Model Curriculum

QP Name: Automotive Showroom Host

QP Code: ASC/Q1103

QP Version: 5.0

NSQF Level: 3

Model Curriculum Version: 2.0

Automotive Skill Development Council
Leela Building, 153 GF, Okhla Phase III, Okhla Industrial Area, New Delhi, Delhi 110020

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Training Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/4266.0201
Minimum Educational Qualification & Experience	5th Class pass with 4 years of relevant experience OR 8th Class Pass with 1 year of relevant experience OR 9th Class pass
Prerequisite License or Training	N/A
Minimum Job Entry Age	18 Years
Last Reviewed on	17/11/2022
Next Review Date	17/11/2025
NSQC Approval Date	17/11/2022
Version	5.0
Model Curriculum Creation Date	17/11/2022
Model Curriculum Valid Upto Date	17/11/2025
Model Curriculum Version	2.0
Minimum Duration of the Course	330 Hours, 0 Minutes
Maximum Duration of the Course	330 Hours, 0 Minutes

Program Overview

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

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills:

- Work effectively and efficiently as per schedules and timelines.
- Implement safety practices.
- Optimize the use of resources.
- Communicate effectively using interpersonal skills.
- Attend to customers effectively and address their queries/concerns.
- Perform sales related activities.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Bridge Module	**05:00**	**00:00**			**05:00**
Module 1: Introduction to the Role of Showroom Host *Bridge Module*	05:00	0:00	-	-	05:00
ASC/N9807 – Organize work and resources **NOS Version No. 1.0** **NSQF Level 3**	**20:00**	**35:00**	-	-	**55:00**
Module 2: Work effectively and efficiently	10:00	20:00	-	-	30:00
Module 3: Optimize resource utilization	10:00	15:00	-	-	25:00
DGT/VSQ/N0101 - Employability Skills (30 hours) **NOS Version No. – 1.0** **NSQF Level – 2**	**12:00**	**18:00**			**30:00**
Module 4: Introduction to Employability Skills	0.5:00	0.5:00			1:00

Module 5: Constitutional values - Citizenship	0.5:00	0.5:00			1:00
Module 6: Becoming a Professional in the 21st Century	0.5:00	0.5:00			1:00
Module 7: Basic English Skills	1:00	1:00			2:00
Module 8: Communication Skills	1.5:00	2.5:00			4:00
Module 9: Diversity & Inclusion	0.5:00	0.5:00			1:00
Module 10: Financial and Legal Literacy	1.5:00	2.5:00			4:00
Module 11: Essential Digital Skills	1:00	2:00			3:00
Module 12: Entrepreneurship	2.5:00	4.5:00			7:00
Module 13: Customer Service	1.5:00	2.5:00			4:00
Module 14: Getting ready for apprenticeship & Jobs	1:00	1:00			2:00
ASC/N1103 – Hosting customers and handling sales operations **NOS Version No. 1.0** **NSQF Level 3**	**75:00**	**135:00**	**30:00**	**-**	**240:00**
Module 15: Host customersand work efficiently in an automobile showroom	75:00	135:00	30:00	-	240:00
Total Duration	**112:00**	**188:00**	**30:00**	**-**	**330:00**

Module Details

Module 1

Introduction to the Role of an Automotive Showroom Host

Bridge Module

Terminal Outcomes:

- Discuss how to work as per the defined role and responsibilities of an Automotive Showroom Host.
- Discuss the scope of work of an Automotive Showroom Host.

Duration: *05:00*	Duration: *0:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe the role and responsibilities of an automotive showroom host. - Explain the different phases of the sales cycle and the sales operations involved. - Discuss the policies, regulations and standard operating procedures (SOPs) of the organisation/dealership applicable to sales operations. - Outline the statutory regulations and social compliances for automotive industry as proposed by the Government. - Explain the organisational and professional code of ethics and standards of follow-up and sales practice.	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	

Module 2

Work Effectively and Efficiently
Mapped to NOS ASC/N9807, v1.0

Terminal Outcomes:

- Employ appropriate ways to maintain a safe and secure working environment.
- Perform work as per the quality standards. correctly

Duration: *10:00*	Duration: *20:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Describe the ways to organize work as per organization's health, safety and security policies/procedures. - Outline the organizational structure to be followed to report about health, safety and security breaches to the concerned authorities. - List the potential workplace related risks and hazards, causes, preventions and reporting structure. - State the methods to keep the showroom area as well as equipment clean, tidy and sanitized. - Discuss how to complete the given work within the stipulated time period. - Explain the importance of prioritizing team goals over individual goals. - Discuss epidemics/pandemics and their impact on society at large. - Discuss the significance of conforming to basic hygiene practices such as washing hands, using alcohol-based hand sanitizers. - Define self-quarantine or self-isolation. - List common ailments and their medication. - Explain the significance of following prescribed rules and guidelines during an epidemic or a pandemic or any emergency. - Discuss organization's hygiene and sanitation guidelines. - Describe the ways of dealing with stress and anxiety during an epidemic or a	- Apply basic housekeeping practices to ensure that the showroom area/work area/equipment is clean, sanitized and disinfected. - Demonstrate how to evacuate the workplace in case of an emergency. - Demonstrate the correct way of washing hands using soap and water. - Display the correct way of sanitizing hands using alcohol-based hand rubs. - Prepare a list of relevant hotline/emergency numbers. - Demonstrate how to wear and dispose different types of PPEs properly

pandemic.	
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
Sanitization kit, disinfectants, alcohol-based sanitizers, different types of face masks, shields etc.	

Module 3

Optimize Resource Utilization
Mapped to NOS ASC/N9807, v1.0

Terminal Outcomes:

- Use resources efficiently.
- Apply conservation practices at the workplace.

Duration: 10:00	Duration: 15:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the ways to optimize usage of resources, especially water. - State the importance of conserving electricity and using prevalent energy efficient devices. - List the different categories of waste viz. dry, wet, recyclable, non-recyclable, etc. - Differentiate between recyclable and non-recyclable waste for the purpose of segregation - State the importance of using appropriate colour dustbins for different types of waste. - Discuss various methods of waste management. - Describe the significance of greening - Discuss the common sources of pollution and ways to minimize it.	- Perform basic checks to identify any spills and leaks around the showroom area and workstation and report to housekeeping staff for corrective action. - Employ different ways to check if electronic appliances/peripherals are functioning properly and turned on only when required. - Employ ways for efficient utilization of material and resources like stationary items, electricity and water. - Use energy efficient electrical appliances to ensure energy conservation. - Demonstrate how to deposit recyclable/reusable material at the specified location
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
Different type of waste bins to collect and segregate waste for disposal	

Module 4: Introduction to Employability Skills

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Discuss about Employability Skills in meeting the job requirements

Duration: *<0.5:00>*	Duration: *<0.5:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss the importance of Employability Skills in meeting the job requirements	• Demonstrate Employability Skills
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 5: Constitutional values - Citizenship

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Discuss about constitutional values to be followed to become a responsible citizen

Duration: *<0.5:00>*	Duration: *<0.5:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen.	• Show how to practice different environmentally sustainable practices
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 6: Becoming a Professional in the 21st Century

Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Demonstrate professional skills required in 21st century

Duration: <0.5:00>	Duration: <0.5:00>
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss 21st century skills.	• Display positive attitude, self -motivation, problem solving, time management skills and continuous learning mindset in different situations.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 7: Basic English Skills

Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Practice basic English speaking.

Duration: <1:00>	Duration: <1:00>
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss need of basic English skills.	• Use appropriate basic English sentences/phrases while speaking
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 8: Communication Skills

Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Practice basic communication skills.

Duration: *<1.5:00>*	Duration: *<2.5:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss need of communication skills • Describe importance of team work	• Demonstrate how to communicate in a well -mannered way with others. • Demonstrate working with others in a team
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 9: Diversity & Inclusion

Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Describe PwD and gender sensitisation.

Duration: *<0.5:00>*	Duration: *<0.5:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss the significance of reporting sexual harassment issues in time	• Show how to conduct oneself appropriately with all genders and PwD
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 10: Financial and Legal Literacy

Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Describe ways of managing expenses, income, and savings.

Duration: *<1.5:00>*	Duration: *<2.5:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss the significance of using financial products and services safely and securely. • Explain the importance of managing expenses, income, and savings. • Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws	• Demonstrate ways of managing expenses, income, and savings.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 11: Essential Digital Skills

Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Demonstrate procedure of operating digital devices and associated applications safely.

Duration: *<1:00>*	Duration: *<2:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss the significance of using internet for browsing, accessing social media platforms, safely and securely	• Show how to operate digital devices and use the associated applications and features, safely and securely
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 12: Entrepreneurship

Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Describe opportunities as an entrepreneur.

Duration: *<2.5:00>*	Duration: *<4.5:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges	• Demonstrate ways for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 13: Customer Service

Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Describe ways of maintaining customer.

Duration: *<1.5:00>*	Duration: *<2.5:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Differentiate between types of customers. • Explain the significance of identifying customer needs and addressing them. • Discuss the significance of maintaining hygiene and dressing appropriately.	• Show how to maintain hygiene and dressing appropriately.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 14: Getting ready for apprenticeship & Jobs
Mapped to DGT/VSQ/N0101

Terminal Outcomes:
- Describe ways of preparing for apprenticeship & Jobs appropriately.

Duration: *<1:00>*	Duration: *<1:00>*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss the significance of dressing up neatly and maintaining hygiene for an interview • Discuss how to search and register for apprenticeship opportunities	• Create a biodata • Use various sources to search and apply for jobs
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 15

Hosting Customers and Handling Sales Operations
Mapped to NOS ASC/N1103, v1.0

Terminal Outcomes:

- Demonstrate how to host the customer and provide appropriate sales information.
- Employ appropriate techniques to manage customer queries and feedbacks.

Duration: *75:00*	Duration: *165:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Identify the ways to handle customer enquiries about product (such as vehicle type, model, specifications) and pricing on various platforms. - Discuss the importance of conveying correct and concise information for promotional schemes, services and facilities by coordinating with sales/marketing team. - Describe the procedure to acknowledge and escalate complaints to concerned departments - Explain the guidelines/checklist pertaining to showroom maintenance and presentation well. - Discuss the importance of attending daily briefings/meetings and scheduled training sessions for qualifying tests. - Describe the accessories/value added or special services and coordinate with relevant department in case further information is needed. - Appraise how to resolve post-sale customer queries and complaints as per organizational SOPs. - Identify the importance of maintaining proper records and documentation. - Explain the working of Customer Relationship Management (CRM) software. - Discuss the required vehicle specifications and features with the Sales Consultant or concerned technical staff. - List competitors' offerings and compare these with the showroom offerings to evaluate scope for improvement in selling schemes and strategies.	- Conduct a role play on how to attend the customer upon arrival in the showroom as per organisation's norms. - Follow appropriate procedure to transfer the lead to accessory/VAS sales executive for detailed discussions. - Conduct a role play on how to introduce/assign a sales consultant to assist the customer with further queries about the product. - Demonstrate how to coordinate with colleagues/sales team to ensure that all customer queries are resolved and pending work is completed. - Use MS Word, MS Excel, MS PowerPoint and Customer Relationship Management (CRM). - Record data received from walk-in customers including customer details, feedback and queries.
Classroom Aids:	
Laptop, white board, marker, projector	

Tools, Equipment and Other Requirements
Laptop with MS Word, MS Excel, MS PowerPoint, CRM, Tally, SAP and Prim ware

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	2	Automotive Sales	1	Automotive Sales	**NA**
Graduate	Any discipline	3	Automotive Sales	0	Automotive Sales	**NA**
Certificate NSQF- Level 5	Automotive Sales Consultant/ Automotive Sales Trainer	3	Automotive Sales	1	Automotive Sales	**NA**
Diploma	Automobile/ Mechanical /Electrical/ Electronics Engineering	2	Automotive Sales	1	Automotive Sales	**NA**
Diploma	Automobile/ Mechanical /Electrical/ Electronics Engineering	3	Automotive Sales	0	Automotive Sales	**NA**

Trainer Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Automotive Showroom Host", "ASC/Q1103", minimum accepted score is 70%	Recommended that the Trainer is certified for the Job Role: "Trainer", "MEP/Q2601", minimum accepted score is 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	3	Automotive Sales	1	Automotive Sales	**NA**
Graduate	Any discipline	4	Automotive Sales	0	Automotive Sales	**NA**
Certificate NSQF- Level 5	Automotive Sales Consultant/ Automotive Sales Trainer	4	Automotive Sales	1	Automotive Sales	**NA**
Diploma	Automobile/ Mechanical /Electrical/ Electronics Engineering	3	Automotive Sales	1	Automotive Sales	**NA**
Diploma	Automobile/ Mechanical /Electrical/ Electronics Engineering	4	Automotive Sales	0	Automotive Sales	**NA**

Assessor Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Automotive Showroom Host", "ASC/Q1103", minimum accepted score is 70%	Recommended that the Assessor is certified for the Job Role: "Assessor", "MEP/Q2701", minimum accepted score is 80%

Assessment Strategy

1. Assessment System Overview:

   - Batches assigned to the assessment agencies for conducting the assessment on SIP or email
   - Assessment agencies send the assessment confirmation to VTP/TC looping SSC
   - Assessment agency deploys the ToA certified Assessor for executing the assessment
   - SSC monitors the assessment process & records

2. Testing Environment – The assessor should:

   - Confirm that the centre is available at the same address as mentioned on SDMS or SIP
   - Check the duration of the training.
   - Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
   - If the batch size is more than 30, then there should be 2 Assessors.
   - Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
   - Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
   - Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
   - Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels/Framework:

   - Question papers are created by the Subject Matter Experts (SME)
   - Question papers created by the SME are verified by the other subject Matter Experts
   - Questions are mapped with NOS and PC
   - Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
   - Assessor must be ToA certified & trainer must be ToT Certified
   - Assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:
   - Time-stamped & geotagged reporting of the assessor from assessment location
   - Centre photographs with signboards and scheme specific branding
   - Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
   - Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:
   - Surprise visit to the assessment location
   - Random audit of the batch
   - Random audit of any candidate

6. Method for assessment documentation, archiving, and access
   - Hard copies of the documents are stored
   - Soft copies of the documents & photographs of the assessment are uploaded/accessed from Cloud Storage
   - Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

Glossary

Term	Description
Declarative Knowledge	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.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	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.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do **upon the completion of the training**.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do **upon the completion of a module.** A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
SOP	Standard Operating Procedure
OEM	Original Equipment Manufacturer
PwD	Persons With Disabilities
VAS	Value-Added Service
CRM	Customer Relationship Management
MIS	Management Information System