



National Competency Standards for Retail Operations Management (Assistant Operational Manager)

Level-4



National Vocational and Technical Training Commission
(NAVTTC),

Government of Pakistan



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1. INTRODUCTION

With the induction of global brands and outlets, Pakistan's retail sector at present witnessing a booming and impressive growth. The local retailers are expanding their boundaries to compete with their larger foreign competitors. In 2013, seven Pakistani brands were nominated for the first time for the World Retail Awards held in Paris, in which three brands were shortlisted. Many local brands have expanded and gone global by adopting fast-changing trends. With an estimated size of the retail market at around \$50 billion, the country's retail sector is growing faster than its economy. But still there is long way to go and some key initiatives by the government and entrepreneurs need to be taken to meet the future challenges confronting retailing industry in Pakistan.

Today, we find in our cities big shopping malls and hypermarkets and small and medium scale outlets which provides various categories of products under one roof. The phenomenal growth in retail sector bodes well for the country's economic health, as the sector can create enormous job opportunities and attract foreign investment into the country by alluring global brands to the local market.

Trends in the country's retail industry are quite encouraging, as far as the development of new retail formats and the establishment of large number of global chains' retail outlets across the country is concerned. The country has witnessed the mushroom growth of more and more malls, restaurants, sport complexes, multiplex cinemas, and large number of shops in big cities. Household size and income have a decisive influence over shopping decisions. Research studies show that in Pakistan's mega cities most households with larger family sizes shop at general stores, while those with smaller family sizes shop at large supermarkets. Quality shopping has led consumers towards modern retail shopping options. Most consumers seek quality products in adequate quantities under one roof. The retail stores and shopping malls have become very attractive to the consumers in Pakistan. For many Pakistanis, a visit to modern retail, hyperstore market and wholesale centers has become a pleasant family outing

2. PURPOSE OF THE QUALIFICATION

The purpose of these qualifications is to set high professional standards for retail operations job. These national qualifications will support training providers in enhancing the quality of training and assessment in Pakistan. The specific objectives of developing these qualifications are as under:



- Improve the overall quality of training delivery and setting national benchmarks for training of retail operations management in the country
- Provide flexible pathways and progressions to learners enabling them to receive relevant, up-to-date and recent skills
- Provide basic knowledge through competency-based assessment which is recognized and accepted by employers
- Establish a standardized and sustainable system of training for retail operations management in the country

3. MAIN OBJECTIVES OF QUALIFICATION

The main objectives of the qualification are to focus on following competencies:

1. Deliver Services Excellence
2. Manage Inventory Control
3. Carryout Administrative Activates
4. Maintain Store Safety
5. Maintain Store Security
6. Monitor in store display
7. Perform Bookkeeping
8. Develop Professionalism
9. Operate Digital Media Technology
10. Identify and communicate trends in career development

4. DATE OF REVIEW

These national qualifications have been validated by the Qualification Validation Committee (QVC) on 26th to 28th Aug 2019 in Karachi which will remain valid until August 2022.

5. CODE OF QUALIFICATION

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 as assigned as follow:

Qualification Titles	Code
Certificate in Retail Operations Management Level 4(Assistant Operational Manager)	0416ROM4



6. QUALIFICATION DEVELOPMENT COMMITTEE

The following members participated in the qualification's development workshop from 29th, 30th July, & 1st August 2019 in Karachi:

Sr. No.	Name	Designation	Organization	Phone No.:
1.	Abdul Samee	GM HR / Stores	Metro Habib Cash & Carry	0324-5000756
2.	Manan Gul	Learning & Development	Imtiaz Super Market	0302-8663171
3.	Muhammad Nouman Shaikh	Associate Manager HR	Chase Value Centre	0334-2340005
4.	Waqas Talib	Manager HR	Al-Karam Stores	0334-3753501
5.	Abdul Rafay	Key Accounts Manager	Bays International	0321-2476044
6.	Hirah Mahmood	Training and Development	Chase Value	0332-3715485
7.	Farhan Ahmed	Manager HR	Chase Value Centre	
8.	Altaf Shaikh	Deputy Director	STVETA	0333-2656835
9.	Sarwat Sabih	Qualification Development facilitator	Amantech	0332-0505081
10.	Furqan Aziz	Principal	Memon Industrial Technical Institute	0345-2104253
11.	Fayaz Somroo	Dy. Director	NAVTTTC	0333-5499039
12.	Taha Mehmood	Qualification Development facilitator	Karsaz Consultants	0300-3302455
13.	M. Naeem Ansari	Technical Advisor	TVET Sector Support Programme (GIZ)	0301 8626735
14.	Mehdi Hasnain	CEO	Hunar Foundation / Tohfay	



7. QUALIFICATION VALIDATION COMMITTEE

The following members participated in the qualification's validation workshop from 26th to 28th August, 2019, in Karachi:

Sr. No.	Name	Designation	Organization	Phone No.:
1.	Mr. Habib Zaib	Head of HR	Chase Up	0300-2265399
2.	Mr. Mustafa Bilal	Head of HR	Dewan Cement	0301-8280285
3.	Ms. Hirah Mahmood	Training and Development	Chase Value	0332-3715485
4.	Ms. Sarwat Sabih	Qualification Development facilitator	Aman tech	0333-20505081
5.	Mr. Abdul Rafay	Key Account Manager	Bays International	0321-2476044
6.	Mr. Safiullah	Program Manager	Punjab TVETA	
7.	Mr. Mohammad Ali	Program Manager	Punjab TVETA	0346-7618949
8.	Mr. Muhammad Yasir	Assistant Director	NAVTTTC	0334-9166930
9.	Mr. Mansoor	Incharge NVQF Registry	SBTE	0321-2153860
10.	Mr. M Naeem Ansari	Technical Advisor	TVET Sector Support Programme (GIZ)	0301 8626735
11.	Mr. Nasir Salim	Head of HR	Salma Super Store	
12.	Mr. Taha Mehmood	Qualification Development facilitator	Karsaz Consultant	0300-3302455
13.	Mr. Rana Muhammad Tariq Nazir	GM HRD	Stylo Group	0322-8447980
14.	Mehdi Hasnain	CEO	Hunar Foundation / Tohfay	0322-2818391



8. ENTRY REQUIREMENTS

The entry for National Vocational Certificates is given below:

Title	Entry requirements
National Vocational Certificate level 4, in Retail Operations Management (Assistant Operational Manager)	National Vocational Certificate level 3 in Retail Operations Management (Sales Officer-Retail)

9.REGULATIONS FOR THE QUALIFICATION AND SCHEDULE OF UNITS

Not applicable



12.SUMMARY OF COMPETENCY STANDARDS

Code	Competency Standards	Level	Contact Hours	Credit Hours	Category
0416ROM 4-A	Deliver Services Excellence	4	90	9	Technical
0416ROM 4-B	Manage Inventory Control	4	90	9	Technical
0416ROM 4-C	Carryout Administrative Activates	4	90	9	Technical
0416ROM 4-D	Maintain Store Safety	4	120	12	Technical
0416ROM 4-E	Maintain Store Security	4	120	12	Technical
0416ROM 4-F	Monitor in store display	4	100	10	Technical
0416ROM 4-G	Develop Professionalism	4	300	30	Functional
0416ROM 4-H	Perform Bookkeeping	4	90	9	Technical
0416ROM 4-I	Develop Entrepreneurial Skills	4	100	10	Functional
0416ROM 4-J	Identify and communicate trends in career development	4	100	10	Functional
Grand Total (Credits)			1200	120	



1. Deliver Services Excellence

Overview:

This competency standard covers the skills and knowledge required to manage services quality & customer satisfaction, manage in store services performance, develop services operation, manage customer loyalty program & manage customer services at customer touch points.

Competency Units	Performance Criteria
CU1. Manage service quality & customer satisfaction	Trainee will be able to: P1. Allocate resource for client service in line with store policy. P2. Monitor customer complaints which have been referred by staff, resolved according to store policy. P3. Collect feedback from customers to improve future service operations P4. Project positive & professional image
CU2. Manage in store service performance	Trainee will be able to: P1. Implement, communicate & review policies and procedures for service delivery in store on regular basis. P2. Communicate service targets/plans to staff. P3. Monitor service targets/plans to ensure that customer satisfaction. P4. Provide Feedback to staff on service operations performances P5. Optimize workforce for service excellence P6. Implement corrective measures to minimise factors which may disrupt operations. P7. Respond to services challenges P8. Provide extra mile services
CU3. Develop service operation	Trainee will be able to: P1. Prepare service operation framework P1. Prepare a service recovery framework P2. Engage in service innovation initiatives
CU4. Manage customer loyalty program	Trainee will be able to: P1. Identify type of loyalty program for stores P2. Develop loyalty program for stores P3. Implement loyalty program in store



	P4. Monitor loyalty program in store P5. Implement improvements in loyalty program
CU5. Manage customer services at customer touch points	Trainee will be able to: P1. Identify customer touch points in store P2. Establish relationships for customer confidence over multiple customer touch points P3. Implement operations for service excellence over multiple customer touch points P4. Deliver customer service over multiple communication platforms

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standard, which includes the knowledge of:

K1: Describe techniques to manage customer services

K2: Explain customer satisfaction

K3: Explain customer satisfaction types

K4: Explain store policies for service delivery

K5: Describe services target

K6: Explain content of services targets

K7: Describe purpose of services targets

K8: Describe services operation framework

K9: Explain services recovery framework

K10: Describe customer loyalty programs

K11: Explain loyalty program purpose and its types

K12: Explain customer touch points

K13: Describe ways to improve customer satisfaction at touch points

Critical Evidence (s) required:

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

1. Manage store services performance
2. Manage customer loyalty program
3. Develop services operations framework

Tools & Equipment required:

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

- 1 Computer
- 2 Operating System
- 3 Application Software
- 4 Product manuals
- 5 Internet
- 6 Printer & Scanner



2. Manage Inventory Control

Overview:

This competency standard covers the skills and knowledge required to monitor shrinkage, & perform stocking taking.

Competency Units	Performance Criteria
CU1. Monitor Shrinkage	Trainee will be able to: P1. Identify the damaged/near expiry/expired items/theft P2. Prepare shrinkage report as per store policies P3. Communicate shrinkage to management as per store policies P4. Return the damaged items to relevant supplier/vendor
CU2. Perform stock taking	Trainee will be able to: P1. Verify the physical and system stock as per store policies P2. Prepare stock report as per store policies P3. Record stock discrepancies store policies P4. Report stock discrepancies as per store policies P5. Submit report to the management P6. Keep the record reports P7. Stock performance monitored and fast/slow selling identified and reported according to store policy.

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standard, which includes the knowledge of:

- K1:** Explain Purchase requisition
- K2:** Describe purchase requisition process
- K3:** Describe recording procedures of inventory data
- K4:** Explain damage, near expiry and theft items
- K5:** Describe shrinkage report and its purpose
- K6:** Explain shrinkage report content
- K7:** Explain ways to communication shrinkage to management
- K8:** Explain stock taking
- K9:** Describe stock taking procedure
- K10:** Explain stock taking techniques
- K11:** Describe recording methods of stock and discrepancies

Critical Evidence (s) required:

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



1. Prepare purchase requisition
2. Record inventory data
3. Monitor shrinkage
4. Perform stock taking.

Tools & Equipment required:

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

Sr. No	DESCRIPTION
1.	Computer
2.	Operating System
3.	Application Software
4.	Product manuals
5.	Internet
6.	Printer & Scanner



3. Carryout Administrative Activities

Overview:

This competency standard covers the skills and knowledge required to maintain housekeeping standards, maintain store facilities, coordinate with contractors, manage utilities, comply with govt. rules and regulations and manage external affairs.

Competency Units	Performance Criteria
CU1. Maintain Housekeeping standards	Trainee will be able to: P1. Create housekeeping plan for store P2. Execute housekeeping plan for store P3. Monitor housekeeping activities in store
CU2. Maintain store facilities	Trainee will be able to: P1. Identify issues in store facilities P2. Perform remedial actions for removal of issues in store facilities P3. Ensure store facilities as per store policy P4. Report out of order store facilities P5. Ensure reported out of order facility/replaced as per standard P6. Maintain store facilities record P7. Prepare contingency plan for event of maintenance problem
CU3. Coordinate with contractors	Trainee will be able to: P1. Communicate issues to contractor as per store policy P2. Resolve issues with contractors P3. Follow up with contractors
CU4. Manage Utilities	Trainee will be able to: P1. Perform electricity load management of store P2. Ensure store's utilities bills paid P3. Ensure store's utilities are up & running P4. Launch utilities complains to respective utility provider P5. Follow up launched complain
CU5. Comply with govt. rules & regulations	Trainee will be able to: P1. Identify govt. rules & regulations for stores P2. Follow identified govt. rules & regulations for store P3. Ensure availability of required document in store



CU6. Manage External affairs	Trainee will be able to: P1. Identify unusual situation in case of any mishap P2. Consult with management about the situation P3. Handle situation as per store policies P4. Make incident report
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Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standard, which includes the knowledge of:

- K1:** Define housekeeping
- K2:** Explain housekeeping techniques
- K3:** Define types of housekeeping
- K4:** Define 5S techniques
- K5:** Explain parameters to maintain store facility
- K6:** Describe the strategies to execute the facility requirement
- K7:** Define the techniques to negotiate with contractors/vendors
- K8:** Describe the importance of cost effectiveness
- K9:** Explain the basic needs of utility at any company/store
- K10:** Know the Govt. policies & procedures
- K11:** Define different types of affairs/conflict which may occur in company/store
- K12:** Explain to tackle different situations effectively

Critical Evidence (s) required:

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

1. maintain housekeeping standards
2. maintain store facilities
3. manage utilities
4. comply with govt. rules and regulations
5. manage external affairs

Tools & Equipment required:

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

Sr. No	DESCRIPTION
1.	Computer
2.	Operating System
3.	Application Software
4.	Product manuals
5.	Internet
6.	Printer & Scanner



4.Maintain Store Safety

Overview:

This competency standard covers the skills and knowledge required to inform team members, involve team member, monitor and maintain a safe work environment, implement emergency procedure, and maintain occupational health and safety record.

Competency Units	Performance Criteria
CU1. Inform team members	Trainee will be able to: P1. Communicate Store policies and procedures in regard to occupational health and safety and emergency procedures to team members. P2. Provide Store's emergency procedures to team members. P3. Provide information on identified hazards and risk control procedures regularly to team members.
CU2. Involve team member	Trainee will be able to: P1. Provide opportunities and processes for team members to consult and contribute on occupational health and safety issues according to store policy. P2. Solve issues are raised according to store policy. P3. Communicate outcomes of issues raised on occupational health and safety matters to team members
CU3. Monitor and maintain a safe working environment	Trainee will be able to: P1. Implement store policies and procedures with regard to identification, prevention and reporting of potential hazards. P2. Deal with hazardous events according to store policies. P3. Investigate unsafe or hazardous events to identify cause and inadequacies in risk control measures P4. Identify allocation for risk control measures and reported as per store policy. P5. Implement risk control measures to prevent re-occurrence and minimize risks of unsafe and hazardous events and monitored according to store policy. P6. Handle hazardous goods as per store policy.



	P7. Maintain equipment as per occupational health and safety regulations & policies.
CU4. Implement emergency procedures	Trainee will be able to: P1. Implement store emergency policies and procedures in the event of an emergency. P2. Report event and its causes to management
CU5. Maintain occupational health and safety records	Trainee will be able to: P1. Record occupational injury and disease as per store policy. P2. Use records to identify hazards and monitor risk control procedures as per store policy.

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standard, which includes the knowledge of:

- K1:** Describe store policies and procedures
- K2:** Explain occupational health and safety
- K3:** Define emergency procedures
- K4:** Explain unsafe or hazardous goods
- K5:** Describe handling and storage procedure
- K6:** Explain waste disposal procedure
- K7:** Explain manual handling and safe lifting techniques
- K8:** • explain fire and safety hazards
- K9:** • Define sickness and accident reporting procedures
- K10:** Explain location first aid assistant/facility and its importance
- K11:** Explain hierarchy of risk control:
- K12:** Describe procedure elimination of hazards
- K13:** Explain controls to reduce risk
- K14:** Define personal protective equipment
- K15:** Describe principles and techniques in interpersonal communication

Critical Evidence (s) required:

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

1. inform team members,
2. involve team member
3. monitor and maintain a safe work environment
4. Implement emergency procedures
5. Maintain occupational health & safety

Tools & Equipment required:

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

Sr. No	DESCRIPTION
1.	Computer



2.	Operating System
3.	Application Software
4.	Product manuals
5.	Internet
6.	Printer & Scanner
7.	Personal Protective Equipment



5.Maintain Store Security

Overview:

This competency standard covers the skills and knowledge required to apply routine store security, minimize theft, monitor and maintain store security.

Competency Units	Performance Criteria
CU1. Apply routine store security	Trainee will be able to: P1. Apply store security systems and procedures as per store policy. P2. Handle and secure cash as per store policy. P3. Monitor suspect behaviour by customers and deal it as per store policy. P4. Deal internal and external theft as per store policy. P5. Store products and equipment in a secure manner.
CU2. Minimize theft	Trainee will be able to: P1. Perform appropriate action to minimise theft by applying store procedures. P2. Match merchandise to correct price tags. P3. Maintain surveillance of merchandise as per store policy. P4. Check suspected customer as per store policy. P5. Maintain security of cash, cash register and keys as per store policy. P6. Maintain security of stock, cash and equipment in regard to customers, staff and outside contractors as per store policy. P7. Deal with suspected or potential thieves as per store policy and procedures.
CU3. Monitor and Maintain store security	Trainee will be able to: P1. Ensure store policies and procedures implemented to maintain store security. P2. Monitor & review store security procedures. P3. Execute procedures to minimize theft of easily stolen merchandise. P4. Communicate team members and staff about store security policies and procedures.



	P5. Provide trainings to staff for facilitation in detection of theft. P6. Report matter in connection to store security as per store policy.
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Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standard, which includes the knowledge of:

K1: Explain Store policies and procedures, in regard to:

- a. security
- b. checking customers' bags and purchases
- c. reporting problems and faults
- d. Relevant legislation and statutory requirements,
- e. particularly in regard to checking customers' bags and purchases

K2: Explain Trade Practices and Fair-Trading Acts

K3: Define store merchandising system

K4: Explain security procedures relating to cash and non-cash transactions

K5: Describe location and operation of store security equipment and its importance

K6: Explain reporting procedures for external/internal theft or suspicious circumstances

Critical Evidence (s) required:

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

1. Apply routine store security,
2. Minimize theft,
3. Monitor and maintain store security

Tools & Equipment required:

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

Sr. No	DESCRIPTION
1.	Computer
2.	Operating System
3.	Application Software
4.	Product manuals
5.	Internet
6.	Printer & Scanner



6. Monitor in-store display

Overview:

This competency standard covers the skills and knowledge required to interpret visual merchandising plan, monitor display requirements, maintain displays to organisation requirements and plan, and contribute to the visual merchandising standards of organization.

Competency Units		Performance Criteria
CU1.	Interpret visual merchandising plan	Trainee will be able to: P1. Identify design requirements of visual merchandising plan P2. Arrange resources required to implement visual merchandising plan. P3. Identify factors that may impact on visual merchandising plan. P4. Apply organisation's visual merchandising standards to visual merchandising plan.
CU2.	Monitor display requirements	Trainee will be able to: P1. Display is regularly monitored to ensure it meets the requirements of the visual merchandising plan. P2. Identify In damage or changes to the display. P3. Rectify any changes to the display.
CU3.	Maintain displays to organization requirements and plan	Trainee will be able to: P1. Maintain clean & tidy displays. P2. Make additions or changes to displays adhere to the visual merchandising plan. P3. Maintain organization's requirements for visual merchandising
CU4.	Contribute to the visual merchandising standards of the organisation	Trainee will be able to: P1. Interpret visual merchandising standards of the organization. P2. Identify opportunities for improving visual merchandising standards. P3. Make contributions to the visual merchandising standards



Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standard, which includes the knowledge of:

K1:Describe basic principles of visual merchandising

K2:Describe basic design principles

K3:Explain organization visual merchandising principles

Critical Evidence (s) required:

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

1. interpret visual merchandising plan
2. monitor display requirements
3. maintain displays to organisation requirements and plan
4. contribute to the visual merchandising standards of organization

Tools & Equipment required:

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

Sr. No	DESCRIPTION
1.	Computer
2.	Operating System
3.	Application Software
4.	Product manuals
5.	Internet
6.	Printer & Scanner



7.Perform Book keeping

Overview: This competency standard covers the skills and knowledge required to prepare general journal, prepare cashbook, prepare ledger accounts, prepare income statement, and prepare balance sheet.

Competency Units		Performance Criteria
CU1.	Prepare General Journal	Trainee will be able to: P1. Record Debit Entries in general journal P2. Record Credit Entries in general journal P3. Record narration to entries
CU2.	Prepare Cashbook	Trainee will be able to: P1. Record Cash Entries in cashbook P2. Record Bank Entries in cashbook P3. Record Expenses Entries in cashbook P4. Reconcile balances of cashbook

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standard, which includes the knowledge of:

- K1:** Describe general journal
- K2:** Explain rules of general journal entries
- K3:** Describe cash book
- K4:** Explain cashbook entries, procedures and rules

Critical Evidence (s) required:

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

1. Prepare general journal
2. Prepare cashbook

Tools & Equipment required:

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

Sr. No	DESCRIPTION
1.	Computer
2.	Operating System
3.	Application Software
4.	Product manuals
5.	Internet
6.	Printer & Scanner



8.Develop Professionalism

Overview: This competency standard covers the skills and knowledge required to create a personal vision/mission, manage your attitude, practice self-discipline, manage time, manage your professional development, and participate in trainings and performance review.

Competency Units	Performance Criteria
CU1. Create a Personal vision/mission	Trainee will be able to: P1. Clarify / prioritize self-values and consider the value of others. P2. Clarify expectations of yourself and expectations others have of you. P3. Identify what you need to do to be successful (personal standards, targets, goals, principals) P4. Set specific short- and long-term goals. P5. Translate the vision into actionable steps. P6. Integrate the vision into daily practice. P7. Recount frequently with your vision and change accordingly
CU2. Manage your Attitude	Trainee will be able to: P1. Challenge yourself, break old habits, and move out of your comfort zone. P2. Practice innovative techniques for out of the box creative thinking. P3. Seek out support and feedback from others on the team, in the organization / community etc. P4. Identify daily, weekly accomplishments. P5. Read inspirational material, audiotapes etc. P6. Practice self-discipline
CU3. Manage time	Trainee will be able to: P1. Isolate key success activities and prioritize them. P2. Breakdown large tasks down into manageable action steps (set time frame). P3. Create or adopt action plans and follow it. P4. Set aside appropriate blocks of time for goal related activities.



	P5. Make the best possible use of support people / recourses to accomplish tasks
CU4. Manage your Professional Development	Trainee will be able to: P1. Take inventory of your personal interests, abilities, skills, knowledge etc. P2. Identify and prioritize the strengths and gaps. P3. Use available assessment tools. P4. Create a personal growth strategy / career path. P5. Set personal goals and timeframe for achieving them. P6. Learn from your mistakes.
CU5. Participate in Trainings and performance review	Trainee will be able to: P1. Analyze, evaluate and improve performance, and report significant issues/problems to senior management P2. Demonstrate to-do Attitude in Profession P3. Demonstrate understanding of skills requirements P4. Use the competences acquired in Trainings

Understanding and Knowledge:

The candidate must possess underpinning knowledge and understanding required to carry out tasks covered in this competency standard. Therefore he/she must be able to:

- K1.** Define principles of work ethic and expectations, such as be punctual, prepared for work, cooperative, honest, productive and respectful
- K2.** Define Own current mental, emotional, and physical state
- K3.** Elaborate factors/situations/conditions that cause stress in professional and personal life
- K4.** Describe impact of fatigue on job performance.
- K5.** Read Applicable legislation, such as harassment
- K6.** Define Conflict resolution Techniques.
- K7.** Explain own role and responsibilities
- K8.** Describe Roles and responsibilities of others in industry.
- K9.** Explain work assignment, location, and working conditions
- K10.** Describe the Importance of effective communication



- K11.** Define Roles of individuals on job site, such as supervisor, inspector, other trades people
- K12.** Describe types of documentation required, such as log books, safety reports, maintenance reports, inspection reports, time cards
- K13.** Describe Importance of complete, legible, and accurate documentation
- K14.** Describe the role and responsibilities of signalers
- K15.** Describe audible and warning signals used on job site
- K16.** Write Types of communication equipment used on job site

Critical Evidence (s) required:

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

1. Own current mental, emotional, and physical state.
2. Use of Effective communication.
3. Manage attitude and time

Tools & Equipment required:

Sr. no.	Tools & Equipment
1.	Computer
2.	Multimedia
3.	Printer
4.	Internet



Entrepreneurship Skills

9. 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.

Unit of Competency	Performance Criteria
CU1. Develop business plan	a Trainee will be able to: 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 marketing plan	a Trainee will be able to: 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	Trainee will be able to: 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 and 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:

- K1.** 7Ps of marketing including product, price, placement, promotion, people, packaging and positioning
- K2.** 7Cs of business communication
- K3.** Different modes of communication and their application in the industry
- K4.** Specific business terms used in the industry
- K5.** Available funding sources
- K6.** Low interest loans to start a new business
- K7.** Market survey and its tools e.g: questionnaire, interview, observation etc
- K8.** Market trends for specific product offering
- K9.** State the main elements of business plan
- K10.** Business plan format

Critical Evidence(s) Required

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

- List 7Ps
- List 7Cs



10. 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 explore career trends	Trainee will be able to: 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 (digital or physical). P5. Analyze implications of relevant policy, legislation, professional codes of practice and national standards relating to worker and employer issues P6. Confirm cluster employability skills and preferences that may open employment options in other career pathways
CU2. Assess and confirm ongoing career development	Trainee will be able to: P1. Assess success of previous career development services P2. Maintain privacy and security of all data, research and personal records according to relevant policy P3. Establish existing work-life balance and friendly environment
CU3. Maintain quality of career development services and professional practice	Trainee will be able to: P1. Analyze and review relevance of career theories, models, frameworks and SOPs P2. Incorporate into career development services and professional practice P3. Comply with all relevant policies

Knowledge and 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:

- Diversity and its potential effects on career choices
- Outline human psychological development and needs in relation to career development



- Outline relevant policy, legislation, codes of practice and standards relevant to career development
- Explain recruitment and selection processes in the context of career development services
- Describe a range of data gathering and research techniques
- 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.

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 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.



COMPLETE LIST OF TOOLS & EQUIPMENT

List of Personal Protective Equipment

Sr. #	Description	Specifications	Quantity
1.	First AID Box	Standard	2
2.	Fire Extinguisher Cylinder	Co2- 5 Kg	5
3.	Fire Blanket	Standard	2
4.	Fire Bucket	Standard	2
5.	Safety Gloves	Standard	5
6.	Safety Goggles	White	5
7.	Safety Shoes	Standard	5
8.	Safety Belt	Standard	5

List of Tools & Equipment

Sr. No	Description	Quantity
1.	Computer	26
2.	Printer & Scanner	1
3.	POS system	5
4.	Credit card machine	1
5.	Bar code	5
6.	RFID remover	5
7.	UPS	5
8.	RIFD Scanner	2
9.	White Board	1

List of Stationary

Sr. #	Description
1.	Handbooks / Registers
2.	Pencils/ pens
3.	Rubbers
4.	Sharpeners
5.	Paper Cutter
6.	Seizers



7.	Colors
8.	White charts
9.	Brown sheets
10.	White board markers
11.	Permanent markers
12.	File cover and files
13.	Tag cards
14.	Small Knife and blades
15.	Board duster

