



# Model Curriculum

**QP Name: E-commerce Micro Entrepreneur**

**QP Code: LSC/Q2401**

**QP Version: 1.0**

**NSQF Level: 4**

**Model Curriculum Version: 1.0**

# Table of Contents

Training Parameters	2
Program Overview	3
Training Outcomes .....	3
Compulsory Modules .....	3
Module 1: Introduction to E-commerce Micro Entrepreneur .....	5
Module 2: Branding, Pricing and Cataloguing.....	6
Module 3: Inventory and Order management.....	7
Module 4: Selling on E-commerce platforms .....	8
Module 5: First mile operations.....	9
Module 6: Digital Marketing and Financial Literacy .....	10
Module 7: Hygienic and Safe Working Environment .....	11
Module 8: Employability Skills	12
Trainer Requirements .....	14
Assessor Requirements.....	15
Assessment Strategy .....	16
References	18
Glossary.....	18
Acronyms and Abbreviations.....	19

## Training Parameters

<b>Sector</b>	Logistics
<b>Sub-Sector</b>	E-commerce
<b>Occupation</b>	Entrepreneur, Product Design / Catalogue management
<b>Country</b>	India
<b>NSQF Level</b>	4
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/2431, 5221
<b>Minimum Educational Qualification and Experience</b>	12th grade Pass OR 10th grade pass (with two years of NTC/NAC/CITS ) OR 10th grade pass with 2 Years of experience relevant experience OR 8th grade pass plus 2-year NTC plus 1 Year NAC (plus 1-Year CITS) OR Completed 2nd year of the 3-year diploma after 10
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	19
<b>Last Reviewed On</b>	30-11-2023
<b>Next Review Date</b>	30-11-2026
<b>NSQC Approval Date</b>	30-11-2023
<b>QP Version</b>	1.0
<b>Model Curriculum Creation Date</b>	30-11-2023
<b>Model Curriculum Valid Up to Date</b>	30-11-2026
<b>Model Curriculum Version</b>	1.0
<b>Minimum Duration of the Course</b>	480
<b>Maximum Duration of the Course</b>	480

## Program Overview

This section summarizes the end objectives of the program along with its duration.

### Training Outcomes

At the end of the program, the learner will be able to:

- Describe the basic functions of E-commerce
- Detail the various processes involved in E-commerce
- List the steps involved in Branding, Pricing and Cataloguing
- Perform the necessary calculations in Pricing
- Discuss the basics of Inventory and Order management
- Describe the process of Selling on E-commerce platforms
- Detail the steps involved in first mile operations
- Detail the basics of digital skills, marketing and financial literacy
- Follow the steps involved in safety procedures and maintaining hygiene in the work environment

### Compulsory Modules

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

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>Bridge Module</b>	20	10			30
<b>Module 1:</b> Introduction to Ecommerce Micro Entrepreneur	20	10			30
<b>LSC/N2401 – Branding, Pricing and Cataloguing V1.0</b>	20	35	5		60
<b>Module 2:</b> Branding, Pricing and Cataloguing	20	35	5		60
<b>LSC/N2402 – Basics of inventory and Order management V1.0</b>	20	40			60
<b>Module 3:</b> Inventory and Order management	20	40			60
<b>LSC/N2403 – Selling on Ecommerce platforms V1.0</b>	20	60	10		90
<b>Module 4:</b> Selling on Ecommerce platforms	20	60	10		90
<b>LSC/N2404 – First Mile Operations V1.0</b>	20	35	5		60
<b>Module 5:</b> First Mile Operations	20	35	5		60
<b>LSC/N2405 – Digital Marketing and Financial Literacy</b>	20	60	10		90



<b>V1.0</b>				
<b>Module 6:</b> Digital Marketing and Financial Literacy	20	60	10	90
<b>LSC/N9912–Maintain Hygienic and Safe Working Environment</b>	<b>20</b>	<b>40</b>		<b>60</b>
<b>V1.0</b>				
<b>Module 7:</b> Hygienic and Safe Working Environment	20	40		60
<b>DGT/VSQ/N0101</b>	<b>15</b>	<b>15</b>		<b>30</b>
<b>Employability Skills</b>				
<b>Total Duration</b>	<b>155</b>	<b>295</b>	<b>30</b>	<b>480</b>



## Module Details

### Module 1: Introduction to E-commerce Micro Entrepreneur

#### *Mapped to Bridge Module*

#### Terminal Outcomes:

- Describe the basic functions of E-commerce Micro Entrepreneur
- Detail the various processes involved in E-commerce

<b>Duration: 20:00</b>	<b>Duration: 10:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Brief the sub sectors of logistics and their basic functions.</li> <li>• Explain what Ecommerce is and how its growth is significant</li> <li>• Detail the activities that take place in e-commerce.</li> <li>• Explain your responsibilities as E-commerce Micro Entrepreneur and its interface with other job roles.</li> <li>• List the various e-commerce platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the various activities that take place in e-commerce</li> <li>• Identify the functions of other job roles in e-commerce</li> <li>• Discuss the various digital tools available in the market</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
PPE, Computers with web camera	

## Module 2: Branding, Pricing and Cataloguing

*Mapped to LSC/N2401, v1.0*

### Terminal Outcomes:

- List the steps involved in Branding, Pricing and Cataloguing
- Perform the necessary calculations in Pricing

Duration: 20:00	Duration: 35:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain the procedure of pricing goods.</li> <li>• Detail the importance of Branding</li> <li>• Define Cataloguing and its uses.</li> <li>• List the factors required to identify the target audience</li> <li>• Discuss the applicability of GST</li> <li>• Differentiate between fixed and variable cost</li> <li>• Detail the contents of a price list</li> <li>• Describe the process of designing a catalogue by self or through agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to write brief descriptions of the products manufactured</li> <li>• Perform the steps involved in Pricing</li> <li>• Illustrate designing brand names, logo, catalogues etc. for your products</li> <li>• Calculate the variable and fixed cost of the business</li> <li>• Decide the profit margin based on the estimated costs</li> <li>• Calculate the target price for every product</li> <li>• Identify the various pricing methods, market trends, and demands</li> <li>• Demonstrate how to categorise the products based on the various factors like specifications, discount price etc.</li> </ul>
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
Computers, system tools, sample price lists, sample catalogues, sample brandings & product brochures	



## Module 3: Inventory and Order management

*Mapped to LSC/N2402, v1.0*

### Terminal Outcomes:

- Discuss the basics of Inventory and Order management

Duration: 20:00	Duration: 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain inventory management</li> <li>• List the types of inventory</li> <li>• Detail order management process</li> <li>• Differentiate between inventory and order management</li> <li>• Detail the importance of forecasting in inventory management</li> <li>• Discuss the process of production planning based on the orders received</li> <li>• Describe the process of tracking payments and filing GST</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to label and stack the goods according to categories.</li> <li>• Perform inventory counting as per SOP</li> <li>• Record various details such as orders received, vendor information etc.</li> <li>• Analyse the business performance by using inventory management software</li> <li>• Create purchase orders as per SOP</li> <li>• Use order management tools to monitor the orders placed.</li> <li>• Demonstrate how to prepare periodical performance reports</li> <li>• Demonstrate how to integrate and maintain records in case of orders received through multiple e-commerce platforms</li> </ul>
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
Computers, MS office, WMS, packing materials, Sample POs, Inventory management software, Forecasting software, GST guidelines, Sample reports	

## Module 4: Selling on E-commerce platforms

*Mapped to LSC/N2403, v1.0*

### Terminal Outcomes:

- Describe the process of Selling on E-commerce platforms

Duration: 20:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>List the details to be collected for seller registration</li> <li>Detail the general terms and conditions laid by e-commerce platforms</li> <li>Explain the meaning and importance of Product Listing</li> <li>Discuss how to update on requested fields like product name, batch details etc.</li> <li>Describe the importance of customer relationship management</li> <li>Elaborate the guidelines for packing and labelling given by the e-commerce platform</li> <li>Explain how to check other features available in the account</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate how to register online in the e-commerce platforms.</li> <li>Decide the final online price after comparing the price of similar products available on the other e-commerce platforms</li> <li>Perform the steps involved in listing the products in the e-commerce platform</li> <li>Verify if the details of the product listing are accurate once the product is live on the platform.</li> <li>Coordinate with customer care or seller team if there are any discrepancies.</li> <li>Demonstrate the steps involved in Order processing and returns</li> <li>Check for any damages in the products returned by the customer</li> <li>Resolve customer queries</li> <li>Identify innovative products, services that help improve customer satisfaction</li> <li>Prepare various reports to check the performance, customer ratings/ reviews etc</li> </ul>
Classroom Aids	

Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser

#### **Tools, Equipment and Other Requirements**

Computers, MS Office, GST guidelines, Sample reports, Thermal printers, shipping label and invoice, packing and labeling materials

## Module 5: First mile operations

*Mapped to LSC/N2404, v1.0*

### Terminal Outcomes:

- Detail the steps involved in first mile operations

<b>Duration: 20:00</b>	<b>Duration: 35:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>● Elaborate the packing process</li> <li>● Detail the steps involved in labelling</li> <li>● List the different types of packing materials</li> <li>● Detail the important information and documents required for couriering the orders</li> <li>● Discuss the meaning of fulfilment centre</li> <li>● Explain Air waybill (AWB) and shipment labels</li> <li>●</li> </ul>	<ul style="list-style-type: none"> <li>● Demonstrate the process of packing and labelling as per SOP</li> <li>● Inspect the package if there are any damages</li> <li>● Collect various details like tariff, delivery speed, VAS, online tracking, customer service from the courier companies</li> <li>● Choose the best service provider considering the above factors</li> <li>● Choose transporters according to the requirements of the E-commerce company</li> <li>● Demonstrate how to track the packages using the tracking number</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
Computers, MS Office, packing materials, plastic bag, shrink wrap, bubble wraps, thermocol beads, cardboard boxes, flyers, poly bags	

## Module 6: Digital Marketing and Financial Literacy

*Mapped to LSC/N2405, v1.0*

### Terminal Outcomes:

- Detail the basics of digital skills, marketing and financial literacy

Duration: 20:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>List the various digital marketing strategies for promoting products and services</li> <li>Detail the types of promotional strategies</li> <li>Define Search Engine Optimisation (SEO) and Search Engine Marketing (SEM)</li> <li>Explain the importance of privacy and security of consumer data</li> <li>Detail how to prepare budgets</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate how to develop digital marketing strategy</li> <li>Determine the budget for promotional activities</li> <li>Show how to use the digital marketing tools</li> <li>Identify channels and blogs with customers' presence</li> <li>Calculate the profit and loss performance of the business</li> <li>Analyse financial risks during the initial phase of business</li> <li>Evaluate the business performance based on various parameters</li> <li>Analyse various digital payment options for setting up online payment methods</li> <li>Report deviations as per the escalation matrix</li> </ul>
<b>Classroom Aids</b>	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
<b>Tools, Equipment and Other Requirements</b>	
Computers, MS Office, digital marketing tools, sample profit and loss reports, RBI guidelines	



## Module 7: Hygienic and Safe Working Environment

*Mapped to LSC/N9912, v1.0*

### Terminal Outcomes:

- Follow the steps involved in safety procedures and maintaining hygiene in the work environment

Duration: 20:00	Duration: 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>Explain the use of protective equipment and safety devices</li> <li>Describe the arrangements to prevent the hazards in the work area</li> <li>Detail the evacuation procedure and first aid procedure to be followed in emergency situations</li> <li>Detail the safety regulations and procedures w.r.t fire hazards, biohazards, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Participate in periodic mock drills/ evacuation procedures at the workplace</li> <li>Provide various training sessions and programs for staff health, safety, and security.</li> <li>Examine that the safety devices and first aid kits are in working condition</li> <li>Inspect if the work area is always clean and sanitised</li> <li>Organise preventive health checkups at regular intervals for the staff</li> <li>Check that the storage of materials and tools are in line with manufacturers guidelines</li> <li>Use designated bins for waste disposal as per waste management policy.</li> </ul>
Classroom Aids	
Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser	
Tools, Equipment and Other Requirements	
Computers, MS office, PPE, First Aid Kit, Cleaning equipment, Fire extinguisher, waste disposal bins	

## Module 8: Employability Skills

*Mapped to DGT/VSQ/N0101, v1.0*

### Terminal Outcomes:

- Appraise the significance of employability skills in meeting the job requirements
- Identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices.
- Illustrate English and communication skills, customer service, entrepreneurship, and getting ready for jobs and apprenticeship.

Duration: 15:00	Duration: 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>● Detail the importance of Employability Skills in meeting the job requirements</li> <li>● Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen.</li> <li>● Describe positive attitude, self -motivation, problem solving, time management skills and continuous learning mindset in different situations.</li> <li>● Discuss the significance of reporting sexual harassment issues in time</li> <li>● Appraise the significance of using financial products and services safely and securely.</li> <li>● Explain the importance of managing expenses, income, and savings.</li> <li>● Detail the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws</li> <li>● Discuss the significance of using internet for browsing, accessing social media platforms, safely and securely</li> <li>● Categorize the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges</li> <li>● Discuss the significance of maintaining hygiene and dressing appropriately</li> </ul>	<ul style="list-style-type: none"> <li>● Analyze 21st century skills.</li> <li>● Practice appropriate basic English sentences/phrases while speaking</li> <li>● Demonstrate how to communicate in a well -mannered way with others.</li> <li>● Illustrate working with others in a team</li> <li>● Demonstrate how to conduct oneself appropriately with all genders and PwD</li> <li>● Operate digital devices and use the associated applications and features, safely and securely</li> <li>● Differentiate between types of customers</li> <li>● Create a biodata</li> <li>● Experiment with various sources to search and apply for jobs</li> <li>● Identify customer needs and address them</li> <li>● Compose the significance of dressing up neatly and maintaining hygiene for an interview</li> </ul>



- Discuss how to search and register for apprenticeship opportunities

### Classroom Aids

Charts, Models, Video presentation, Flip Chart, Whiteboard/Smart Board, Marker, Board eraser, UPS, LCD Projector, Computer Tables & chairs

### Tools, Equipment and Other Requirements

Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed) (all software should either be latest version or one/two version below), Scanner cum Printer, LLMS

## Annexure

### Trainer Requirements

Trainer Prerequisites				
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Remarks
		Years	Specialization	
Any Degree	E-commerce	2	E-commerce	

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “E-commerce Micro Entrepreneur” mapped to QP: “LSC/Q2401, v1.0”. Minimum accepted score is 80%	Recommended that the Trainer is certified for the Job Role: “Trainer (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2601, V2.0”. Minimum accepted score is 80%

## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Any degree	E-commerce	2	E-commerce			

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: "E-commerce Micro Entrepreneur" mapped to QP: "LSC/Q2401, v1.0". Minimum accepted score is 80%	Recommended that the Assessor is certified for the Job Role: "Assessor (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2701, V2.0". Minimum accepted score is 80%

## Assessment Strategy

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

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

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

The following tools would be used for final assessment:

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

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

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

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

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

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

### QA Regarding Assessors:

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

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

## References

## Glossary

Term	Description
<b>Declarative Knowledge</b>	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
<b>Key Learning Outcome</b>	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
<b>OJT (M)</b>	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
<b>OJT (R)</b>	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
<b>Procedural Knowledge</b>	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of the training</b> .
<b>Terminal Outcome</b>	Terminal outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of a module</b> . A set of terminal outcomes help to achieve the training outcome.

## Acronyms and Abbreviations

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