preparation of general information and papers according to target audience

K10: Elaborate the ways of proofreading and editing documents to ensure clarity of meaning and conformity to organizational requirements

K11: Describe the problem-solving skills to determine document design and production processes

K12: Explain the usage of resources to assist in document production, such as dictionary, thesaurus, templates, style sheets

K13: Describe the ways to produce business letters, memos, job applications, resumes, meeting agendas and minutes

K14: Explain the ways to fold and insert letters into a standard and window faced envelope.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to interpret written information for workplace purposes and plan, draft and review a basic document before writing the final version. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Evidence of the following is essential:

- Producing a range of documents that accurately convey required information including single and multipage business letters, memos, job applications, resumes, meeting agendas and minutes.
- Using formatting suitable for intended audience
- Knowledge of organizational policies and procedures for document production

0232-L&L-40.   Prepare and implement negotiation

Overview: This unit covers the skills, knowledge and attitudes required to prepare for and participate in a process of negotiation.

Unit of Competency	Performance Criteria
CU1. Prepare for the negotiation	P1 Identify objectives and preferred outcome of the negotiation and determine minimum acceptable outcome P2 Understand in relation to what can be offered and what is needed from the other party P3 Gather information regarding the other party objectives, needs, preferences, resources, what they want to achieve - in order to determine best negotiating points P4 List and rank the issues to consider that may be made. P5 Find examples and refine negotiation argument. P6 Check information to ensure it is correct and up-to-date. P7 Develop a negotiation plan that includes information about the other party and its interests and a set of responses and strategies to the anticipated tactics. P8 Prepare an agenda in advance, which includes discussion topics, participants, location and schedule
CU2. Participate in negotiations	P1 Analyze all aspects of the incident for degree of hazard, priorities, optional outcomes and appropriate strategies P2 Analyze and determine strategies and priorities on the incident sought from a range of sources P3 Assess long term objectives against resources and priorities P4 Apply a range of communication techniques to make and maintain contact with the key people P5 Provide clear and factual information to enable an honest and realistic assessment of the interests of the key people and their positions P6 Resolve the conflict and express their likely consequences clearly and do an analysis of the benefits P7 Re assess points of disagreements for common positive positions
CU3. Coordinate support services	P1 Assess the need for support services in terms of the determined strategies and priorities

	P2 Negotiate the resources of support services according to established procedures and availability
	P3 Provide information on strategies to support services and maintain the communication
	P4 Delegate roles and responsibilities according to expertise and resources
CU4. Restore order	P1 Assess the incidents for degree of risk and take appropriate action to reduce and remove the impact of the incident and restore order
	P2 Take action designed to minimize risk and the preserve the safety and security of all involved
	P3 Take action to prevent the escalation of the incident appropriate to the circumstances and agreed procedures.
	P4 Carry out the use of force for the restoration of control and the maintenance of security in the least restrictive manner.
	P5 Complete reports accurately and clearly provided to the appropriate authority promptly
	P6 Review, evaluate and analyze the incident and the organizational response to it and report it promptly and accurately.
CU5. Provide leadership. direction and guidance to the work group	P1 Link between the function of the group and the goals of the organization
	P2 Participate in decision making routinely to develop, implement and review work of the group and to allocate responsibilities where appropriate
	P3 Give opportunities and encouragement to others to develop new and innovative work practices and strategies
	P4 Identify conflict and resolve with minimum disruption to work group function
	P5 Provide staff with the support and supervision necessary to perform work safely and without risk to health
	P6 Allocate tasks within the competence of staff and support with appropriate authority, autonomy and training
	P7 Supervise appropriately the changing priorities and situations and takes into account the different needs of individuals and the requirements of the task

Knowledge & Understanding

K1: Explain organization's policies, guidelines and procedures related to control and surveillance, safety and preventing and responding to incidents and breaches of orders covered in the range of variables.

K2: Explain organization's management and accountability systems

K3: Describe teamwork principles and strategies

K4: Outline the principles of effective communication

K5: Outline the guidelines for use of equipment and technology

K6: Explain code of conduct

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

> A person who demonstrates competency in this unit must be able to provide evidence of the ability to solve problems which jeopardize safety and security. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

> This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Evidence of the following is essential:
>
> - evidence of effective communication strategies including negotiation, counseling, mediation, advocacy demonstrated under pressure working effectively in a team environment
> - evidence of knowledge and application of organizations policies, procedures and
> - guidelines for critical incidents
> - evidence of accurate and safe use of all emergency equipment
> - evidence of managing effective outcomes using strategic planning, team leadership and situational analysis

0232-L&L-41.   Maintain professionalism in the workplace

Overview: This unit of competency describes the outcomes required maintain a professional image in the workplace, including behaving ethically, demonstrating motivation, respecting timeframes and maintaining personal appearance.

Unit of Competency	Performance Criteria
CU1. Respect work timeframes	P1 Demonstrate punctuality in meeting, set working hours and times. P2 Utilize working hours follow company regulations. P3 Complete work tasks within deadlines according to order of priority P4 Supervisors are informed of any potential delays in work times or projects.
CU2. Maintain personal appearance and hygiene	P1 Clean hair, body and nails regularly. P2 Wear suitable cloths for the workplace, and respect local and cultural contexts P3 Meet specific company dress code requirements
CU3. Maintain adequate distance with colleagues and clients	P1 Respect personal space of colleagues and clients with reference to local customs and cultural contexts. P2 Keep sufficient distance from others P3 Avoid cross transmission of infections (especially through respiration).
CU4. Work in an ethical manner	P1 Follow company values/ethics codes of ethics and/or conduct, policies and guidelines. P2 Use company resources in accordance with company ethical standards. P3 Conduct personal behavior and relationships in accord with ethical standards and company policies. P4 Undertake work practices in compliance with company ethical standards, organizational policy and guidelines. P5 Instruct co-workers on ethical, lawful and reasonable directives. P6 Share company values/practices with co-workers using appropriate behavior and language. P7 Report work incidents/situations and/or resolved in accordance with company protocol/guidelines.

Knowledge & Understanding

K1: Explain application of good manners and right conduct

K2: Explain basic practices for oral and personal hygiene

K3: Describe common products used for oral and personal hygiene

K4: Outline the company code of conduct/values

K5: Outline the Company regulations, performance and ethical standards

K6: Explain work responsibilities/job functions

K7: Describe communication skills

K8: State workplace hygiene standards

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to maintain professionalism in the workplace .The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Evidence of the following is essential:

- clarify and affirm work values/ethics/concepts consistently in the workplace;
- comply with required working times;
- conduct work practices satisfactorily and consistently, in compliance with work ethical standards, organizational policy and guidelines;
- Develop suitable hygiene

Keep adequate distance while interacting with colleagues and clients.

0232-L&L-42.   Organize schedules

Overview: This unit describes the skills and knowledge required to manage appointments and diaries for personnel within an organization, using manual and electronic diaries, schedules and other appointment systems. It applies to individuals employed in a range of work environments who provide administrative support to teams and individuals.

Unit of Competency	Performance Criteria
CU1. Establish schedule requirements	P1 Identify organizational requirements and protocols for diaries and staff planning tools P2 Identify organizational procedures for different types of appointments P3 Determine personal requirements for diary and schedule items for individual personnel P4 Establish appointment priorities and clarify in discussion with individual personnel
CU2. Manage schedules	P1 Identify recurring appointments and deadlines, and schedule these in accordance with individual and organizational requirements P2 Establish availability of attendees, and schedule new appointments in accordance with required timelines and diary commitments P3 Negotiate alternative arrangements and confirm when established appointments are changed P4 Record appointments and manage schedules in accordance with organizational policy and procedures

Knowledge & Understanding

K1: identify the key provisions of relevant legislation, standards and codes that affect aspects of business operations or the achievement of team goals

K2: describe organizational requirements for managing appointments for personnel within the organization

K3: summarize the range of appointment systems that could be used

K4: outline important considerations when managing the schedules of others.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to organize schedules. The evidence should integrate employability skills with workplace

tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Performance requirements

This competency is to be assessed using standard and authorized work practices, safety requirements and environmental constraints. Demonstrated evidence is required of the ability to:

- Appropriately manage the schedules of various individuals through a process of careful planning and negotiation.

10. Entrepreneurship

0232-L&L-43.	Develop entrepreneurial skills

Overview: This Competency Standard identifies the competencies required to develop entrepreneurial skills by Hotel manager, in accordance with the organization's approved guidelines and procedures. You will be expected to develop a business plan, collect information regarding revenue generation, develop a marketing plan and develop basic business communication skills. Your underpinning knowledge regarding entrepreneurial skills will be sufficient to provide you the basis for your work.

Competency Unit	Performance Criteria
CU1. Develop a business plan	**P1.** Conduct a market survey to collect following information • Business Model • Financials • Equipment Estimation • Revenue Generation Sources • Marketing strategy • Market Trends • Overall Expenses **P2.** Select the best option in terms of cost, service, quality, sales, operational expenses **P3.** Compile the information collected through the market survey, in the business plan format
CU2. Develop a marketing plan	**P1.** Make a marketing plan for the service products, price, placement, promotion, people, packaging and positioning **P2.** Include the information of marketing plan in the business plan
CU3. Develop basic business communication skills	**P1.** Communicate with guests using effective communication skills **P2.** Use different modes of communication to communicate effectively e.g.: presentation, speaking, writing, listening, visual representation, reading etc. **P3.** Use specific business terms used in the market

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

• 7Ps of marketing including product, price, placement, promotion, people, packaging and positioning
• 7Cs of business communication
• Different modes of communication and their application in the industry
• Specific business terms used in the industry
• Available funding sources
• Low interest loans to start a new business
• Market survey and its tools e.g. : questionnaire, interview, observation etc,.
• Market trends for specific product offering

- State the main elements of business plan
- Business plan format

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- List 7Ps of marketing
- List 7Cs of business communication

| **0232-L&L-44.** | **Apply management and communication techniques** |

Overview: This unit describes the skills and knowledge required to provide a critical link between people, ideas and information at all stages in the project life cycle. It involves assisting the project team to plan communications, communicating information related to the project, and reviewing communications. It applies to individuals who are project practitioners working in a project support role.

Competency Unit	Performance Criteria
CU1. **Contribute to communications planning**	**P1.** Identify, source and contribute relevant information requirements to initial project documentation **P2.** Contribute to developing and implementing the project communications plan and communications networks
CU2. **Conduct information-management activities**	**P1**. Act on and process project information according to agreed procedures as directed, to aid decision-making processes throughout project life cycle **P2.** Maintain information to ensure data is secure and auditable
CU3. **Communicate project information**	**P1**. Communicate with clients and other stakeholders during project using agreed networks, processes and procedures to ensure flow of necessary information **P2**. Ensure reports are prepared and released according to authorization, or produced for release by others **P3**.Seek information and advice from appropriate project authorities as required
CU4. **Contribute to assessing effectiveness of communication**	**P1.** Assist in ongoing review of project outcomes to determine effectiveness of communications-management activities **P2.** Report communications-management issues and responses to higher project authorities for application of lessons learned to future projects

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Summarize models and methods of communications management in context of project life cycle and other project management functions
- Importance of managing risk by treating information securely
- Methods of reviewing outcomes
- Organizational policies and procedures relevant to this role in a specific context.

| **Critical Evidence(s) Required** |

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Demonstrate managerial and communications plan for IoT product
- Elaborate decision-making processes throughout project life cycle

0232-L&L-45.	Create human resource management plan

Overview: This unit describes the skills and knowledge required to assist with aspects of human resources management of a project. It involves establishing human resource requirements, identifying the learning and development needs of people working on the project, facilitating these needs being met, and resolving conflict in the team. It applies to individuals who are project practitioners working in a project support role.

Competency Unit	Performance Criteria
CU1. Assist in determining human resource requirements	**P1.** Analyze work breakdown structure to determine human resource requirements **P2.** Prepare a skills analysis of project personnel against project task requirements **P3.** Assist in assigning responsibilities for achieving project deliverables
CU2. Contribute to establishing and maintaining productive team relationships	**P1.** Actively seek views and opinions of team members during task planning and implementation **P2.** Promote cooperation and effective activities, goals and relationships within team **P3.** Communicate with others using styles and methods appropriate to organizational standards, group expectations and desired outcomes **P4.** Communicate information and ideas to others in a logical, concise and understandable manner **P5.** Regularly seek feedback on nature and quality of work relationships, and use feedback as basis for own improvement and development
CU3. Assist with human resource monitoring	**P1.** Monitor work of project personnel against assigned roles and responsibilities within delegated authority levels **P2.** Monitor and control actual effort against project plan P3 Review skill levels against allocated tasks and recommend solutions, where required, to others **P4.** Advise others within delegated authority when assigned responsibilities are not met by project personnel **P5.** Undertake work in a multi-disciplinary environment according to established human resource management practices, plans, guidelines and procedures **P6.** Resolve conflict within delegated authority according to agreed dispute-resolution processes **P7.** Assist in offering human resource development opportunities to individuals with skill gaps
CU4. Contribute to evaluating human resource practices	**P1.** Contribute to assessing effectiveness of project human resources management **P2.** Document lessons learned to support continuous improvement

	processes

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Alternative project personnel engagement options
- Job design principles and work breakdown structures
- Learning and development approaches that can be incorporated into project life cycle
- Methods for skills analysis
- Project roles, responsibilities and reporting requirements for human resources.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Produce the assigned roles and responsibilities of your team within delegated authority levels
- Provide dispute-resolution procedures for an organizations

0232-L&L-46. Develop project management plan

Overview: This unit describes the skills and knowledge to develop a plan for a hotel management plan, including assessing project requirements and planning for all stages to completion and final documentation.

Competency Unit	Performance Criteria
CU1. Prepare project management plan	**P1.** Evaluate and assess project brief and related documents **P2.** Produce document on project tasks and associated timelines, including installation processes and test requirements **P3.** Assess and produce document on resource requirements to assist allocation of appropriate resources **P4.** Produce training plan assessing training needs and associated timelines for efficient project implementation **P5**. Determine and document budgetary requirements **P6.** Discuss roles of all identified parties associated with project to ensure their involvement **P7.** Produce project verification document, including monitoring and control processes, and review processes such as quality audits **P8.** Consult with all relevant parties prior to finalizing draft plan and make changes as appropriate
CU2. Develop and evaluate management plan	**P1.** Produce preliminary plan for consultation, including identified factors that may impact on realization of project and observance of relevant legislation, codes, regulation and standards **P2.** Consult with client and clarify any amendments **P3.** Develop final plan with recommendations
CU3. Communicate project information	**P1.** Produce and document final plan to include implementation details and training needs **P2.** Present plan to client and obtain sign off
CU4. Contribute to assessing effectiveness of communication	**P1.** Assist in ongoing review of project outcomes to determine effectiveness of communications-management activities **P2.** Report communications-management issues and responses to higher project authorities for application of lessons learned to future projects

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Key attributes of common telecommunications applications and related equipment

- Evaluate the connections to carrier infrastructure or equipment
- Current legislation relating to the design of installation of telecommunications equipment and connection to carrier services
- Advantages of leasing and purchase options to assist in delivering cost effective solutions
- Evaluate network and transmission equipment
- Network topologies, and interface and interconnect solutions
- Workplace health and safety (WHS) issues that need to be built into a plan, with consideration of:
    - electrical safety
    - materials handling
    - physical hazards
    - confined spaces
    - heights
    - lifting
- Evaluate the power requirements and electrical safety aspects of the installation plan
- Performance parameters and typical faults that may be encountered in client equipment and related connection and transmission media
- Various test equipment types suitable for tests to be made
- Warranty information for equipment supplies and contractor work guarantees.

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Produce training plan assessing training needs and associated timelines for efficient project implementation
- Determine and document budgetary requirements
- Produce project verification document, including monitoring and control processes, and review processes such as quality audits
- Produce and document final plan to include implementation details and training needs
- Present plan to client and obtain sign off

0232-L&L-47.   Develop sales plan

Overview: This unit describes the skills and knowledge required to develop a sales plan for a product or service for a team covering a specified sales territory based on strategic objectives and in accordance with established performance targets. It applies to individuals working in a supervisory or managerial sales role who develop a sales plan for a product or service.

Competency Unit	Performance Criteria
CU1. Identify organizational strategic direction	**P1.** Obtain and analyze assessment of market needs and strategic planning documents **P2.** Review previous sales performance and successful approaches to identify factors affecting performance **P3.** Analyze information on market needs, new opportunities, customer profiles and requirements as a basis for decision making **P4.** Carry out competitor analysis for rate structure
CU2. Establish performance targets	**P1.** Determine practical and achievable sales targets **P2.** Establish realistic timelines for achieving targets **P3.** Determine measures to allow for monitoring of performance **P4 .**Ensure objectives of the sales plan and style of the campaign are consistent with organizational strategic objectives and corporate image
CU3. Develop a sales plan for a product	**P1.** Determine approaches to be used to meet sales objectives **P2.** Identify additional expertise requirements and allocate budgetary resources accordingly **P3.** Identify risks and develop risk controls **P4.** Develop advertising and promotional strategy for product **P5.** Identify appropriate distribution channels for product **P6.** Prepare a budget for the sales plan **P7.** Present documented sales plan to appropriate personnel for approval
CU4. Identify support requirements	**P1.** Identify and acquire staff resources to implement sales plan **P2.** Develop an appropriate selling approach **P3.** Train staff in the selling approach selected **P4.** Develop and assess staff knowledge of product to be sold
CU5. Monitor and review sales plan	**P1.** Monitor implementation of the sales plan **P2.** Record data measuring performance versus sales targets **P3.** Make adjustments to sales plan as required to ensure required results are obtained

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Outline principles and techniques for selling
- Outline methods for monitoring sales outcomes
- Statistical techniques for analyzing sales and market trends
- Internal and external sources of information that are relevant to identifying organizational strategic direction and developing a product sales plan.
- Competitors intelligence

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Identify the risks of the product i.e., sale/deployments
- Produce a sales plan for the product
- Demonstrate marketing and selling approach
- Demonstrate advertising and promotional strategy for product

0232-L&L-48.	Conduct research for customer needs and satisfaction

Overview: This unit describes the skills and knowledge required to manage an ongoing relationship with a customer over a period of time. This includes helping customers articulate their needs and managing networks to ensure customer needs are addressed. It applies to individuals who are expected to have detailed product knowledge in order to recommend customized solutions. In this role, individuals would be expected to apply organizational procedures and be aware of, and apply as appropriate, broader factors involving ethics, industry practice and relevant government policies and regulations.

Competency Unit	Performance Criteria
CU1. Assist customer to articulate needs	**P1.** Ensure customer needs are fully explored, understood and agreed **P2.** Explain and match available services and products to customer needs **P3.** Identify and communicate rights and responsibilities of customers to the customer as appropriate
CU2. Satisfy complex customer needs	**P1.** Explain possibilities for meeting customer needs **P2.** Assist customers to evaluate service and/or product options to satisfy their needs **P3.** Determine and prioritize preferred actions **P4.** Identify potential areas of difficulty in customer service delivery and take appropriate actions in a positive manner
CU3. Manage networks to ensure customer needs are addressed	**P1.** Establish effective regular communication with customers **P2.** Establish, maintain and expand relevant networks to ensure appropriate referral of customers to products and services from within and outside the organization **P3.** Ensure procedures are in place to ensure that decisions about targeting of customer services are based on up-to-date information about the customer and the products and services available **P4.** Ensure procedures are put in place to ensure that referrals are based on the matching of the assessment of customer needs and availability of products and services **P5.** Maintain records of customer interaction in accordance with organizational procedures
CU4. Convert customer enquiries into sales	**P1.** Use information provided by customers or accessed from the customer relationship management (CRM) system to identify any needs **P2.** Identify suitable products/services to meet needs **P3.** Make convincing sales pitches to customers following standard scripts **P4.** Handle customer queries, objections and rebuttals following standard scripts **P5.** Adapt your approach and style to customer preferences, within the limits of your competence and authority

P6. Refer issues outside your area of competence and authority to appropriate people, following your organization's procedures

P7. Identify and act on opportunities to up-sell or cross-sell other products/services to customers

P8. Confirm customer wishes and needs in order to close sales

P9. Obtain required financial information from customers, following your organization's procedures

P10. Complete your organization's post-sales procedures in order to complete/ fulfill sales

P11. Comply with relevant standards, policies, procedures and guidelines when converting customer enquiries into sales

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Organizational procedures and standards for establishing and maintaining customer service relationships
- Consumer rights and responsibilities
- Ways to establish effective regular communication with customers
  - Outline details of products or services including with reference to:
  - possible alternative products and services
  - Variations within a limited product and service range

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Gather customer needs and requirements
- Analyse customer needs and requirements
- Enlist communication rights and responsibilities of customers
- Handle customer relationship management (CRM) model to identify suitable products/services to meet customer needs

0232-L&L-49.   Manage finances

Overview: This unit of competency describes the outcomes required to develop, implement and monitor a personal budget in order to plan regular savings and manage debt effectively.

Competency Unit	Performance Criteria
CU1. Develop a personal budget	**P1.** Calculate current living expenses using available information to prepare a personal budget. **P2.** Keep a record of all income and expenses for a short period of time to help estimate ongoing expenses. **P3.** Subtract total expenses from total income to determine a surplus or deficit budget for the specified period. **P4.** Find reasons for a deficit budget and ways to reduce expenditure identified. **P5.** Identify ways to increase income, if possible
CU2. Develop longer term personal budget	**P1.** Analyze income and expenditure and set longer term personal, work and financial goals. **P2.** Develop a longer-term budget based on the outcomes of short-term budgeting, and adjust to meet living, work and future career requirements. **P3.** Identify obstacles that might affect finances such as job loss, sickness or unexpected expenses contingency savings **P4.** Formulate a regular savings plan based on budget, using secure savings products and services. **P5.** Monitor expenditure against budget and identify areas of possible expenditure saving
CU3. Identify ways to maximize future finances	**P1.** Determine sources and ways to maximize personal income, including from work, investments or available government payments/allowances. **P2.** Get further education or training to maintain or improve future income. **P3.** Identify the need for debt to finance living and other expenses, and determine the appropriate levels of debt and repayment. **P4.** Consolidate existing debt, where possible, to minimize interest costs and fees. **P5.** Seek professional money management services, where available, to ensure financial plans are effective and achievable

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Abilities to plan and organize to keep records and monitor a personal budget
- Abilities to set and review goals

- Basic financial management and record keeping to enable development and management of a personal budget
- Benefits of financial goal setting and personal budgeting to enable effective management of personal finances
- Numeracy skills to compare income and expenditure

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Produce a longer-term budget based on the outcomes of short-term budgeting
- Develop and report the need for debt to finance living and other expenses,
- Determine the appropriate levels of debt and repayment
- Demonstrate the ways to increase finances and income

0232-L&L-50.   Identify and resolve problems

Overview:

This unit is focus on negotiation in critical incidents and the development of strategic responses designed to resolve threatening incidents.

Competency Unit	Performance Criteria
CU1. Identify a problem	**P1.** Form a problem statement and analyze root cause. **P2.** Take initiative in tackling problems rather than relying solely on directives **P3.** Follow logic steps in understanding root cause and analyzing potential solutions.
CU2. Determine strategies for a required solution	**P1.** Analyze all aspects of the incident for degree of hazard, priorities, optional outcomes and appropriate strategies **P2.** Analyze and determine strategies and priorities on the incident sought from a range of sources **P3.** Assess long term objectives against resources and priorities **P4.** Apply a range of communication techniques to make and maintain contact with the key people **P5.** Provide clear and factual information to enable an honest and realistic assessment of the interests of the key people and their positions **P6.** Resolve the conflict and express their likely consequences clearly and do an analysis of the benefits **P7.** Reassess points of disagreements for common positive Positions
CU3. Coordinate support **CU4. services**	**P1.** Assess the need for support services in terms of the determined strategies and priorities **P2.** Negotiate the resources of support services according to established procedures and availability **P3.** Provide information on strategies to support services and maintain the communication **P4** .Delegate roles and responsibilities according to expertise and resources
CU5. Restore order	**P1** .Assess the incidents for degree of risk and take appropriate action to reduce and remove the impact of the incident and restore order **P2** .Take action designed to minimize risk and the preserve the safety and security of all involved **P3** .Take action to prevent the escalation of the incident appropriate to the circumstances and agreed procedures. **P4** .Carry out the use of force for the restoration of control and the maintenance of security in the least restrictive manner. **P5** .Complete reports accurately and clearly provided to the

		appropriate authority promptly **P6 .**Review, evaluate and analyze the incident and the organizational response to it and report it promptly and accurately.
CU6.	**Provide leadership. direction and guidance to the work group**	**P1.** Link between the function of the group and the goals of the organization **P2 .**Participate in decision making routinely to develop, implement and review work of the group and to allocate responsibilities where appropriate **P3 .**Give opportunities and encouragement to others to develop new and innovative work practices and strategies **P4.** Identify conflict and resolve with minimum disruption to work group function **P5.**Provide staff with the support and supervision necessary to perform work safely and without risk to health **P6 .**Allocate tasks within the competence of staff and support with appropriate authority, autonomy and training **P7 .**Supervise appropriately the changing priorities and situations and takes into account the different needs of individuals and the requirements of the task

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- Organization's policies, guidelines and procedures related to control and surveillance, safety and preventing and responding to incidents and breaches of orders covered in the range of variables.
- Organization's management and accountability systems
- Teamwork principles and strategies
- Principles of effective communication
- Guidelines for use of equipment and technology
- Code of conduct

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Identify problem statement
- Build team

- Identify your target community for the proposed product/solution

- Analyze product sale and marketing plan

- Provide your strategy to execute entrepreneurial plan

- Provide three solutions (A, B, C) of your business plan

- Present complete portfolio of entrepreneurial plan as an evidence

- Provide clear and factual information to enable an honest and realistic assessment of the interests of the key people and their positions

- Provide information on strategies to support after sale services

- Provide a complete entrepreneurial plan

11. *Freelancing*

0232-L&L-51. **Create/Manage profile on Non-traditional Freelance Platform**

Overview: This competency standard covers the skills and knowledge required to create/manage profile on a non-traditional freelance platform.

Competency Unit	Performance Criteria
CU1. Recognize Gig Economy	**P1.** Enlist at least 03 strong reasons to work as a freelancer **P2.** Identify difference between a Gig and a bid **P3.** Identity the most in demand freelance skills on non-traditional platform
CU2. Setup Profile	**P1.** Set Up a Seller Profile **P2.** Add personal and professional information on your profile **P3.** Link up your social media and other professional accounts to your seller profile
CU3. Create your Gig	**P1.** Find your ideal category and services **P2.** Check out the competition **P3.** Create an appealing title for the gig **P4.** Choose subcategory and tags **P5.** Create and price gig packages **P6.** Win buyers with gig description **P7.** Boost gig success with visuals **P8.** Choose a suitable gig package among Basic, Standard and Premium options.
CU4. Provide High Quality Services as a seller.	**P1.** Present a professional profile **P2.** Get and maintain high rating **P3.** Be responsive and polite to customer
CU5. Develop/Increase Business	**P1.** Deliver the work on agreed deadline **P2.** Ask for feedback form the client **P3.** Keep in touch with Buyers/Customers **P4.** Use the contacts page to maintain close coordination with the potential buyers/customers **P5.** Request customer to recommend you to other clients and

	work circles
	P6. Abide by the rules and regulations of freelance platform in order completion and cancelation

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- o Describe what is gig economy.
- o Differentiate between a seller and a buyer in non-traditional freelancing.
- o Write down the characteristics of a powerful gig.
- o List down the qualities of a top-level seller.
- o Prepare a business development strategy for a seller.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Browser
4.	Email Account
5.	Bank account
6.	Microsoft Office (Word, Excel, PowerPoint)
7.	Seller Profile on Non-traditional Freelance Platform (Fiverr)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Setup a seller account/profile.
- Create a gig for SEO based Content Writing.

0232-L&L-52.   Create/Manage profile on a Traditional Freelance Platform

Overview: This competency standard covers the skills and knowledge required to create/manage profile on a traditional freelance platform.

Competency Unit	Performance Criteria
CU1. Explore Traditional Freelance Marketplace	**P1.** Identify characteristics of traditional freelancing **P2.** Compare strengths and features of different traditional freelancing platforms/websites **P3.** Select an appropriate freelance platform best suited to your niche
CU2. Get started with freelance platform	**P1.** Join a freelance market place by creating an account **P2.** Add personal information **P3.** Add professional information **P4.** Highlight your strengths and skills **P5.** Build a great profile by adding your portfolio
CU3. Find work/Submit proposals	**P1.** Find the right project according to your niche **P2.** Choose b/w hourly vs. fixed price projects **P3.** Read the project description and demands with great attention/ get clear understanding of the project **P4.** Write a comprehensive, solution oriented bid proposal for the project **P5.** Ask questions to clarify the ambiguities. **P6.** Offer a mockup **P7.** Setup a competitive fee for the project **P8.** Review your bid proposal to remove any spelling or grammatical mistakes **P9.** Submit the bid proposal
CU4. Complete projects & Get paid	**P1.** Setup a personal deadline to finish the project **P2.** Make close consultation with your client during the development of the project **P3.** Communicate with the client by using the freelance platform messaging service only **P4.** Fulfill all project requirements **P5.** Do not accept unjust demands by the client **P6.** Use payment protection methods to get your reward secure

CU5. Manage your reputation as a professional	P1. Ask for the feedback
	P2. Give priority to the returning customer
	P3. Create a longstanding bond with customers by providing them great value for their money
	P4. Promote your profile/business by asking clients to recommend you to others
	P5. Practice fairness and honesty in your dealings

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

o   Write down the names of popular traditional freelance platforms.

o   Differentiate between hourly and fixed-price projects.

o   Define mockup.

o   Perform bidding on the projects.

o   Describe best practices to win a customer's trust.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Browser
4.	Email Account
5.	Bank account
6.	Microsoft Office (Word, Excel, PowerPoint)
7.	Seller Profile on a Traditional Freelance Platform (Upwork, Guru, freelance.com etc)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Create and maintain a profile on a popular freelance platform.
- Write a bid for a sample project.
- Prepare mockup for a fashion blogpost.

0232-L&L-53.   Write professional proposals for freelance projects.

Overview: This competency standard covers the skills and knowledge required to write professional proposals for freelance projects.

Competency Unit	Performance Criteria
CU1. Write a winning proposal	**P1.** Start proposal with the lines which show your interest and care in the project **P2.** Write ideas and suggestions in original sentences (Don't Copy & Paste) **P3.** Present yourself as a problem solver in proposal, suggest one or two workable ideas for the project. **P4.** Mention expertise to tell the buyer why you are the best person for the specific project **P5.** Ask for the resources (Website link etc.) to get more familiar about the business/buyer **P6.** Ask for the reply from the client in response to suggestions
CU2. Adopt best practices of proposal writing	**P1.** Read the project details beforehand **P2.** Avoid scripted bid proposals **P3.** Don't sound impersonal **P4.** Avoid being too hasty in committing your time **P5.** Do not underbid fellow freelancers **P6.** Check buyer's history **P7.** Use phrases that sell in the market **P8.** Check competitor's reputation **P9.** Proofread the bid

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

- o   Write the features of a good bid proposal.
- o   Write a sample bid proposal for an essay writing job, highlight your skills/strengths for the job.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Browser
4.	Email Account
5.	Bank account
6.	Microsoft Office (Word, Excel, PowerPoint)
7.	Seller Profile on a Freelance Platform (Upwork, Guru, freelancer.com etc.)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Prepare a bid proposal for a research based article writing project.

0232-L&L-54.	Develop your communication skills

Overview: This competency standard covers the skills and knowledge required to develop good communication skills.

Competency Unit	Performance Criteria
CU1. Win a client through good communication skills	**P1.** Pay attention to Client's Requirements **P2.** Reply Honestly to Client **P3.** Keep the Client Informed **P4.** Be Patient while waiting for Response **P5.** Win a Client through Best of Behavior **P6.** Maintain the relationship even after the completion of the project
CU2. Work on improving communication skills.	**P1.** Read an article/story/news piece from and reproduce it in your own words **P2.** Share your knowledge with others **P3.** Watch successful people's interviews to grab work life realities of your field **P4.** Learn to improve your focus **P5.** Spend time with learned individuals **P6.** Make self-analysis

Knowledge & Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes:

o Write down a note on importance of good communication skills to become a successful freelancer.

Tools and Equipment

The tools and equipment required for this competency standard are given below:

S. No.	Items
1.	Computer System
2.	Internet Connection
3.	Browser
4.	Email Account
5.	Books, Newspapers etc.
6.	Microsoft Office (Word, Excel, PowerPoint)
7.	Seller Profile on a Freelance Platform (Upwork, Guru, freelancer.com etc.)

Critical Evidence(s) Required

The candidate needs to produce following **Critical Evidence**(s) in order to be competent in this competency standard:

- Demonstrate written communication skills in convincing a client for a particular project.