

It's Objective, learning outcomes, Modules, assessments and material list.

NAME OF THE COURSE: Service Executive

Submitted to: - Bihar Skill Development Mission, Labour Resources Department, GoB	Submitted By: -EFOS Edumarketers Private Limited
	Session: 2024-25 to 2029-30

Course Name: Service Executive

- Course Id- **EFOS/SE/1**
- Candidate Eligibility :12th Pass/Graduation
- Course Duration: 240 (In hours)

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body: Efos Edumarketers Private Limited

Citadel 1103 Eldeco Green Meadows, Sector-PI Greater Noida U.P-201308 and Corporate Office at Block-A Sector-P3 Greater Noida GautamBuddh Nagar Uttar Pradesh -201308,

Name and contact detail so find individual dealing with the submission.

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List of documents submitted in support of the Qualifications File

1. Curriculum Document

SUMMARY

Qualification Title	Certificate in Service Executive
Qualification Code	EFOS/SE/1
Nature and purpose of the qualification	Nature 240 hours Certificate Course in Service Executive Purpose Service Executive – The Certificate Course in Service Executive in the sector aims to provide individuals with the skills and knowledge needed to work effectively in Retail, Hospitality and Logistics. It covers technical skills, safety practices, quality control, teamwork, problem-solving, efficiency, and communication. The course prepares individuals for entry-level positions in service-based industries.
Body/bodies which will award the qualification.	EFOS Edumarketers Private Limited
Occupation(s) to which the qualification gives access	Retail, Hospitality, logistics
Entry requirements and/or recommendations	12 th Pass/ Graduation

1. **OBJECTIVE OF THE COURSE:** -

To provide learners with a foundational understanding of customer service principles, including communication skills, problem-solving techniques, and strategies for delivering exceptional service experiences.

2. **LEARNING OUTCOMES:** -

- Understanding benefits provided by labor welfare acts and interpretation of labor laws.
- Differentiation between job and career, knowledge of career pathways, and proficiency in job search, application, and personal finance management.
- Awareness of workplace safety, hygiene, occupational hazards, and environmental preservation.
- Familiarity with service industry operations, challenges, and opportunities.
- Introduction to marketing strategies, sales management, and maximizing customer satisfaction.
- Understanding customer relationship management techniques, fostering customer loyalty, and effective management.
- Appreciation of work ethics, workplace etiquette, effective communication, discipline maintenance, and conflict management.
- Proficiency in basic English communication, IT skills, recognition of business opportunities, and preparedness for apprenticeship and job opportunities.
- Mastery of fundamental concepts in sales, marketing, and customer management, proficiency in preparing for business meetings, and maintenance of a safe work environment.

3. **MODULE- 240 Hours (CERTIFICATE PROGRAM IN SERVICE EXECUTIVE)**

DURATION: -240 hours <u>CERTIFICATE PROGRAM IN SERVICE EXECUTIVE</u>	
MODULE CODE & NAMES	
1	Code: - EFOS/SE/1/1 Module: - Introduction to Service Executive Job Role
RATIONALE & OBJECTIVE OF THE MODULES	Overview of Service Executive Job Role
MODULE COMPETENCE	<ul style="list-style-type: none">• Definition of A Service Executive• Types of Services Industries and their key features• Various roles and responsibilities of a Service Executive

	<ul style="list-style-type: none"> • Career Mapping and Career Progression in Service Industry • Tasks performed by Service Executives on daily basis • Skills requirement for Service Executive Job role
2	Code: - EFOS/SE/1/2 Module: -Labour Welfare Legislation
RATIONALE & OBJECTIVE OF THE MODULES	Understanding various Labour Welfare Acts and Rights
MODULE COMPETENCE	<ul style="list-style-type: none"> • Benefits guaranteed under various acts. • Factories Act, Apprenticeship Act, Employees State Insurance Act (ESI), Payment Wages Act, Employees Provident Fund Act, The Workmen's compensation Act, POSH. • Interpret applicable labor and industrial laws.
3	Code: - EFOS/SE/1/3 Module: -Career Planning and Career Progression
RATIONALE & OBJECTIVE OF THE MODULES	<ul style="list-style-type: none"> • Understanding the importance of proper career mapping and its role in personal growth.
MODULE COMPETENCE	<ul style="list-style-type: none"> • Career Plan Identify the difference between job and career. • Basic Professional Skills Job roles available in respective trades. • Career Pathways Awareness of industries, and the respective professional pathways. • Search and apply for a job Awareness of higher education / up-skilling (short-term) options Steps involved in online application for Instructor course, Apprenticeship, and different jobs in popular sites like theindiajobs.com, naukri.com, monsterindia.com, Govt. websites. • Personal finance literacy Planning, Saving, Tax, Govt. schemes for financial safety e.g. Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), etc.
4	Code: - EFOS/SE/1/4 Module: -Occupational Safety, Health and Environment Education
RATIONALE & OBJECTIVE OF THE MODULES	<ul style="list-style-type: none"> • Understanding the importance of safety and hygiene at workplace. • Understanding the importance of preserving a healthy environment.
MODULE COMPETENCE	<ul style="list-style-type: none"> • Safety and Health Introduction to Occupational Safety & health at workplace, Occupational Hygiene. • Occupational Hazards Basic Hazards. Chemical, Physical (Electrical, Temperature, Illumination) Ergonomic, Biological, Vibro acoustic, Mechanical, Psychosocial Hazards, Prevention of hazards • Accident and Safety Different types of Personal Protective Equipment (PPE). Accident Prevention techniques. • First-aid Care of injured & Sick at the workplace. First-Aid & Transportation of sick people.

	<ul style="list-style-type: none"> • Basic provisions on safety and Health Basic provisions of safety & health. • Environmental Issues Introduction to Environment, ecosystem and factors causing imbalance Pollution and pollutants including liquid, gaseous, solid and hazardous waste Protecting the environment - Energy Conservation, ground water, global warming Responsibility about the environment Segregation and disposal of waste. • Environmental ethics Different actions people that affect others and the environment. • Disaster Management Types, causes & effects, areas in India that are prone to be affected, preparedness & mitigation, dos and don'ts- Before, During and After any Disaster, how to reduce man-made disasters.
5	Code: - EFOS/SE/1/5 Module: - Challenges and Opportunities in Service Industry
RATIONALE & OBJECTIVE OF THE MODULES	<ul style="list-style-type: none"> • To understand the different opportunities and challenges pertaining to various service-based industries.
MODULE COMPETENCE	<ul style="list-style-type: none"> • Introducing Service Industries and Various Aspects of Service Industry. • What are the various requirements to be successful in the service industry. • Challenges and Opportunities in Service Industry. • Examples of service sector jobs include Retail, Data Management, Hospitality, Tours& Travels, healthcare assistant etc.
6	Code: EFOS/SE/1/6 Module: - Basics of Marketing and Sales
RATIONALE & OBJECTIVE OF THE MODULES	<ul style="list-style-type: none"> • Understanding various marketing strategies to promote sales
MODULE COMPETENCE	<ul style="list-style-type: none"> • Basic introduction to Marketing and sales. • Sales and Marketing management. • Marketing questionnaire. • Maximization of customer sales and satisfaction.
7	Code: - EFOS/SE/1/7 Module: - Customer Relationship & Customer Management
RATIONALE & OBJECTIVE OF THE MODULES	<ul style="list-style-type: none"> • Describe ways of handling and retaining better customer relationship.

MODULE COMPETENCE	<ul style="list-style-type: none"> • Customer relationship management • Customer Loyalty and Customer Relationship Management • Customer Relationship Management • Antecedents of customer relationship management capabilities • Knowledge-enabled Customer Relationship Management. • Integrating customer relationship management and knowledge management concepts
8	Code: - EFOS/SE/1/8 Module: - Life Skills and Behavioral Skills
RATIONALE & OBJECTIVE OF THE MODULES	
MODULE COMPETENCE	<ul style="list-style-type: none"> • State the importance of work ethics and workplace etiquette. • State the importance of effective communication and interpersonal skills. • Explain ways to maintain discipline at the workplace. • Discuss the common reasons for interpersonal conflict and ways of managing them effectively. • Discuss the importance of following organizational guidelines for dress code, time schedules, language usage and other behavioral aspects. • Explain the importance of working as per the workflow of the organization to receive instructions and report problems. • Explain the importance of conveying information/instructions as per defined protocols to the authorized persons/team members. • Explain the common workplace guidelines and legal requirements on non-disclosure and confidentiality of business-sensitive information. • Describe the process of reporting grievances and unethical conduct such data breach, sexual harassment at the workplace, etc. • Explain the concept and importance of gender sensitivity and equality. • Discuss ways to create sensitivity for different genders and Persons with Disabilities (PwD). • Discuss ways of dealing with
9	Code: - EFOS/SE/1/9 Module: - Basic English and IT Literacy
RATIONALE & OBJECTIVE OF THE MODULES	<ul style="list-style-type: none"> • Discuss about Employability Skills in meeting the job requirements. • Describe opportunities as an entrepreneur. • Describe ways of preparing for apprenticeship & Jobs appropriately.
MODULE COMPETENCE	<ul style="list-style-type: none"> • Explain constitutional values, civic rights, responsibility towards society to become a responsible citizen. Discuss 21st century skills. • Explain use of basic English phrases and sentences. Demonstrate how to communicate in a well-behaved manner.

	<ul style="list-style-type: none"> • Demonstrate how to work with others. • Demonstrate how to operate digital devices. • Discuss the significance of Internet and Computer/ Laptops • Discuss the need for identifying business opportunities. • Discuss about types of customers. • Discuss on creation of biodata. • Discuss about apprenticeship and opportunities related to it.
10	Code: - EFOS/SE/1/10 Module: -On-the-Job Training
RATIONALE & OBJECTIVE OF THE MODULES	Mapped to Service Executive
MODULE COMPETENCE	<ul style="list-style-type: none"> • Terminal Outcomes <ol style="list-style-type: none"> 1. Explain the fundamental concepts of Sales and Marketing. 2. Identify tools required for Customer Relationship Management. 3. Prepare for Business and client meetings. 4. Interact and coordinate with supervisors and colleagues. 5. Work as per the given timeline and quality standards. 6. Maintain a safe, healthy and secure work environment.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	Introduction to Service Executive Job Role Theory Duration (03:00) Practical Duration (01:00) Corresponding NOS Code EFOS/SE/1/01	The learners will be able to: <ul style="list-style-type: none"> Understand the meaning of a Service Executive and his roles and responsibilities. Distinguish between the different types of Service based industries, their nature of operations and key features. Understand interpersonal skills required to perform the daily operations in a service executive job role. Familiarize with the hands-on experience of using electronic gazettes such as printers, bar code scanners, tablets etc. for various daily operations. Identify the various daily basis tasks such as attending phone calls, responding to customer queries, product pitching, customer handling, maintaining excel based reports etc. 	Laptop, white board, marker, projector, Bar code scanner, tablets, marketing tools, dummy products, and brochures.
Sr. No.	Module	Key Learning Outcomes	Equipment Required
2	Labour Welfare Legislation Theory Duration (03:00) Practical Duration (01:00) Corresponding NOS Code EFOS/SE/1/2	The learners will be able to: <ul style="list-style-type: none"> Familiarization with Labour Welfare Legislation to make them aware about various Labour Acts and Laws. Familiarization with Fair Wages and Compensation Understanding the Protection of Workers' Rights. Discuss the various Social Security and Welfare Programs. Discuss the role Promotion of Social Justice and Equality. 	Laptop, white board, marker, projector
3	Career Planning and Career Progression Theory Duration	The learners should be able to: <ul style="list-style-type: none"> Define specific, measurable, achievable, relevant, and time-bound (SMART) career goals that align with their interests, skills, and values. Conduct self-assessments to identify strengths, weaknesses, interests, and preferences to make informed career decisions. 	Laptop, white board, marker, projector

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>(03:00) Practical Duration</p> <p>(01:00) Corresponding NOS</p> <p>Code EFOS/SE/1/3</p>	<ul style="list-style-type: none"> • Research various career paths, industries, and job roles to understand potential opportunities and determine the best fit for their aspirations. • Create detailed action plans outlining the steps needed to achieve their career goals, including acquiring necessary skills, education, training, and experience. • Seek guidance from mentors, career counselors, and industry professionals to gain insights, advice, and support throughout their career journey. • Develop and maintain professional networks to expand opportunities, gain referrals, and stay informed about industry trends and job openings. 	
4	<p>Occupational Safety, Health and Environment Education</p> <p>Theory Duration (03:00)</p> <p>Practical Duration (01:00)</p> <p>Corresponding NOS</p> <p>Code EFOS/SE/1/4</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Recognize potential hazards in the workplace, including physical, chemical, biological, ergonomic, and psychosocial hazards. • Evaluate the level of risk associated with identified hazards to determine appropriate control measures and preventive actions. • Understand and follow established safety procedures, protocols, and regulations to minimize the risk of accidents, injuries, and occupational illnesses. • Select, use, and maintain personal protective equipment effectively to reduce exposure to workplace hazards and ensure personal safety. • Understand the importance of physical and mental health in the workplace and promote practices that support employee well-being and productivity. • Recognize the impact of industrial activities on the environment and implement measures to minimize pollution, conserve resources, and promote sustainability. • Communicate safety information, hazards, and procedures clearly and effectively to colleagues, supervisors, and other stakeholders to promote a culture of safety and accountability. 	Laptop, white board, marker, projector, First Aid Kit, Fire Extinguisher, Gloves, PPE kits

Sr. No.	Module	Key Learning Outcomes	Equipment Required
5	<p>Challenges and Opportunities in Service Industry</p> <p>Theory Duration (06:00)</p> <p>Practical Duration (02:00)</p> <p>Corresponding NOS Code EFOS/SE/1/5</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Recognize emerging trends and shifts in consumer behavior, technology, and market dynamics within the service industry. Understand the competitive landscape, market segmentation, and factors influencing demand and supply within the service sector. Anticipate and respond to evolving customer expectations regarding service quality, convenience, personalization, and value. Recognize the importance of sustainability in service delivery, including environmentally friendly practices, ethical sourcing, and corporate social responsibility initiatives. Identify and capitalize on new market opportunities, niche segments, and areas for expansion or diversification within the service industry. Develop resilience and adaptability to navigate unforeseen challenges such as economic downturns, global crises, or disruptions in supply chains. By understanding these challenges and opportunities, learners can effectively navigate the complexities of the service industry, drive sustainable growth, and deliver value to customers and stakeholders alike. 	<p>Laptop, white board, marker, projector</p>
6	<p>Basics of Marketing and Sales</p> <p>Theory Duration (06:00)</p> <p>Practical Duration (02:00)</p> <p>Corresponding NOS</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Gain insights into consumer behavior, needs, preferences, and decision-making processes to develop targeted marketing and sales strategies. Define and segment target markets based on demographic, psychographic, geographic, and behavioral factors to tailor marketing and sales efforts effectively. Acquire in-depth knowledge about products or services, including features, benefits, unique selling propositions (USPs), and competitive advantages. Craft persuasive value propositions that resonate with target customers and communicate the benefits of products or services effectively. 	<p>Laptop, white board, marker, projector, brochures, standees, wobblers, VM Elements</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Code EFOS/SE/1/6	<ul style="list-style-type: none"> Develop branding strategies that define the brand identity, positioning, messaging, and visual elements to differentiate products or services and build brand loyalty. 	
7	Customer Relationship & Customer Management Theory Duration (06:00) Practical Duration (02:00) Corresponding NOS Code EFOS/SE/1/7	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Develop and nurture strong relationships with customers based on trust, empathy, and mutual understanding. Gain insights into customer needs, preferences, pain points, and expectations through effective communication, feedback mechanisms, and data analysis. Deliver exceptional customer service at every touchpoint, including pre-sales, sales, post-sales support, and ongoing communication. Effectively address customer complaints, concerns, and feedback in a timely and professional manner to resolve issues and maintain customer satisfaction. Set realistic expectations and communicate transparently with customers about product or service offerings, pricing, delivery times, and support options. Segment customers based on demographics, behavior, purchase history, and other factors to personalize marketing and communication strategies. 	Laptop, white board, marker, projector, CRM software, Multimedia tools
8	Life Skills and Behavioral Skills Theory Duration (16:00) Practical Duration	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Develop a sample plan to achieve organizational goals and targets. Create a sample feedback form to obtain feedback from customers, colleagues etc. Roleplay to demonstrate the use of professional language and behaviour that is respectful of PwD and all genders. Apply organizational protocol on data confidentiality and sharing only with the authorized personnel. State the importance of work ethics and workplace etiquette. State the importance of effective communication and interpersonal skills. Explain ways to maintain discipline at the workplace. 	Training kit (Trainer guide, Presentations), White board, Marker, projector, laptop.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>(12:00)</p> <p>Corresponding NOS</p> <p>Code</p> <p>EFOS/SE/1/8</p>	<ul style="list-style-type: none"> • Discuss the common reasons for interpersonal conflict and ways of managing them effectively. • Discuss the importance of following organizational guidelines for dress code, time schedules, language usage and other behavioral aspects. • Explain the importance of working as per the workflow of the organization to receive instructions and report problems. • Explain the importance of conveying information/instructions as per defined protocols to the authorized persons/team members. • Explain the common workplace guidelines and legal requirements on non-disclosure and confidentiality of business-sensitive information. • Describe the process of reporting grievances and unethical conduct such data breach, sexual harassment at the workplace, etc. • Explain the concept and importance of gender sensitivity and equality. • Discuss ways to create sensitivity for different genders and Persons with Disabilities 	
9	<p>Basic English and IT Literacy</p> <p>Theory Duration</p> <p>(16:00)</p> <p>Practical Duration</p> <p>(12:00)</p> <p>Corresponding NOS</p> <p>Code</p> <p>EFOS/SE/1/9</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Explain constitutional values, civic rights, responsibility towards society to become a responsible citizen. Discuss 21st century skills. • Explaining different parts of speech in English Grammar. • Explain use of Basic English phrases and sentences. Demonstrate how to communicate in a well-behaved manner. • Demonstrate how to work with others. • Demonstrate how to operate digital devices. • Discuss the significance of Internet and Computer/ Laptops • Discuss the need for identifying business opportunities. • Discuss about types of customers. • Discuss on creation of biodata. 	<p>Computer, UPS, Scanner, Computer Tables, LCD Projector, Computer Chairs, White Board OR Computer Lab</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
10	On-the-Job Training Theory Duration (00:00) Practical Duration (144:00) Corresponding NOS Code EFOS/SE/1/10	<ul style="list-style-type: none"> Terminal Outcomes <ol style="list-style-type: none"> 1. Explain the fundamental concepts of Sales and Marketing. 2. Identify tools required for Customer Relationship Management. 3. Prepare for Business and client meetings. 4. Interact and coordinate with supervisors and colleagues. 5. Work as per the given timeline and quality standards. 6. Maintain a safe, healthy and secure work environment. 	

4. Trainer Details- Domain Trainer

Graduation or Post Graduation with 2-Years Industry Experience and 1-Year of Teaching Experience

5. ASSESSMENT / EXAMINATION

Final External Assessment (Online Mode) – Will be conducted after completion of OJT using apps on Smartphones/Tablets.

Assessment will be evaluated as per following norms:

Total	Theory	Practical / Viva/ Presentation
100	70	30