

Model Curriculum

1. Counter Sale Executive

SECTOR:	TOURISM AND HOSPITALITY
SUB-SECTOR:	RESTAURANT
OCCUPATION:	CUSTOMER SERVICE
REF. ID:	THC/Q2903, VERSION 1.0
NSQF LEVEL:	4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

TOURISM AND HOSPITALITY SKILL COUNCIL

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Counter Sales Executive' QP No. 'THC/Q2903NSQF Level 4'

Date of Issuance: December 10th, 2015

Valid up to: March 25th, 2016

* Valid up to the next review date of the Qualification Pack



Authorized Signatory
(Tourism and Hospitality Skill Council)

CURRICULUM Counter Sales Executive

This program is aimed at training candidates for the job of a “Counter Sales Executive”, in the “Tourism and Hospitality” and aims at building the following key competencies amongst the learner

Program Name	Counter Sales executive		
Qualification Pack Name & Reference ID.	Counter Sale Executive THC/Q2903 Version 1.0		
Version No.	1.0	Version Update Date	26-08-15
Pre-requisites to Training	Preferable 12th Standard Passed		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ol style="list-style-type: none"> 1. Receive customers and take order 2. Process customer’s orders 3. Apply relevant Customer service skills 4. Clean tables and counters 5. Exhibit Proper etiquette and conduct 6. Deal with customer payment and resolve customer service issues 7. Follow Health, hygiene and safety practices in the industry 8. Effectively communicate with Guests and Colleagues 		

This course encompasses 08 out of 08 National Occupational Standards (NOS) of “Counter Sales Executive”, Qualification Pack issued by “Tourism and Hospitality”.

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
1	<p>Receiving and greeting customers</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N2907</p>	<ol style="list-style-type: none"> 1. Ensure availability at counter at all times 2. Receive and Greet customers as per SOP 3. Apologize if delay in doing the above is unavoidable 4. Speak politely and in a pleasant tone. 	<p>White board</p> <p>Audio Visual</p>
2	<p>Taking customer’s order</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 10:00</p>	<ol style="list-style-type: none"> 1. Present menu 2. Understand the food and beverage requirement 3. Answer the menu related queries 4. Provide information about the sales offers available 5. Give advice on menu choices 6. Assist customers by providing ordering suggestions 	<p>White board</p> <p>Audio Visual</p> <p>Order pad</p> <p>Menu card</p>

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	Corresponding NOS Code THC/N2907	7. Take order for food and beverage 8. Confirm the quantity and brand 9. Confirm the final order as per SOP 10. Give a order delivery time estimate	
3	Communicate to the kitchen staff Theory Duration (hh:mm) 04:00 Practical Duration (hh:mm) 09:00 Corresponding NOS Code THC/N2908	1. Enter order into computerized system if available 2. Generate KOT (computerized or manually) and submit to kitchen 3. Pass on any specific instruction of the customer to the kitchen	White board Audio Visual KOT pad POS machine (if available) or a video on how to use the same to punch an order
4	Customer service Theory Duration (hh:mm)	1. Serve the food and beverage to the customer 2. Operate and refill vending machines 3. Reheat pre-cooked food items and serve hot 4. Complete cooking for the half-cooked food items	White board Audio Visual Microwave, OTG, packing machine, food and beverage vending machine (if physically not available to demonstrate then a video on their use may be used)

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	04:00 Practical Duration (hh:mm) 10:00 Corresponding NOS Code THC/N2908	before serving to the customer 5. Collect cooked items from the kitchen, garnish them and serve to the customers 6. Package the food as per SOP	
5	Managing cash Theory Duration (hh:mm) 04:00 Practical Duration (hh:mm) 10:00 Corresponding NOS Code THC/N2909	7. Generate electronic or manual bill for each order 8. Take cash, credit/debit card payments, coupons and provide receipt 9. Maintain electronic or manual record of each transaction 10. Match total sales and payment received at the end of the day 11. Submit the cash to the cashier / authorized person at the end of the day	White board Audio Visual Bill book Bill folder Day book Credit / debit card swipe machine (if not available for demonstration then a video on its use may be used)
6	Manage stock Theory Duration (hh:mm) 04:00	12. Collect information about supplies, materials and provisions needed by kitchen 13. Ensure sufficient inventory of supplies, materials and provisions	White board Audio Visual Stock-Register Requisition slip Inventory sheet

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	<p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N2909</p>	<p>14. Order and organize supplies</p> <p>15. Ensure uninterrupted service delivery</p>	
7	<p>Maintain building, cleanliness and security</p> <p>Theory Duration (hh:mm) 02:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code THC/N2909</p>	<p>16. Ensure that all electrical, plumbing and civil infrastructure of the eatery is in good condition</p> <p>17. Ensure cleanliness, hygiene, security and ambience of the eatery</p>	<p>White board</p> <p>Audio Visual</p> <p>Disinfectant spray bottle</p>
8	<p>Managing sales and generating reports</p> <p>Theory Duration (hh:mm) 04:00</p>	<p>18. Ensure proper display of food and beverage</p> <p>19. Handle POS promotional material</p> <p>20. Increase customer footfall to achieve target</p>	<p>White board</p> <p>Audio Visual</p> <p>Day book</p> <p>Sample of these reports :</p> <p>Itemized sale report</p>

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	<p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N2909</p>	<p>21. Maintain daily business records as per SOP</p> <p>22. Generate reports in given formats</p> <p>23. Inform top management about customer enquiries, comments and complaints</p>	<p>Sale report</p> <p>Wastage report</p>
9	<p>Interacting with superiors and colleagues</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 09:00</p> <p>Corresponding NOS Code THC/N9901</p>	<p>1. Receive job order and instructions from reporting superior</p> <p>1. Escalate unresolved problems or complaints to relevant superior</p> <p>2. Understand work output requirements, targets, performance indicators and incentives</p> <p>3. Deliver quality work and report anticipated delays with reason</p> <p>4. Communicate maintenance and repair schedule to superior</p> <p>5. Receive feedback on work standards</p> <p>6. Document the completed work</p> <p>7. Show trust, support and respect to all colleagues and assist them with</p>	<p>White board</p> <p>Audio Visual</p>

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
		<p>information and knowledge</p> <p>8. Try to achieve smooth overflow</p> <p>9. Identify the potential and existing conflicts with colleagues and resolve them</p> <p>10. Seek assistance from colleagues when required</p> <p>11. Pass on essential information to colleagues in a timely manner</p> <p>12. Behave responsibly and use polite language with colleagues</p> <p>13. Interact with colleagues from different functions to understand their nature of work</p> <p>14. To understand teamwork, multi tasking, co-operation, co-ordination and collaboration</p> <p>15. Lookout for any errors and help colleagues to rectify them</p>	
10	<p>Communicating with customers</p> <p>Theory Duration</p>	<p>1. Identify customer needs by asking questions</p> <p>2. Have good knowledge on product and services and brief the customer clearly</p>	<p>White board</p> <p>Audio Visual</p>

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 04:00 Practical Duration (hh:mm) 09:00 Corresponding NOS Code THC/N9901	on them in a polite and professional manner 3. Build friendly but impersonal relationship with the customers 4. Use appropriate language and tone and listen actively 5. Show sensitivity to gender/ cultural and social differences 6. Understand customer expectations and provide appropriate product/services 7. Understand customer dissatisfaction and address their complaints 8. Maintain proper body language and dress code 9. Communicate clearly and effectively with the guest 10. Inform the customers on any issues and developments involving them 11. Respond back to the customer immediately 12. Upselling/promoting suitable products and services 13. Seek feedback from customers	

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
		14. Explain terms and conditions clearly	
11	<p>Service quality requirements</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 09:00</p> <p>Corresponding NOS Code THC/N9902</p>	<p>1. Understand target customers, their profiles and needs</p> <p>2. Build good rapport with the customer</p> <p>3. Understand the market trends and customer expectations by discussing the same with frequent customers</p> <p>4. Seek feedback and rating from customer</p> <p>5. Use customer oriented behaviour to gain loyalty and satisfaction</p> <p>6. Be friendly but not familiar with guest</p>	<p>White board</p> <p>Audio Visual</p> <p>Customer feedback form</p>
12	<p>Achieving customer satisfaction through customer-centric service</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 09:00</p>	<p>1. Ensure fair and honest treatments to customers</p> <p>2. Enhance company's brand value</p> <p>3. Read customer expectations and ensure they are met</p> <p>4. Readily accept and implement new ideas to improve customer satisfaction</p> <p>5. Communicate customer feedback to superior</p>	<p>White board</p> <p>Audio Visual</p>

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	Corresponding NOS Code THC/N9902	6. Offer promotions to improve product satisfaction 7. Consult with senior on unscheduled customer requests	
13	Etiquettes Theory Duration (hh:mm) 04:00 Practical Duration (hh:mm) 09:00 Corresponding NOS Code THC/N9903	1. Greet, welcome and address the customer appropriately 2. Maintain pitch and tone of voice while speaking to customers 3. Maintain high standards of practice and transparency in pricing 4. Answer the telephone 5. Communicate appropriately with the customer 6. Dress professionally 7. Maintain personal integrity and ethical behaviour 8. Maintain personal grooming and positive body language 9. Demonstrate responsible and disciplined behaviour 10. Escalate grievances to appropriate authority	White board Audio Visual
14	Achieving customer satisfaction by being professional	1. Use appropriate titles and terms of respect	White board Audio Visual

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	<p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 09:00</p> <p>Corresponding NOS Code THC/N9903</p>	<ol style="list-style-type: none"> 2. Handle customer grievances professionally 3. Offer friendly, courteous and hospitable service to the customers 4. Provide assistance with sincere attitude 5. Achieve 100% customer satisfaction 6. Understand customer loyalty and brand value 	
15	<p>Services and facilities specific to age / gender / special needs</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 09:00</p> <p>Corresponding NOS Code THC/N9904</p>	<ol style="list-style-type: none"> 1. Ensure that the customer feels safe 2. Understand procedures to be followed during terrorist attacks 3. Know the facilities and services specific to gender and age 4. Co-ordinate with team to meet these needs 5. Educate customers about entertainment programs for children, basic safeguard procedures for senior citizens 6. Arrange for transport and equipment as required by senior citizens 	<p>White board</p> <p>Audio Visual</p>

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
		7. Understand availability of medical facilities/doctor	
16	<p>How to behave with women at workplace?</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 09:00</p> <p>Corresponding NOS Code THC/N9904</p>	<ol style="list-style-type: none"> 1. Understand women rights and company's policies regarding them 2. Know special facilities available for women colleagues and customers 3. Inform about methods to ensure safety and security of women 4. Provide comfortable and safe environment for female customers 5. Maintain compliant behaviour etiquette while dealing with women 6. Treat women equally and avoid discrimination 7. Ensure safety and security of female colleagues and customers at all levels 	<p>White board</p> <p>Audio Visual</p>
17	<p>Cleanliness</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 09:00</p>	<ol style="list-style-type: none"> 1. Keep the workplace clean 2. Identify waste and ensure its disposal 3. Ensure waste bins are cleared everyday 4. Point out requirements for pest control 5. Ensure work place has fresh air supply and sufficient lighting 	<p>White board</p> <p>Audio Visual</p>

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	<p>Corresponding NOS Code</p> <p>THC/N9906</p>	<p>6. Ensure maintenance check of air conditioners and other mechanical equipment in the department</p> <p>7. Know safe and clean handling of linen, laundry and work area</p> <p>8. Ensure adequate supply of cleaning consumables</p>	
18	<p>Hygiene</p> <p>Theory Duration (hh:mm) 04:00</p> <p>Practical Duration (hh:mm) 09:00</p> <p>Corresponding NOS Code</p> <p>THC/N9906</p>	<p>1. Hand wash procedure</p> <p>2. Understand personal hygiene</p> <p>3. Understand dental hygiene</p> <p>4. Understand cross contamination and how to prevent it</p> <p>5. Report on personal health issues</p> <p>6. Ensure procedures such as covering the mouth and turning away from people while coughing and sneezing</p> <p>7. Maintain availability of clean drinking water</p> <p>8. Get appropriate vaccinations regularly</p> <p>9. Undergo preventive health check up and treat all illnesses promptly</p>	<p>White board</p> <p>Audio Visual</p>

S. No.	Topic / Module	Key Learning Outcomes	Equipment Required
	Total Duration 240 Hrs Theory Duration 70:00 Practical Duration 170:00	Unique Equipment Required: Menu, Bill folder, Bill, invoice, KOT (manual), KOT (electronic), sanitizer, credit / debit card machine (pictures and video will suffice), credit / debit card slip, bill book, stock register, day book	

Grand Total Course Duration: 240 Hours, 0 Minutes

Recommended OJT Hours: 30 days as a Counter Sale Executive in a Restaurant covering the practical aspects of the job

(This syllabus/ curriculum has been approved by SSC: Tourism and Hospitality Council)

Trainer Prerequisites for Job role “Counter Sale Executive” mapped to Qualification Pack: “THC/Q2903 Version 1.0”

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “THC/Q2903 Version 1.0”
2	Personal Attributes	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	Minimum Educational Qualifications	Certificate/Diploma/Degree in Hotel Management
4a	Domain Certification	Certified for training for Job Role: “ <u>Counter Sale Executive</u> ” mapped to QP: “ <u>THC/Q2903 Version 1.0</u> ” with minimum passing score 70%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/Q1402”. Minimum accepted score is 70%.
5	Experience	At least 5 years’ experience in Counter Sales including one year as supervisory capacity in a classified Restaurant. Experience as Departmental Trainer/ On the Job Trainer would be essential.

Assessment Criteria for Counter Sales Executive	
Job Role	Counter Sale Executive
Qualification Pack	THC/Q2903 Version 1.0
Sector Skill Council	Tourism and Hospitality Skill Council

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for each PC.
2	Each NOS will assessed both for theoretical knowledge and practical which is being proportionately demonstrated in the table below.
3	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
4	To pass the Qualification Pack, every trainee should score a minimum aggregate of 60%

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
THC/N2907 Receive customers and take orders	PC1. ensure the availability at the counter all the time	50	0.5	0	0.5
	PC2. receive and greet the customer promptly and appropriately in a professional manner as per organization's procedures		6	1	5
	PC3. apologize where delay in greeting and acknowledging customer is unavoidable		5.5	2.5	3
	PC4. speak with customers in pleasant and polite voice		5.5	2.5	3
	PC5. present menu to the customer		2	0.5	1.5
	PC6. establish customer's food and beverage requirements quickly		2	1	1
	PC7. answer questions of the customer related to food and beverage purchase		2	1	1
	PC8. inform customers about any sale offers available at that point of time		6	1	5
	PC9. give advice about food content and menu choices		6	1	5
	PC10. assist customers by providing them ordering suggestions		3.5	0.5	3

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC11. take food and beverage orders from the customer		3.5	0.5	3
	PC12. ask specifically about the requirements related to quantity and brand for their chosen food and beverages		2	0.5	1.5
	PC13. confirm the final order as per company's SOP		2	0.5	1.5
	PC14. give customer a order delivery time estimate		3.5	0.5	3
		Total	50	13	37
THC/N2908 Process customer's order	PC1. enter customer's order into the computerized system wherever it is available	50	4	0.5	3.5
	PC2. generate the Kitchen Order Ticket [KOT] from the computerized system for each order received		4	0.5	3.5
	PC3. submit Kitchen Order Ticket [KOT] to kitchen		2	0.5	1.5
	PC4. inform kitchen about the customer's order by generating manual Kitchen Order Ticket [KOT] as per company's SOP wherever computerized system is not available		4	0.5	3.5
	PC5. pass on specific instructions to kitchen staff to customize the order as per customer's requirement		5	0.5	4.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC6. serve ready-to-eat and consume food and drinks to the customer as per order		4	0.5	3.5
	PC7. operate vending machines such as coffee-makers, cold drink dispensers and serve customer as per the order		5	0.5	4.5
	PC8. refill vending machines at self-serving food centers		4	0.5	3.5
	PC9.put pre-cooked food items into oven / microwave and serve customer hot		5	0.5	4.5
	PC10. place the half cooked food / frozen items into the oven for doing the 'live baking' and serve customer fully baked product as per organizational SOP		5	0.5	4.5
	PC11.collect the prepared food from kitchen, garnish it and serve the customer as per organizational SOP		5	0.5	4.5
	PC12. package the food on customer's request as per organizational SOP		3	0.5	2.5
		Total	50	6	44
THC/9901 Communicate	PC1. receive job order and instructions from reporting superior	50	1	0.5	0.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
with customer and colleagues	PC2. understand the work output requirements, targets, performance indicators and incentives		0.5	0.5	0
	PC3. deliver quality work on time and report any anticipated reasons for delays		0.5	0.5	0
	PC4. escalate unresolved problems or complaints to the relevant senior		1	0.5	0.5
	PC5. communicate maintenance and repair schedule proactively to the superior		0.5	0.5	0
	PC6. receive feedback on work standards		1	0.5	0.5
	PC7. document the completed work schedule and handover to the superior		1	0.5	0.5
	PC8. exhibit trust, support and respect to all the colleagues in the workplace		1.5	0.5	1
	PC9. aim to achieve smooth workflow		1.5	0.5	1
	PC10. help and assist colleagues with information and knowledge		1	0.5	0.5
	PC11. seek assistance from the colleagues when required		1	0.5	0.5
	PC12. identify the potential and existing conflicts with the colleagues and resolve		1.5	0.5	1

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC13. pass on essential information to other colleagues on timely basis		1.5	0.5	1
	PC14. maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues		1.5	0.5	1
	PC15. interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work		1.5	0.5	1
	PC16. put team over individual goals and multi task or share work where necessary supporting the colleagues		1.5	0.5	1
	PC17. highlight any errors of colleagues, help to rectify and ensure quality output		1.5	0.5	1
	PC18. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance		1	0.5	0.5
	PC19. ask more questions to the customers and identify their needs		1	0.5	0.5
	PC20. possess strong knowledge on the product, services and market		0.5	0.5	0

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC21. brief the customers clearly		0.5	0.5	0
	PC22. communicate with the customers in a polite, professional and friendly manner		1.5	0.5	1
	PC23. build effective but impersonal relationship with the customers		1.5	0.5	1
	PC24. ensure the appropriate language and tone are used to the customers		1.5	0.5	1
	PC25. listen actively in a two way communication		1.5	0.5	1
	PC26. be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.		1.5	0.5	1
	PC27. understand the customer expectations correctly and provide the appropriate products and services		1.5	0.5	1
	PC28. understand the customer dissatisfaction and address to their complaints effectively		2	0.5	1.5
	PC29. maintain a positive, sensible and cooperative manner all time		1.5	0.5	1
	PC30. ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers		2	0.5	1.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC31. avoid interrupting the customers while they talk		1	0.5	0.5
	PC32. ensure to avoid negative questions and statements to the customers		1	0.5	0.5
	PC33. inform the customers on any issues or problems before hand and also on the developments involving them		2	0.5	1.5
	PC34. ensure to respond back to the customer immediately for their voice messages, e-mails, etc.		2	0.5	1.5
	PC35. develop good rapport with the customers and promote suitable products and services		2	0.5	1.5
	PC36. seek feedback from the customers on their understanding to what was discussed		2	0.5	1.5
	PC37. explain the terms and conditions clearly		3	0.5	2.5
		Total	50	18.5	31.5
THC/N9902 Maintain customer-centric service orientation	PC1. keep in mind the profiles of expected customers	50	2.5	0.5	2
	PC2. understand the target customers and their needs as defined by the company		1.5	0.5	1

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC3. organize regular customer events and feedback session frequently		2.5	0.5	2
	PC4. build a good rapport with the customers including the ones who complain		2.5	0.5	2
	PC5. have frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.		2.5	0.5	2
	PC6. receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.		2.5	0.5	2
	PC7. compulsively seek customer rating of service to help develop a set of regularly improved procedures		2.5	0.5	2
	PC8. ingrain customer oriented behaviour in service at all level		2.5	0.5	2
	PC9. aim to gain their long lasting loyalty and satisfaction		2.5	0.5	2
	PC10. engage with customers without intruding on privacy		2	0	2
	PC11. ensure clarity, honesty and transparency with the customers		2.5	0.5	2
	PC12. treat the customers fairly and with due respect		2.5	0.5	2

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC13. focus on executing company's marketing strategies and product development		2.5	0.5	2
	PC14. focus on enhancing brand value of company through customer satisfaction		2.5	0.5	2
	PC15. ensure that customer expectations are met		2.5	0.5	2
	PC16. learn to read customers' needs and wants		2.5	0.5	2
	PC17. willingly accept and Implement new and innovative products and services that help improve customer satisfaction		2.5	0.5	2
	PC18. communicate feedback of customer to senior, especially, the negative feedback		2.5	0.5	2
	PC19. maintain close contact with the customers and focus groups		2	0.5	1.5
	PC20. offer promotions to improve product satisfaction level to the customers periodically		2	0.5	1.5
	PC21. weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives		2	0.5	1.5
		Total	50	10	40
THC/N9903 Maintain	PC1. greet the customers with a handshake or appropriate gesture	50	0.5	0	0.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
standard of etiquette and hospitable conduct	based on the type of customer on their arrival				
	PC2. welcome the customers with a smile		0.5	0	0.5
	PC3. ensure to maintain eye contact		0.5	0	0.5
	PC4. address the customers in a respectable manner		1	0.5	0.5
	PC5. do not eat or chew while talking		0.5	0	0.5
	PC6. use their names as many times as possible during the conversation		0.5	0	0.5
	PC7. ensure not to be too loud while talking		0.5	0	0.5
	PC8. maintain fair and high standards of practice		2.5	1	1.5
	PC9. ensure to offer transparent prices		2	0.5	1.5
	PC10. maintain proper books of accounts for payment due and received		2	0.5	1.5
	PC11. answer the telephone quickly and respond back to mails faster		2	0.5	1.5
	PC12. ensure not to argue with the customer		2	0.5	1.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC13. listen attentively and answer back politely		2	0.5	1.5
	PC14. maintain personal integrity and ethical behaviour		2.5	1	1.5
	PC15. dress professionally		2	0.5	1.5
	PC16. deliver positive attitude to work		2	0.5	1.5
	PC17. maintain well groomed personality		2	0.5	1.5
	PC18. achieve punctuality and body language		2	0.5	1.5
	PC19. maintain the social and telephonic etiquette		2	0.5	1.5
	PC20. provide small gifts as token of appreciation and thanks giving to the customer		2	0.5	1.5
	PC21. use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism		2	0.5	1.5
	PC22. demonstrate responsible and disciplined behaviours at the workplace		2	0.5	1.5
	PC23. escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict		2	0.5	1.5
	PC24. use appropriate titles and terms of respect to the customers		2	0.5	1.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC25. use polite language		1	0.5	0.5
	PC26. maintain professionalism and procedures to handle customer grievances and complaints		1.5	0.5	1
	PC27. offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility		1	0.5	0.5
	PC28. provide assistance to the customers maintaining positive sincere attitude and etiquette		1	0.5	0.5
	PC29. provide special attention to the customer at all time		1.5	0.5	1
	PC30. achieve 100% customer satisfaction on a scale of standard		1.5	0.5	1
	PC31. gain customer loyalty		1.5	0.5	1
	PC32. enhance brand value of company		2	0.5	1.5
		Total	50	14	36
THC/N9904 Follow gender and age sensitive service practices	PC1. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them	50	1.5	1.5	0
	PC2. inform about company's policies to prevent women from sexual harassments, both physical		1.5	1.5	0

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	and verbal, and objectifications by other customers and staff				
	PC3. list all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance		1	1	0
	PC4. inform about methods adopted to ensure safety and personal and baggage security of women, e.g., CCTV cameras, security guards, women's helpline		2	0.5	1.5
	PC5. provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation, etc.		2	0.5	1.5
	PC6. Maintain compliant etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc.		2	0.5	1.5
	PC7. ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment		2	0.5	1.5
	PC8. ensure that in the event of terrorist attacks customers are		2	0.5	1.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	calmly handled, led to safer places and instructed properly in order to achieve zero casualties				
	PC9. ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged		2	0.5	1.5
	PC10. be aware of the customer unique needs and wants of each category of customer, e.g., for an infant, for a young woman, for an old person, others		3	0.5	2.5
	PC11. coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds		3	0.5	2.5
	PC12. provide entertainment programs and events suited for the children tourists		2	0.5	1.5
	PC13. educate parents and attendants of senior citizens on basic safeguards and procedures for them in case of emergencies		2	0.5	1.5
	PC14. arrange for transport and equipment as required by senior citizens		2	0.5	1.5
	PC15. ensure availability of medical facilities and doctor		2	0.5	1.5
	PC16. treat women equally across both the horizontal as well		2	0.5	1.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	as vertical segregation of roles in the workplace		2	0.5	1.5
	PC17. ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc.				
	PC18. involve women in the decision making processes and management professions				
	PC19. avoid specific discrimination and give women their due respect				
	PC20. motivate the women in the work place towards utilizing their skills				
	PC21. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them				
	PC22. establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues				
	PC23. frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell.				

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC24. ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc.		2	0.5	1.5
	PC25. ensure safety and security of women at all levels		2	0.5	1.5
		Total	50	15	35
THC/N9906 Maintain health and hygiene	PC1. keep the workplace regularly clean and cleared-off of food waste or other litter	50	1.5	0.5	1
	PC2. ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal		1.5	0.5	1
	PC3. ensure that the trash cans or waste collection points are cleared everyday		1.5	0.5	1
	PC4. arrange for regular pest control activities at the workplace		1.5	0.5	1
	PC5. to maintain records for cleanliness and maintenance schedule		1.5	0.5	1
	PC6. ensure the workplace is well ventilated with fresh air supply		1.5	0.5	1
	PC7. check the air conditioner and other mechanical systems on		1.5	0.5	1

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	a regular basis and maintain them well				
	PC8. ensure the workplace is provided with sufficient lighting		1.5	0.5	1
	PC9. ensure clean work environment where food is stored, prepared, displayed and served		1.5	0.5	1
	PC10. ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.		1.5	0.5	1
	PC11. identify and report poor organizational practices with respect to hygiene, food handling, cleaning		1.5	0.5	1
	PC12. ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids		1.5	0.5	1
	PC13. ensure to clean the store areas with appropriate materials and procedures		1.5	0.5	1
	PC14. identify the different types of wastes, e.g., liquid, solid, food, non-food, and the ways of handling them for disposal		1.5	0.5	1
	PC15. wash hands on a regular basis		2	0.5	1.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC16. ensure to wash hands using suggested material such as soap		1.5	0.5	1
	PC17. wash the cups		1.5	0.5	1
	PC18. ensure to maintain personal hygiene of daily bath		1.5	0.5	1
	PC19. ensure to maintain dental hygiene in terms of brushing teeth every day		1.5	0.5	1
	PC20. ensure no cross contaminations of items such as linen		1.5	0.5	1
	PC21. report on personal health issues related to injury, food, air and infectious diseases		1.5	0.5	1
	PC22. ensure not to go for work if unwell, to avoid the risk of being spread to other people		1.5	0.5	1
	PC23. use a tissue, cover the mouth and turn away from people while sneezing or coughing		2	0.5	1.5
	PC24. wash hands on using these tissues after coughing and sneezing and after using the wastes		2	0.5	1.5
	PC25. ensure to use single use tissue and dispose these tissues immediately		2	0.5	1.5

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
	PC26. coordinate for the provision of adequate clean drinking water		2	0.5	1.5
	PC27. ensure to get appropriate vaccines regularly		2	0.5	1.5
	PC28. avoid serving adulterated or contaminated food		2	0.5	1.5
	PC29. undergo preventive health check-ups at regular intervals		2	0.5	1.5
	PC30. take prompt treatment from the doctor in case of illness		1.5	0.5	1
	PC31. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community		1.5	0.5	1
		Total	50	15.5	34.5