Skills for Employment Investment Program (SEIP)

COMPETENCY STANDARD

FOR

IT FREELANCING

(IT SECTOR)

Finance Division, Ministry of Finance
Government of the People's Republic of Bangladesh

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The Competency Standard for IT Freelancing is a document for the development of curricula, teaching and learning materials, and assessment tools. It also serves as the document for providing training consistent with the requirements of industry in order for individuals who graduated through the established standard via competency-based assessment to be suitably qualified for a relevant job.

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List of Abbreviations

General	
BMET	Bureau of Manpower Employment and Training
B-SEP	Bangladesh Skills for Employment and Productivity
BTEB	Bangladesh Technical Education Board
DTE	Directorate of Technical Education
ILO	International Labor Organization
ISC	Industry Skills Council
NPVC	National Pre-Vocation Certificate
NTVQF	National Technical and Vocational Qualifications Framework
PPP	Public Private Partnership
SCDC	Standards and Curriculum Development Committee
SEIP	Skills for Employment Investment Program
TVET	Technical Vocational Education and Training
UoC	Unit of Competency
Occupation Specific	
AOL	American Online
IT	Information technology
ITF	IT Freelancing
KPI	Key performance indicator
OHS	Occupational health and safety
PKSF	Palli Karma Sahayak Foundation
PPC	Pay per click
PPE	Personal protective equipment
SEO	Search engine optimisation
SOP	Standard operating procedure

Introduction

The Skills for Employment Investment Program (SEIP) Project of the Finance Division of the Ministry of Finance has embarked on a project which aims to qualitatively and quantitatively expand the skilling capacity of identified public and private training providers by establishing and operationalising a responsive skill ecosystem and delivery mechanism through a combination of well-defined set of funding triggers and targeted capacity support.

Among the many components of the project, one is to promote a Market Responsive Inclusive Skills Training Delivery programme. Key priority economic growth sectors identified by the government have been targeted by the project to improve current job skills along with up-skilling of the existing workforce to ensure 'required skills to industry standards'. Training providers are encouraged and supported to work with industry to address identified skills and knowledge to enable industry growth and increased employment through the provision of market responsive inclusive skills training programmes. Priority sectors were identified to adopt a demand driven approach to training with effective inputs from Industry Skills Councils (ISC's), employer associations and employers.

This document is developed to improve skills and knowledge in accordance with the job roles, duties and tasks of the occupation and ensure that the required skills and knowledge are aligned to industry requirements.

The document also details the format, sequencing, wording and layout of the Competency Standard for an occupation which is comprised of Units of Competence and its corresponding Elements.

Overview

A **competency standard** is a written specification of the knowledge, skills and attitudes required for the performance of an occupation, trade or job corresponding to the industry standard of performance required in the workplace.

The purpose of a competency standards is to:

- provide a consistent and reliable set of components for training, recognising and assessing people's skills, and may also have optional support materials

- enable industry recognised qualifications to be awarded through direct assessment of workplace competencies

- encourage the development and delivery of flexible training which suits individual and industry requirements

- encourage learning and assessment in a work-related environment which leads to verifiable workplace outcomes

Competency standards are developed by a working group comprised of national and international subject-matter experts, SEIP, BTEB, ISC, and industry experts to identify the competencies required of an occupation in a particular sector.

Competency standards describe the skills, knowledge and attitude needed to perform effectively in the workplace. Competency standards acknowledge that people can achieve technical and vocational competency in many ways by emphasising what the learner can do, not how or where they learned to do it.

With competency standards, training and assessment may be conducted at the workplace or at training institute or any combination of these.

Competency standards consist of a number of units of competency. A unit of competency describes a distinct work activity that would normally be undertaken by one person in accordance with industry standards.

Units of competency are documented in a standard format that comprises of:

- unit title

- nominal duration

- unit code

- unit descriptor

- elements and performance criteria

- variables and range statement

- curricular content guide

- assessment evidence guide

Together, all the parts of a unit of competency:

- describe a work activity

- guide the assessor to determine whether the candidate is competent or not yet competent

Approval Sheet

Identification and validation of units of competency and elements for this occupation were made by experts within this sector. A series of meetings were held to accurately capture industry and employer needs and expectations, and develop the competency framework that would help to enhance the employability of the youth trained. This process started on 15 March 2018 and concluded with a validation workshop with working group on 10 July 2018.

Experts Involved

Industry and subject-matter experts who provided their valuable inputs to develop this competency standard [April - May 2018]:

Name	Organisation	Designation
Md. Abul Kashem	PKSF-SEIP	Deputy General Manager (Programme)
S.M. Khaled Mahfuz	PKSF-SEIP	Program Officer
Abdul Kader	ITBari.com	Founder and Freelance IT Expert
Md. Faruk Hossain	TMSS - Bogura	Master Trainer
Md. Abdul Malek	TMSS - Chattogram	Trainer
David King	British Council - SD03	Team Leader
Mahbub Ul Huda	British Council - SD03	National Subject Matter Consultant - IT Sector

Development Workshop

Working group formation and competency standard development workshop participants [held on 15 May 2018]:

Name	Organisation	Designation
Shafquat Haider	ISC-IT	Chairman
Jitendra Kumar Roy	PKSF-SEIP	Assistant General Manager (Operations) and Deputy Project Coordinator
Golam Gilane	PKSF-SEIP	Assistant Manager (Operations) and Program Officer
Md Arman	Fiverr, RightKnack, Upwork	Freelancer
Md. Abu Marjan	Coders Trust Bangladesh	Freelancer
Syed Tanim	Coders Trust Bangladesh	Assistant Manager
Md. Ashraf	Girls Polytechnic - Dhaka	Instructor (Computer)
Syed Nasir Ershad	SEIP	AEPD (Public 1)
David King	British Council - SD03	Team Leader

Name	Organisation	Designation
Mahbub Ul Huda	British Council - SD03	National Subject Matter Consultant - IT Sector

Validation Workshop

Competency standard validation workshop participants [held on 10 July 2018]:

Name	Organisation	Designation
Shafquat Haider	ISC-IT	Chairman
Md. Abdul Kashem	PKSF-SEIP	Deputy General Manager (Programme)
Jitendra Lumar Roy	PKSF-SEIP	Assistant Coordinator
Abdul Kader	ITBari.com	Founder/IT Expert
Nabila Akter Bristi	Bishal IT Limited	Head of Business Development
Momtaz Begum	Upwork	Freelance IT Expert
Dr. Md. Shah Alam Mojumder	BTEB	Specialist (Course Accreditation)
Syed Nasir Ershad	SEIP	AEPD (Public 1)
Mr. Md. Ahsan Habib	SEIP	TVET Specialist
Mr. Mohiuzzaman	SEIP	Course Specialist
Md. Abdur Razzaque	SEIP	Specialist-1 (Competency Standards)
David King	British Council - SD03	Team Leader
Mahbub Ul Huda	British Council - SD03	National Subject Matter Consultant - IT Sector

The ensuing sections of this document comprise of a description of the relevant occupation, trade or job with all the key components of a unit of competency, including:

▪ a chart with an overview of all Units of Competency for the relevant occupation, trade or job including the Unit Codes and the Unit of Competency titles and corresponding Elements

▪ the Competency Standard that includes the Unit of Competency, Unit Descriptor, Elements and Performance Criteria, Range of Variables, Curricular Content Guide and Assessment Evidence Guide

Committee Workshop

The National competency standards for National Skills Certificate in IT Freelancing, **NTVQF Level [INSERT LEVEL]** qualification is a document developed by the Skill for Employment Investment Programme (SEIP), Finance Division, Ministry of Finance. This standard has been developed by an industry expert group under guidance of SEIP. The standard was approved by the SCDC [BTEB to insert date] at NTVQF Cell, BTEB.

Respectable members of the SCDC:

IT Freelancing - Level [INSERT LEVEL]		

Course Structure

SL	Unit Code and Title		Level	Nominal Duration (Hours)
Generic Competencies (4 units of competency required)				
1	SEIP-IT-ITF-01-G	Carry out workplace interaction in English		20
2	SEIP-IT-ITF-02-G	Operate in a team environment		16
3	SEIP-IT-ITF-03-G	Make a presentation		20
4	SEIP-IT-ITF-04-G	Apply basic IT skills		20
Sub-Total				**76**
Sector-specific Competencies (5 units of competency required)				
1	SEIP-IT-ITF-01-S	Apply occupational health and safety (OHS) practice in the workplace		16
2	SEIP-IT-ITF-02-S	Type documents in Bangla and English		16
3	SEIP-IT-ITF-03-S	Use internet and social network		16
4	SEIP-IT-ITF-04-S	Comply with ethical standards in IT workplace		16
5	SEIP-IT-ITF-05-S	Apply soft skills in customer service		16
Sub-Total				**80**
Occupation-specific Competencies (5 units of competency required)				
1	SEIP-IT-ITF-01-O	Apply basic knowledge of IT freelancing		16
2	SEIP-IT-ITF-02-O	Perform data entry		28
3	SEIP-IT-ITF-03-O	Perform search engine optimization (SEO)		80
4	SEIP-IT-ITF-04-O	Perform affiliate marketing		40
5	SEIP-IT-ITF-05-O	Implement business activities		40
Sub-Total				**204**
Total Nominal Learning Hours				**360**

Competency Chart

Units of Competency	Elements		

Generic Specific (Basic) Competencies

Units of Competency	Elements		
Carry out workplace interaction in English SEIP-IT-ITF-01-G	Interpret workplace communication and etiquette	Read and understand workplace documents	Participate in workplace meetings and discussions
	Apply professional ethics at work		
Operate in a team environment SEIP-IT-ITF-02-G	Identify team goals and work processes	Identify own role and responsibilities within team	Communicate and co-operate with team members
	Perform problem solving within the team		
Make a presentation SEIP-IT-ITF-03-G	Prepare written presentation	Apply interview techniques	Prepare official presentation
Apply basic IT skills SEIP-IT-ITF-04-G	Identify and use most commonly used IT tools	Understand use of computer	Work with word processing application
	Work with spreadsheets	Access email and search the internet	

Sector-specific (Common) Competencies

Apply occupational health and safety (OHS) practice in the workplace SEIP-IT-ITF-01-S	Identify OHS policies and procedures	Apply personal health and safety practices	Report hazards and risks
	Respond to emergencies		

Type documents in Bangla and English SEIP-IT-ITF-02-S	Install typing applications of Bangla and English	Perform typing in Bangla and English	Type document using different styles and formats
	Perform touch-typing		

Use internet and social network SEIP-IT-ITF-03-S	Interpret internet and social network	Use audio and video messaging applications	Use social network

Comply with ethical standards in IT workplace SEIP-IT-ITF-04-S	Interpret the interests of clients	Deliver quality products and services	Apply professionalism at work
	Comply with workplace code of conduct		

Apply soft skills in customer service SEIP-IT-ITF-05-S	Understand customer service operations	Identify soft skills requirements in the workplace	Perform gesture and posture during customer service

Occupation-specific (Core) Competencies

Apply basic knowledge of IT freelancing SEIP-IT-ITF-01-O	Identify basics of IT freelancing	Use platforms for IT freelancing	Utilise portfolio

Perform data entry SEIP-IT-ITF-02-O	Identify data entry	Perform data entry	

Perform search engine optimisation (SEO) SEIP-IT-ITF-03-O	Identify and interpret SEO	Establish website for SEO	Apply on-page SEO techniques
	Apply off-page SEO techniques	Identify mobile SEO techniques	

Perform affiliate marketing SEIP-IT-ITF-04-O	Explain affiliate marketing	Perform affiliate marketing	Develop strategies for success

Implement business activities SEIP-IT-ITF-05-O	Apply business practice	Bid for job	Perform job

Units and Elements Table

Generic – Compulsory (4 units of competency required)

Code	Unit of Competency	Elements of Competency	Duration (hours)
SEIP-IT-ITF-01-G	Carry out workplace interaction in English	1. Interpret workplace communication and etiquette. 2. Read and understand workplace documents. 3. Participate in workplace meetings and discussions. 4. Apply professional ethics at work.	20
SEIP-IT-ITF-02-G	Operate in a team environment	1. Identify team goals and work processes. 2. Identify own role and responsibilities within team. 3. Communicate and co-operate with team members. 4. Perform problem solving within the team.	16
SEIP-IT-ITF-03-G	Make a presentation	1. Prepare written presentation 2. Apply interview techniques 3. Prepare official presentation.	20
SEIP-IT-ITF-04-G	Apply basic IT skills	1. Identify and use most commonly used IT tools. 2. Understand use of computer. 3. Work with word processing application. 4. Work with spreadsheets. 5. Access email and search the internet.	20
Total Hours			**76**

Sector-specific – Compulsory (5 units of competency required)

Code	Unit of Competency	Elements of Competency	Duration (hours)
SEIP-IT-ITF-01-S	Apply occupational health and safety (OHS) practice in the workplace	1. Identify OHS policies and procedures. 2. Apply personal health and safety Practices. 3. Report hazards and risks. 4. Respond to emergencies.	16
SEIP-IT-ITF-02-S	Type documents in Bangla and English	1. Install typing applications of Bangla and English. 2. Perform typing in Bangla and English. 3. Type document using different style and formats. 4. Perform touch-typing.	16
SEIP-IT-ITF-03-S	Use internet and social network	1. Interpret internet and social network. 2. Use audio and video messaging applications. 3. Use social network.	16
SEIP-IT-ITF-04-S	Comply with ethical standards in IT workplace	1. Interpret the interests of clients. 2. Deliver quality products and services. 3. Apply professionalism at work. 4. Comply with workplace code of conduct.	16
SEIP-IT-ITF-05-S	Apply soft skills in customer service	1. Understand customer service operations. 2. Identify soft skills requirements in the workplace. 3. Perform required gesture and posture during customer service.	16
Total Hours			**80**

Occupation-specific – Compulsory (5 units of competency required)

Code	Unit of Competency	Elements of Competency	Duration (hours)
SEIP-IT-ITF-01-O	Apply basic knowledge of IT freelancing	1. Identify basics of IT freelancing. 2. Use platforms for IT freelancing. 3. Utilise portfolio.	16
SEIP-IT-ITF-02-O	Perform data entry	1. Identify data entry. 2. Perform data entry.	28
SEIP-IT-ITF-03-O	Perform search engine optimisation (SEO)	1. Identify and interpret SEO. 2. Establish website for SEO. 3. Apply on-page SEO techniques. 4. Apply off-page SEO techniques. 5. Identify mobile SEO techniques.	80
SEIP-IT-ITF-04-O	Perform affiliate marketing	1. Explain affiliate marketing. 2. Perform affiliate marketing. 3. Develop strategies for success.	40
SEIP-IT-ITF-05-O	Implement business activities	1. Apply business practice. 2. Bid for job. 3. Perform job.	40
Total Hours			**204**

Generic Competencies

Unit Title:	Carry out workplace interaction in English
Unit Code:	SEIP-IT-ITF-01-G
Nominal Hours:	20 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to carry out workplace interaction. It specifically includes workplace communication, etiquette, understanding workplace documents, workplace meetings and discussions, and professional ethics at work.
Elements of Competency	**Performance Criteria** (**bold and underlined** terms are elaborated in the Range of Variables)
1. Interpret workplace communication and etiquette	**1.1.** Workplace codes of conduct are interpreted as per organisational guidelines. **1.2.** Appropriate lines of communication are maintained with supervisors and colleagues. **1.3.** Workplace interactions are conducted in a **courteous manner** to gather and convey information. **1.4.** **Workplace procedures and matters** are comprehended.
2. Read and understand workplace documents	**2.1.** Workplace documents are interpreted correctly. **2.2.** Visual information/symbols/signage are understood correctly and followed. **2.3.** Specific and relevant information are accessed from appropriate sources. **2.4.** Appropriate medium is used to transfer information and ideas.
3. Participate in workplace meetings and discussions	**3.1.** Team meetings are attended on time. **3.2.** Meeting procedures and etiquette are followed. **3.3.** Active participation is ensured, opinions are expressed and heard. **3.4.** Inputs are provided and interpreted in line with the meeting purpose.
4. Practice professional ethics at work	**4.1.** Responsibilities as a team member are performed. **4.2.** Tasks are performed in accordance with workplace procedures. **4.3.** Confidentiality is maintained. **4.4.** Inappropriate and conflicting situations are avoided.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. Courteous manner	**1.1.** Effective questioning **1.2.** Active listening **1.3.** Speaking skills **1.4.** Writing skill **1.5.** Email etiquette
2. Workplace procedures and matters	**2.1.** Notes **2.2.** Arranging a meeting **2.3.** Agenda **2.4.** Simple reports such as progress and incident reports **2.5.** Job sheets **2.6.** Operational manuals **2.7.** Brochures and promotional material **2.8.** Visual and graphic materials **2.9.** Standards **2.10.** OHS information **2.11.** Signs
3. Appropriate sources	**3.1.** Human Resources (HR) Department **3.2.** Managers **3.3.** Supervisors **3.4.** Management Information System (MIS)

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Interpreted workplace communication and etiquette **1.2.** Interpreted workplace instructions and symbols **1.3.** Performed active participation in workplace meetings
2. Underpinning knowledge	**2.1.** Workplace communication and etiquette **2.2.** Workplace documents, signs and symbols **2.3.** Meeting procedure and etiquette **2.4.** Professional ethics
3. Underpinning skills	**3.1.** Demonstrating workplace communication and etiquette **3.2.** Interpreting workplace instructions and symbols **3.3.** Demonstrating active participation in workplace meeting **3.4.** Applying professional ethics at work

4. Underpinning attitudes	4.1. Prompt in carrying out activities
	4.2. Tidy and punctual
	4.3. Respectful of peers, subordinates and seniors in the workplace
	4.4. Concerned about the work environment
	4.5. Sincere and honest concerning duties

5. Resource implications	The following resources must be provided:
	5.1. Workplace (simulated or actual)
	5.2. Workplace procedures
	5.3. Standard operating procedure
	5.4. Workplace documents, signs and symbols
	5.5. Codes of conduct
	5.6. Projector
	5.7. Stationary
	5.8. Learning manual

6. Methods of assessment	Methods of assessment may include but is not limited to:
	6.1. Written test
	6.2. Demonstration
	6.3. Oral test
	6.4. Observation
	6.5. Portfolio

7. Context of assessment	7.1. Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency.
	7.2. Assessment must be done by a suitably qualified/certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

Unit Title:	Operate in a team environment
Unit Code:	SEIP-IT-ITF-02-G
Nominal Hours:	16 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to operate in a team environment. It specifically includes team goals and work processes, roles and responsibilities, team communication and problem solving within the team.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Identify team goals and work processes	**1.1.** Roles and objectives of the team are identified and interpreted. **1.2.** Roles and responsibilities of team members are identified and interpreted.
2. Identify own role and responsibilities within team	**2.1.** Personal role and responsibilities are identified within the team environment. **2.2.** Reporting relationships are interpreted within team and external to team.
3. Communicate and co-operate with team members	**3.1.** Other teammates' tasks are identified and support provided when requested. **3.2.** The team is encouraged through **sharing information** or expertise, working together to solve problems, and putting team success first. **3.3.** Views and opinions of other team members are interpreted and respected.
4. Practice problem solving within the team	**4.1.** Problems faced at the individual and team level are identified and showed insight into the root-causes of the problems. **4.2.** A range of solutions and courses of action are identified together with benefits, costs, and risks associated with each. **4.3.** The good ideas of others to help develop solutions are recognised and advice sought from those who have solved similar problems. **4.4.** It is looked beyond the obvious and not stopped at the first answers.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. Sharing information	**1.1.** Agenda **1.2.** Minutes **1.3.** Progress and incident reports **1.4.** Operational manuals **1.5.** Visual and graphic materials **1.6.** Emails and SMS **1.7.** Phone directory **1.8.** Policy, procedure and standards **1.9.** OHS information

Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Underpinning knowledge	**1.1.** Team goals and work processes **1.2.** Roles and responsibilities **1.3.** Finding problems and solving them
2. Underpinning skills	**2.1.** Identifying own role and responsibilities within team **2.2.** Communicating and co-operating with team members **2.3.** Demonstrating problem solving within the team
3. Underpinning attitudes	**3.1.** Active on teamwork **3.2.** Prompt in carrying out activities **3.3.** Tidy and punctual **3.4.** Respectful of peers, subordinates and seniors in the workplace **3.5.** Sincere and honest concerning duties
4. Underpinning knowledge	**4.1.** Team goals and work processes **4.2.** Roles and responsibilities **4.3.** Finding problems and solving them
5. Resource implications	The following resources must be provided: **5.1.** Workplace (simulated or actual) **5.2.** Projector **5.3.** Stationary **5.4.** Learning manual

6.	Methods of assessment	Methods of assessment may include but is not limited to:
		6.1. Written test
		6.2. Demonstration
		6.3. Oral test
		6.4. Observation
		6.5. Portfolio
7.	Context of assessment	**7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency.
		7.2. Assessment must be done by a suitably qualified/certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

Unit Title:	Make a presentation
Unit Code:	SEIP-IT-ITF-03-G
Nominal Hours:	20 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to make a presentation. It specifically includes preparing a written presentation, applying interview techniques, and preparing official presentation.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Prepare written presentation	1.1. Personal written presentation matters and requirements are identified. 1.2. Standard resume writing techniques are identified and applied. 1.3. Standard cover letter points are explained and applied. 1.4. Portfolio is created on professional social media.
2. Apply interview techniques	2.1. **Types of interviews** are identified and described. 2.2. Interview phases are identified and explained. 2.3. Steps to prepare for interview are identified. 2.4. Interview techniques are identified and applied.
3. Prepare official presentation	3.1. **Presentation media** are identified. 3.2. Presentation plan is outlined. 3.3. Presentation is prepared.

Range of Variables	
Variable	**Range** *(may include but not limited to)*

1. Types of interviews	1.1. Written
	1.2. Oral
	    1.2.1. One-on-one
	    1.2.2. Group
	    1.2.3. Telephone
	    1.2.4. Online
	1.3. Demonstration

2. Presentation media	2.1. Board 2.2. Poster paper 2.3. Slides 2.4. Photographs 2.5. Audio 2.6. Video 2.7. Website

Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Created personal written presentation **1.2.** Applied different techniques to interview **1.3.** Prepared official presentation
2. Underpinning knowledge	**2.1.** Curriculum Vitae **2.2.** Resume **2.3.** Cover letter **2.4.** Presentation media
3. Underpinning skills	**3.1.** Creating personal written presentation **3.2.** Identifying interview techniques **3.3.** Preparing for different types of interviews **3.4.** Developing official presentation
4. Underpinning attitudes	**4.1.** Active on teamwork **4.2.** Prompt in carrying out activities **4.3.** Tidy and punctual **4.4.** Respectful of peers, subordinates and seniors in the workplace **4.5.** Sincere and honest concerning duties
5. Resource implications	The following resources must be provided: **5.1.** Workplace (simulated or actual) **5.2.** Computer/laptop/notebook **5.3.** Internet **5.4.** Software **5.5.** Projector **5.6.** Stationary **5.7.** Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to: **6.1.** Written test **6.2.** Demonstration **6.3.** Oral test **6.4.** Observation **6.5.** Portfolio
7. Context of assessment	**7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency. **7.2.** Assessment must be done by a suitably qualified/certified assessor.

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.

Accreditation Requirements

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Unit Title:	Apply basic IT skills
Unit Code:	SEIP-IT-ITF-04-G
Nominal Hours:	20 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to apply basic IT skills in the workplace. It specifically includes identifying common IT tools, using computer, word processing and spreadsheet applications, email and searching on internet.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Identify and use most commonly used IT tools	**1.1.** History of information technology (IT) is identified and summarised. **1.2.** Commonly used IT tools are identified and described.
2. Understand use of computer	**2.1.** Basic parts of a computer are identified. **2.2.** Turning on and off technique of a computer is performed. **2.3.** Working environment, functions and features of operating system is interpreted. **2.4.** Simple trouble-shooting techniques are applied.
3. Work with word processing application	**3.1.** Word processing application appropriate to perform activity is operated. **3.2.** Basic typing technique to document is applied. **3.3.** Word processing techniques to document are employed. **3.4.** Personal CV writing using suitable word processing techniques is practiced. **3.5.** Saving and retrieving technique of a document is used.
4. Work with spreadsheets	**4.1.** Spreadsheet working environment, functions and features are identified and interpreted. **4.2.** Data entry on spreadsheet appropriate to perform activity is performed. **4.3.** Data manipulation techniques to spreadsheet document are applied. **4.4.** Spreadsheet document is created and saved.
5. Access email and search the internet	**5.1.** Use of email account in online environment is explained. **5.2.** Writing and sending of workplace emails is completed. **5.3.** Different **browsers** to work online are identified and selected. **5.4.** Browse different web portals and apply proper search techniques.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. IT tools	**1.1.** Cell phone **1.2.** Tablets **1.3.** Computers, laptops, notebooks **1.4.** Internet **1.5.** Software **1.6.** Satellite
2. Data manipulation techniques	**2.1.** Sum **2.2.** Average **2.3.** Count **2.4.** Max **2.5.** Min **2.6.** If **2.7.** Sort **2.8.** Fill **2.9.** Header **2.10.** Footer Print
3. Browsers	**3.1.** Internet Explorer **3.2.** Firefox **3.3.** Google Chrome **3.4.** Opera **3.5.** Safari **3.6.** Omni Web **3.7.** Microsoft Edge

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Identified commonly used IT tools **1.2.** Performed simple trouble-shooting with computer **1.3.** Performed typing on word processing software, saved and retrieved documents **1.4.** Performed data entry with spreadsheet **1.5.** Used email account for different online purposes
2. Underpinning knowledge	**2.1.** IT and IT tools **2.2.** Computer trouble-shooting **2.3.** Techniques to access internet

3. Underpinning skills	**3.1.** Demonstrating simple trouble-shooting with computer
	3.2. Demonstrating typing on word processing software
	3.3. Demonstrating data entry with spreadsheet
	3.4. Opening email account and using it for different purposes
4. Underpinning attitudes	**4.1.** Active on teamwork
	4.2. Prompt in carrying out activities
	4.3. Tidy and punctual
	4.4. Respectful of peers, subordinates and seniors in the workplace
	4.5. Sincere and honest concerning duties
5. Resource implications	The following resources must be provided:
	5.1. Workplace (simulated or actual)
	5.2. IT tools
	5.3. Computer/laptop/notebook
	5.4. Software
	5.5. Internet
	5.6. Projector
	5.7. Stationary
	5.8. Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to:
	6.1. Written test
	6.2. Demonstration
	6.3. Oral test
	6.4. Observation
	6.5. Portfolio
7. Context of assessment	**7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency.
	7.2. Assessment must be done by a suitably qualified/certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

Sector-specific Competencies

Unit Title:	Apply occupational health and safety (OHS) practice in the workplace
Unit Code:	SEIP-IT-ITF-01-S
Nominal Hours:	16 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to apply occupational health and safety (OHS) practices in the workplace. It specifically includes identifying OHS policies and procedures, applying personal health and safety practices, reporting hazards and risks, and responding to emergencies.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Identify OHS policies and procedures	**1.1.** **OHS policies** and safe operating procedures are interpreted. **1.2.** Safety signs and symbols are identified and followed. **1.3.** Response, evacuation procedures and other contingency measures are interpreted correctly.
2. Apply personal health and safety practices	**2.1.** OHS policies and procedures are applied in the workplace including **personal protective equipment (PPE)**. **2.2.** Common health issues are recognised. **2.3.** Common safety issues are identified.
3. Report hazards and risks	**3.1.** Hazards and risks are identified. **3.2.** Hazards and risks assessment and controls are interpreted.
4. Respond to emergencies	**4.1.** Respond to alarms and warning devices. **4.2.** **Emergency response plans and procedures** are responded to. **4.3.** **First aid procedures** during emergency situations are identified.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. OHS policies	**1.1.** Organisational OHS polices **1.2.** International OHS requirements **1.3.** Fire safety rules and regulations
2. Emergency response plans and procedures	**2.1.** Firefighting procedures **2.2.** Earthquake response procedures **2.3.** Emergency response plans and procedures **2.4.** Medical and first aid

Range of Variables	
Variable	**Range** *(may include but not limited to)*
3. First aid procedure	**3.1.** Washing of open wound **3.2.** Washing chemically infected area **3.3.** Applying bandage **3.4.** Taking appropriate medicine
4. Personal protective equipment	**4.1.** Safety glasses **4.2.** Ear plugs **4.3.** Gloves **4.4.** Apron **4.5.** Helmet **4.6.** Mask **4.7.** Safety shoes

Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Identified OHS policies and procedures **1.2.** Applied personal health and safety practices (including PPE) **1.3.** Reported hazards and risks **1.4.** Responded to emergencies

2. Underpinning knowledge	**2.1.** Workplace OHS policies and procedures
	2.2. Work safety procedures
	2.3. Emergency response procedures:
	    2.3.1. Firefighting
	    2.3.2. Earthquake response
	    2.3.3. Accident response
	2.4. Types of hazards (biological, chemical and physical) and their effects
	2.5. OHS awareness
	2.6. Personal protective equipment (PPE)

3. Underpinning skills	**3.1.** Identifying OHS policies and procedures **3.2.** Applying personal health and safety practices **3.3.** Reporting hazards and risks **3.4.** Responding to emergencies

Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
4. Underpinning attitudes	**4.1.** Committed to occupational health and safety practices **4.2.** Communicates well with peers, subordinates and seniors in workplace **4.3.** Prompt in carrying out activities **4.4.** Tidy and punctual **4.5.** Sincere and honest concerning duties **4.6.** Responsible during emergencies
5. Resource implications	The following resources must be provided: **5.1.** Workplace (simulated or actual) **5.2.** Personal protective equipment (PPE) **5.3.** Firefighting equipment **5.4.** Emergency response manual **5.5.** First aid kits **5.6.** Stationary **5.7.** Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to: **6.1.** Written test **6.2.** Demonstration **6.3.** Oral test **6.4.** Observation **6.5.** Portfolio
7. Context of assessment	**7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency. **7.2.** Assessment must be done by a suitably qualified/certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

Unit Title:	Type documents in English and Bangla
Unit Code:	SEIP-IT-ITF-02-S
Nominal Hours:	16 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to type documents in Bangla and English. It specifically includes identifying and using the useful application, tools, keyboard layout, style formats and touch-typing for typing documents.
Elements of Competency	**Performance Criteria** (**bold and underlined** terms are elaborated in the Range of Variables)
1. Install typing applications of Bangla and English	1.1. **Typing applications in Bangla** are identified and installed. 1.2. **Typing applications in English** are identified and installed.
2. Perform typing in Bangla and English	2.1. Appropriate **tools** for typing are identified. 2.2. Appropriate **keyboard layout** for Bangla typing is selected. 2.3. Touch typing technique is used. 2.4. Typing Bangla and English with preferred tools is carried out.
3. Type document using different styles and formats	3.1. Different **style and formats** for typing documents are identified. 3.2. Different styles in typing are applied to document. 3.3. Typed document is created and saved.
4. Perform touch-typing	4.1. Error-free typing at a speed of 40–60 wpm in English is carried out. 4.2. Error-free typing at a speed of 30–50 wpm in Bangla is carried out.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. Typing applications in Bangla	1.1. Avro 1.2. Bijoy Bangla 1.3. Easy Bangla Typing for Android 1.4. Bengali Typing Tutor 1.5. Bhasha Shoinik 1.6. Bengali typing software
2. Typing applications in English	2.1. Typing Master 2.2. Rapid Typing Tutor 2.3. Typing Tutor

Range of Variables

Variable	Range *(may include but not limited to)*
3. Tools	**3.1.** Keyboard **3.2.** Optical keyboard **3.3.** Mouse for onscreen typing **3.4.** Touch screen **3.5.** Microphone for voice typing
4. Keyboard layout	**4.1.** Avro Easy **4.2.** Avro Phonetic **4.3.** Bijoy **4.4.** Bijoy Unicode **4.5.** Bornona **4.6.** Munir_Optima_uni **4.7.** National (Jatio) **4.8.** Probhat (semi phonetic)
5. Style and formats	**5.1.** File names **5.2.** Hyperlinks **5.3.** Page layout **5.4.** Word styles – ValleyView templates **5.5.** Borders, lines and outlines **5.6.** Graphics and tables **5.7.** Fonts style, size and formats

Evidence Guide
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.

1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Identified appropriate tools for typing **1.2.** Selected appropriate keyboard layout for Bangla typing **1.3.** Performed typing in Bangla and English with preferred tools with at least 30 and 40 wpm typing speed respectively
2. Underpinning knowledge	**2.1.** Typing software **2.2.** Typing tools and keyboard layout **2.3.** Styles and formats
3. Underpinning skills	**3.1.** Installing typing software to work with **3.2.** Typing with preferred keyboard layout **3.3.** Applying styles and formats on documents **3.4.** Performing touch-typing

4. Underpinning attitudes	4.1. Eager to learn
	4.2. Tidy and punctual
	4.3. Concerned with proper use of computer and peripherals
	4.4. Concerned for other's rights
	4.5. Observes netiquette
	4.6. Sincere and honest concerning duties
5. Resource implications	The following resources must be provided:
	5.1. Workplace (simulated or actual)
	5.2. Computer/laptop/notebook
	5.3. Software
	5.4. Internet
	5.5. Popular browsers
	5.6. Social media platforms
	5.7. Projector
	5.8. Stationary
	5.9. Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to:
	6.1. Written test
	6.2. Oral test
	6.3. Observation
	6.4. Demonstration
	6.5. Portfolio
7. Context of assessment	7.1. Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency.
	7.2. Assessment must be done by a suitably qualified/certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

Unit Title:	Use internet and social network
Unit Code:	SEIP-IT-ITF-03-S
Nominal Hours:	16 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to practice the use of internet and social network. It specifically includes explaining the internet and social networks, using audio and video messaging applications and using social network.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Interpret internet and social network	**1.1.** The internet and how it is used is explained. **1.2.** Appropriate social networks are identified.
2. Use audio and video messaging applications	**2.1.** Audio and video equipment appropriate to work activity is identified. **2.2.** Audio and video applications appropriate to work activity are identified. **2.3.** **Video** conferencing with appropriate **application** is carried out. **2.4.** **Audio** conferencing with appropriate **application** is carried out.
3. Use social network	**3.1.** Account on **social network** is created. **3.2.** Social network is used effectively.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. Video application	**1.1.** Skype **1.2.** WhatsApp **1.3.** Duo **1.4.** Viber **1.5.** Messenger
2. Audio application	**2.1.** Uber conference **2.2.** Wiggio
3. Social network	**3.1.** Facebook **3.2.** Workplace **3.3.** Twitter **3.4.** LinkedIn **3.5.** YouTube **3.6.** Google Plus **3.7.** Flicker

Range of Variables	
Variable	**Range** *(may include but not limited to)*
4. Keyboard layout	**4.1.** Avro Easy **4.2.** Avro Phonetic **4.3.** Bijoy **4.4.** Bijoy Unicode **4.5.** Bornona **4.6.** Munir_Optima_uni **4.7.** National (Jatio) **4.8.** Probhat (semi phonetic)
5. Style and formats	**5.1.** File names **5.2.** Hyperlinks **5.3.** Page layout **5.4.** Word styles – ValleyView templates **5.5.** Borders, lines and outlines **5.6.** Graphics and tables **5.7.** Fonts style, size and formats

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Explained internet and social network **1.2.** Used audio and video messaging applications correctly **1.3.** Performed use of social network appropriately
2. Underpinning knowledge	**2.1.** Online audio messaging **2.2.** Video messaging **2.3.** Social media
3. Underpinning skills	**3.1.** Interpreting internet and social network **3.2.** Using audio and video messaging applications correctly **3.3.** Demonstrating appropriate use of social network
4. Underpinning attitudes	**4.1.** Eager to learn **4.2.** Tidy and punctual **4.3.** Concerned about proper use of computer and peripherals **4.4.** Concerned for other's rights **4.5.** Observes netiquette **4.6.** Sincere and honest concerning duties

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
5. Resource implications	The following resources must be provided: **5.1.** Workplace (simulated or actual) **5.2.** Computer/laptop/notebook **5.3.** Software **5.4.** Internet **5.5.** Popular browsers **5.6.** Audio-video chatting applications **5.7.** Projector **5.8.** Stationary **5.9.** Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to: **6.1.** Written test **6.2.** Demonstration **6.3.** Oral test **6.4.** Observation **6.5.** Portfolio
7. Context of assessment	**7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency. **7.2.** Assessment must be done by a suitably qualified/certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

Unit Title:	Comply with ethical standards in IT workplace
Unit Code:	SEIP-IT-ITF-04-S
Nominal Hours:	16 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to comply with ethical standards within the IT workplace. It specifically includes identifying points of client satisfaction, quality product and service delivery, professionalism and complying with workplace code of conduct.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Interpret the interests of clients	1.1. Client's view and interests are interpreted and respected. 1.2. Confidentiality of information is maintained in accordance with organisational policies, **national legislation** and workplace policies. 1.3. Potential conflicts of interest are identified and informed to the proper authority.
2. Deliver quality products and services	2.1. Benchmark of product and service quality is identified. 2.2. Necessity of quality product and service delivery is identified and followed. 2.3. Quality process for products and services is implemented.
3. Apply professionalism at work	3.1. Agreed standards to deliver product or services and commitment to delivery deadlines is maintained. 3.2. Professional image in the workplace is maintained. 3.3. Negotiate effectively with clients.
4. Comply with workplace code of conduct	4.1. IT security requirements are complied with. 4.2. Workplace code of conduct is identified and interpreted. 4.3. Workplace code of conduct is followed as stated in company guidelines.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. National legislation	1.1. Industry/sector code of ethics 1.2. International and national guidelines for consumer protection 1.3. International and national copyright laws 1.4. Occupational health and safety requirements 1.5. Intellectual property rights law 1.6. Legal and regulatory policies in the information technology sector 1.7. Fire safety rules and regulations

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Interpreted quality products and services **1.2.** Applied professionalism in the workplace **1.3.** Complied with workplace code of conduct
2. Underpinning knowledge	**2.1.** Code of conduct in the workplace **2.2.** Industry and international standards **2.3.** Client satisfaction
3. Underpinning skills	**3.1.** Interpreting quality product and services **3.2.** Demonstrating professionalism in the workplace **3.3.** Complying with workplace code of conduct
4. Underpinning attitudes	**4.1.** Eager to learn **4.2.** Tidy and punctual **4.3.** Concerned about proper use of computer and peripherals **4.4.** Concerned for other's rights **4.5.** Sincere and honest concerning duties
5. Resource implications	The following resources must be provided: **5.1.** Workplace (simulated or actual) **5.2.** Computer/laptop/notebook **5.3.** Software **5.4.** Projector **5.5.** Stationary **5.6.** Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to: **6.1.** Written test **6.2.** Demonstration **6.3.** Oral test **6.4.** Observation **6.5.** Portfolio
7. Context of assessment	**7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency. **7.2.** Assessment must be done by a suitably qualified/certified assessor.
Accreditation Requirements	
Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.	

Unit Title:	Apply soft skills in customer service
Unit Code:	SEIP-IT-ITF-05-S
Nominal Hours:	16 hours
Unit Descriptor:	This unit covers the skills, knowledge, and attitudes required to apply soft skills in customer service. It specifically includes identifying call centre operation, identifying soft skills requirements and use of appropriate gesture and posture requirement during customer service

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Understand customer service operations	1.1. Customer service operation is identified and described. 1.2. Duties of a customer service agent are identified. 1.3. Cu**stomer service skills** are identified and defined.
2. Identify soft skills requirements in the workplace	2.1. Meaning of **soft skills** is clearly stated and key components are identified. 2.2. Soft skill requirements are recognised in the workplace with specific emphasis on situational requirements.
3. Perform required gesture and posture during customer service	3.1. Correct body language and posturing is employed during customer service interaction. 3.2. Do's and don'ts of body language and posture during customer service interaction are identified.

Range of Variables	
Variable	Range *(may include but not limited to)*
1. Customer service skills	1.1. Patience 1.2. Attentiveness 1.3. Respectfulness 1.4. Clear communication 1.5. Product or service knowledge 1.6. Positive language 1.7. Time management 1.8. Identifying needs 1.9. Calmness 1.10. Situational awareness 1.11. Persuasion 1.12. Tenacity 1.13. Closing

Range of Variables	
Variable	**Range** *(may include but not limited to)*
2. Soft skills	**2.1.** Social grace **2.2.** Language **2.3.** Friendliness **2.4.** Personal habits **2.5.** Optimism **2.6.** Teamwork **2.7.** Stress management **2.8.** Responsibility **2.9.** Self-esteem **2.10.** Self-management

Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Interpreted customer service skills required **1.2.** Applied soft skills at work **1.3.** Demonstrated required gesture and posture at work
2. Underpinning knowledge	**2.1.** Scope and structure of customer service operations **2.2.** Duties of a call centre agent **2.3.** Soft skills techniques **2.4.** Acceptable body language and posture
3. Underpinning skills	**3.1.** Interpreting customer service skills **3.2.** Applying soft skills at work **3.3.** Demonstrating required gesture and posture at work
4. Underpinning attitudes	**4.1.** Eager to learn **4.2.** Tidy and punctual **4.3.** Concerned for other's rights **4.4.** Sincere and honest concerning duties
5. Resource implications	The following resources must be provided: **5.1.** Workplace (simulated or actual) **5.2.** Computer/laptop/notebook **5.3.** Software **5.4.** Projector **5.5.** Stationary **5.6.** Learning manual

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.

6. Methods of assessment	Methods of assessment may include but is not limited to: **6.1.** Written test **6.2.** Demonstration **6.3.** Oral test **6.4.** Observation **6.5.** Portfolio
7. Context of assessment	**7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency. **7.2.** Assessment must be done by a suitably qualified/certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

Occupation-specific Competencies

Unit Title:	Apply basic knowledge of IT freelancing
Unit Code:	SEIP-IT-ITF-01-O
Nominal Hours:	32 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to apply basic knowledge of IT freelancing. It specifically includes identify IT freelancing, using platforms of IT freelancing, and utilising portfolio.
Elements of Competency	**Performance Criteria** (**bold and underlined** terms are elaborated in the Range of Variables)
1. Identify basics of IT freelancing	1.1. IT freelancing is identified and defined. 1.2. IT **freelancing opportunities** are identified. 1.3. **Technical skills** for freelancing are identified and explained. 1.4. **Payment procedure** in IT freelancing is described.
2. Use platforms for IT freelancing	2.1. **Platforms** for IT freelancing are identified. 2.2. Working process on freelancing platforms is explained. 2.1. Platforms are used to search for freelancing jobs.
3. Utilise portfolio	3.1. Portfolio is explained. 3.2. Own portfolio is created and updated. 3.3. Portfolio is used to search for freelancing jobs.

Range of Variables	
Variable	**Range** *(may include but not limited to)*

1. Freelancing opportunities	1.1. Writing:
	    1.1.1. Ghost
	    1.1.2. Copywriting
	    1.1.3. Article
	    1.1.4. Specialty (like Kindle)
	    1.1.5. Blogging
	1.2. Graphics design:
	    1.2.1. Clipping path
	    1.2.2. E-covers
	    1.2.3. Mini-sites, headers etc.
	1.3. Virtual assistant opportunities
	1.4. Data entry
	1.5. Search engine optimisation (SEO)
	1.6. Affiliate marketing
	1.7. Videography

Range of Variables	
Variable	**Range** *(may include but not limited to)*
2. Technical skills	**2.1.** Typing **2.2.** Chatting **2.3.** Browsing **2.4.** Presenting **2.5.** Negotiating
3. Payment procedure	**3.1.** PayPal **3.2.** Payoneer **3.3.** Skrill **3.4.** Bank transfer **3.5.** Western Union **3.6.** Mobile banking **3.7.** Internet banking
4. Platforms	**4.1.** fiverr **4.2.** Upwork **4.3.** Toptal **4.4.** Elance **4.5.** Freelancer **4.6.** Craigslist **4.7.** Guru **4.8.** 99designs **4.9.** PeoplePerHour **4.10.** Freelance writing gigs **4.11.** GetACoder

Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Used platforms for IT freelancing **1.2.** Utilised portfolio
2. Underpinning knowledge	**2.1.** IT freelancing basics **2.2.** Freelancing opportunities **2.3.** Platforms for freelancing **2.4.** Portfolio
3. Underpinning skills	**3.1.** Identifying the basics of IT freelancing **3.2.** Using platforms for IT freelancing **3.3.** Utilising portfolio

4. Underpinning attitudes	4.1. Eager to learn
	4.2. Tidy and punctual
	4.3. Sincere and honest concerning quality
	4.4. Accepts the job is time-oriented
	4.5. Eager to search online for ideas and solutions
	4.6. Open-minded and understanding of the nuances of the job and industry
5. Resource implications	The following resources must be provided:
	5.1. Workplace (simulated or actual)
	5.2. Computer/laptop/notebook
	5.3. Internet
	5.4. Software
	5.5. Chat platform
	5.6. Projector
	5.7. Stationary
	5.8. Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to:
	6.1. Written test
	6.2. Demonstration
	6.3. Oral test
	6.4. Observation
	6.5. Portfolio
7. Context of assessment	7.1. Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency.
	7.2. Assessment must be done by a suitably qualified/certified assessor.

Accreditation Requirements

Training Providers must be accredited by Bangladesh Technical Education Board (BTEB), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by BTEB.

Unit Title:	Perform data entry
Unit Code:	SEIP-IT-ITF-02-O
Nominal Hours:	28 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to perform data entry work. It specifically includes identifying data entry, performing touch typing, and performing data entry.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Identify data entry	**1.1.** Data entry work is defined.
	1.2. **Tools** for data entry work are identified and described.
	1.3. Source of data entry work are explored.
	1.4. Data entry work collection techniques are applied.
2. Perform data entry	**2.1.** Data entry work is collected from portal.
	2.2. Data entry is performed with preferred tools.
	2.3. **Quality parameters** of data entry work are checked.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. Tools	**1.1.** Online data entry environment:
	1.1.1. Google doc
	1.1.2. Google spreadsheet
	1.1.3. Google presentation
	1.2. WordPress
	1.3. Word processor
	1.4. Spreadsheet
	1.5. Presentation slides
	1.6. Note pad
2. Quality parameters	**2.1.** Data accuracy
	2.2. Blank spaces
	2.3. Punctuation
	2.4. Grammar

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate:
	1.1. Identified data entry requirements
	1.2. Carried out data entry

| **2.** Underpinning knowledge | **2.1.** Data entry |
| | **2.2.** Data entry tools |

| **3.** Underpinning skills | **3.1.** Identifying data entry requirements |
| | **3.2.** Performing data entry |

4. Underpinning attitudes	**4.1.** Eager to learn
	4.2. Tidy and punctual
	4.3. Sincere and honest concerning duties
	4.4. Accepts the job is shifting in nature
	4.5. Eager to search online for ideas and solutions
	4.6. Open-minded and understanding of the nuances of the job and industry

5. Resource implications	The following resources must be provided:
	5.1. Workplace (simulated or actual)
	5.2. Computer/laptop/notebook
	5.3. Software
	5.4. Internet
	5.5. Projector
	5.6. Stationary
	5.7. Learning manual

6. Methods of assessment	Methods of assessment may include but is not limited to:
	6.1. Written test
	6.2. Demonstration
	6.3. Oral test
	6.4. Observation
	6.5. Portfolio

| **7.** Context of assessment | **7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency. |
| | **7.2.** Assessment must be done by a suitably qualified/certified assessor. |

Accreditation Requirements

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Unit Title:	Perform search engine optimisation (SEO)
Unit Code:	SEIP-IT-ITF-03-O
Nominal Hours:	80 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to perform search engine optimisation (SEO). It specifically includes identifying and interpreting SEO, establishing website for SEO, applying on-page, off-page and mobile SEO techniques.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Identify and interpret SEO	**1.1.** Basic HTML requirements are identified. **1.2.** **Search engine** is identified and explained. **1.3.** **Actions of a search engine** during a search are identified and interpreted. **1.4.** **Search engine optimisation** is defined and relevant **tools** are identified. **1.5.** Spamming is explained.
2. Establish website for SEO	**2.1.** Domain name is chosen for better SEO. **2.2.** SEO friendly file names and extensions are applied. **2.3.** SEO friendly website design and layout is used. **2.4.** robots.txt, sitemap.xml and urllist.txt files are explained and developed.
3. Apply on-page SEO techniques	**3.1.** On-page SEO is explained. **3.2.** **Keyword optimisation concepts** are interpreted and applied. **3.3.** Meta and title tag is used for optimisation. **3.4.** Anchor text is applied for SEO. **3.5.** Unique contents are applied for SEO. **3.6.** WordPress updating techniques are used.
4. Apply off-page SEO techniques	**4.1.** Off-page SEO is explained. **4.2.** **Off-page SEO techniques** are identified and explained. **4.3.** Off-page SEO techniques are applied.
5. Identify mobile SEO techniques	**5.1.** Mobile SEO is explained **5.2.** Mobile configuration is selected. **5.3.** Google and other search engines are informed. **5.4.** **Tools for mobile SEO** are identified and interpreted.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. Search engine	**1.1.** Google **1.2.** Bing **1.3.** Yahoo **1.4.** Ask.com **1.5.** AOL.com **1.6.** Baidu **1.7.** Wolframalpha **1.8.** DuckDuckGo **1.9.** Pipilika
2. Actions of a search engine	**2.1.** Crawling **2.2.** Indexing **2.3.** Processing **2.4.** Calculating relevancy **2.5.** Retrieving results
3. Search engine optimisation	**3.1.** On-page **3.2.** Off-page
4. Tools	**4.1.** Glossary **4.2.** Forums **4.3.** Conferences **4.4.** Social bookmarking, tags, & buzz tools **4.5.** Competitive analysis **4.6.** Keyword selection **4.7.** General SEO **4.8.** Link checking functions **4.9.** Link building **4.10.** Aggressive SEO **4.11.** Pay per click
5. Keyword optimisation concepts	**5.1.** Frequency **5.2.** Weight **5.3.** Proximity **5.4.** Prominence **5.5.** Placement **5.6.** Finding keywords **5.7.** Word stemming

Range of Variables	
Variable	**Range** *(may include but not limited to)*
6. Off-page SEO techniques	**6.1.** Creating sharable content **6.2.** Influencer outreach **6.3.** Contribute as a guest author **6.4.** Social media engagement **6.5.** Social bookmarking websites **6.6.** Forum submission **6.7.** Blog directory submission **6.8.** Article submission **6.9.** Question and answer **6.10.** Video submission **6.11.** Image submission **6.12.** Infographics submission **6.13.** Audio submission **6.14.** Document sharing
7. Tools for mobile SEO	**7.1.** Mobile emulator **7.2.** Moz local **7.3.** Responsive web design testing tool **7.4.** Screaming frog **7.5.** User agent switcher

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspect of competency	Assessment must evidence that the candidate: **1.1.** Established website for SEO **1.2.** Applied on-page SEO techniques **1.3.** Applied off-page SEO techniques
2. Underpinning knowledge	**2.1.** Search engines **2.2.** Search engine optimisation (SEO) **2.3.** On-page, off-page and mobile SEO
3. Underpinning skills	**3.1.** Identifying and interpreting search engine optimisation (SEO) **3.2.** Establishing website for SEO **3.3.** Applying on-page and off-page SEO techniques **3.4.** Identifying mobile SEO techniques

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.

4.	Underpinning attitudes	**4.1.**	Eager to learn
		4.2.	Tidy and punctual
		4.3.	Sincere and honest concerning duties
		4.4.	Accepts the job is shifting in nature
		4.5.	Eager to search online for ideas and solutions
		4.6.	Open-minded and understanding of the nuances of the job and industry
5.	Resource implications		The following resources must be provided:
		5.1.	Workplace (simulated or actual)
		5.2.	Computer/laptop/notebook
		5.3.	Internet
		5.4.	Software
		5.5.	Chat platform
		5.6.	SEO tools
		5.7.	Projector
		5.8.	Stationary
		5.9.	Learning manual
6.	Methods of assessment		Methods of assessment may include but is not limited to:
		6.1.	Written test
		6.2.	Demonstration
		6.3.	Oral test
		6.4.	Observation
		6.5.	Portfolio
7.	Context of assessment	**7.1.**	Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency.
		7.2.	Assessment must be done by a suitably qualified/certified assessor.

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Unit Title:	Perform affiliate marketing
Unit Code:	SEIP-IT-ITF-04-O
Nominal Hours:	40 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to perform affiliate marketing. It specifically includes explaining affiliate marketing, performing affiliate marketing, and developing strategies for success.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Explain affiliate marketing	1.1. Affiliate marketing and **common terms** are defined. 1.2. **Basic payment methods** are explained. 1.3. **Affiliate marketing platforms** are identified and described.
2. Perform affiliate marketing	2.1. Affiliate platform is identified and selected. 2.2. Affiliate system is adopted with online store. 2.3. Reliable tracking system is implemented. 2.4. Proper **affiliate marketing tools** are used. 2.5. Convenient payment system is implemented.
3. Develop strategies for success	3.1. **Common challenges** to affiliate marketing are identified. 3.2. Solutions to common challenges are identified and implemented. 3.3. **Power techniques** are identified and applied.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. Common terms	1.1. Affiliate 1.2. Associate 1.3. Merchant 1.4. Power affiliate 1.5. Testimonial 1.6. Traffic
2. Basic payment methods	2.1. Pay-per-sale (cost-per-sale) 2.2. Pay-per-click (cost-per-click) 2.3. Pay-per-lead (cost-per-lead)

Range of Variables	
Variable	**Range** *(may include but not limited to)*
3. Affiliate marketing platforms	**3.1.** Rakuten LinkShare **3.2.** Clickbank **3.3.** CJ affiliate **3.4.** Amazon associates **3.5.** AvantLink **3.6.** Ebay **3.7.** ShareASale **3.8.** Avangate **3.9.** Flexoffers **3.10.** RevenueWire

4. Affiliate marketing tools	**4.1.** Essentials:
	    4.1.1. Domain registration tool
	    4.1.2. Web hosting tools
	    4.1.3. Website builder tools
	4.2. Email marketing
	    4.2.1. Capturing leads (emails)
	    4.2.2. Sending email
	4.3. Market research:
	    4.3.1. SEO tools
	    4.3.2. Competitor research tools
	4.4. Buying traffic:
	    4.4.1. Facebook advertising tools
	    4.4.2. PPC management tools
	4.5. Tracking and converting:
	    4.5.1. Click tracking tools
	4.6. Link management tools

5. Common challenges	**5.1.** Picking the right niche **5.2.** Getting the right content and captivating copy **5.3.** Generating targeted traffic **5.4.** Mastering the basic skill of affiliate links **5.5.** Sustaining affiliate business
6. Power techniques	**6.1.** Coupons **6.2.** Use pay per click (PPC) advertising **6.3.** Start writing reviews on your own affiliate blog **6.4.** Leverage email marketing **6.5.** Use webinars to promote products

Evidence Guide
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.

1. Critical aspects of competency	Assessment must evidence that the candidate:
	1.1. Identified and explained affiliate marketing
	1.2. Performed affiliate marketing
	1.3. Developed strategies for successful affiliate marketing
2. Underpinning knowledge	**2.1.** Affiliate marketing
	2.2. Affiliate marketing platforms
	2.3. Affiliate marketing tools
	2.4. Payment methods
3. Underpinning skills	**5.1.** Explaining affiliate marketing
	5.2. Performing affiliate marketing
	5.3. Developing strategies for successful affiliate marketing
6. Underpinning attitudes	**4.1.** Eager to learn
	4.2. Tidy and punctual
	4.3. Sincere and honest concerning duties
	4.4. Accepts the job is shifting in nature
	4.5. Eager to search online for ideas and solutions
	4.6. Open-minded and understanding of the nuances of the job and industry
5. Resource implications	The following resources must be provided:
	5.1. Workplace (simulated or actual)
	5.2. Computer/laptop/notebook
	5.3. Internet
	5.4. Software
	5.5. Chat platform
	5.6. Affiliate platforms and tools
	5.7. SEO tools
	5.8. Projector
	5.9. Stationary
	5.10. Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to:
	6.1. Written test
	6.2. Demonstration
	6.3. Oral test
	6.4. Observation
	6.5. Portfolio

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
7. Context of assessment	**7.1.** Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency.
	7.2. Assessment must be done by a suitably qualified/certified assessor.

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Unit Title:	Implement business activities
Unit Code:	SEIP-IT-ITF-05-O
Nominal Hours:	40 hours
Unit Descriptor:	This unit covers the skills, knowledge and attitudes required to implement business activities. It specifically includes applying business practice, bidding for a job and performing awarded job.

Elements of Competency	Performance Criteria (**bold and underlined** terms are elaborated in the Range of Variables)
1. Apply business practice	**1.1.** Idea of entrepreneurship is explained. **1.2.** Visual communication skills are identified and described. **1.3.** Time management skills are identified and described. **1.4.** Financial issues are identified and interpreted. **1.5.** Legal issues are identified and interpreted.
2. Bid for job	**2.1.** **Job** is identified and bid submitted. **2.2.** Job is awarded.
3. Perform job	**3.1.** Plan for job is prepared. **3.2.** Awarded job is performed. **3.3.** Completed job is submitted. **3.4.** Appropriate payment system is applied for receiving payment.

Range of Variables	
Variable	**Range** *(may include but not limited to)*
1. Job	**1.1.** Data entry **1.2.** Search engine optimisation (SEO) **1.3.** Affiliate marketing

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment must evidence that the candidate: **1.1.** Applied business practice to activities **1.2.** Bid for job **1.3.** Performed job **1.4.** Submitted invoice

2. Underpinning knowledge	2.1. Entrepreneurship
	2.2. Time management
	2.3. Visual communication
	2.4. Financial issues
	2.5. Legal requirements
3. Underpinning skills	3.1. Identifying and interpreting financial issues
	3.2. Identifying and interpreting legal requirements
	3.3. Bidding for job
	3.4. Performing job
	3.5. Preparing invoice
4. Underpinning attitudes	4.1. Eager to learn
	4.2. Tidy and punctual
	4.3. Sincere and honest concerning jobs
	4.4. Eager to search online for ideas and solutions
	4.5. Open-minded and understanding of the nuances of the job and industry
5. Resource implications	The following resources must be provided:
	5.1. Workplace (simulated or actual)
	5.2. Computer/laptop/notebook
	5.3. Internet
	5.4. Software
	5.5. Chat platform
	5.6. Affiliate platforms
	5.7. SEO tools
	5.8. Projector
	5.9. Stationary
	5.10. Learning manual
6. Methods of assessment	Methods of assessment may include but is not limited to:
	6.1. Written test
	6.2. Demonstration
	6.3. Oral test
	6.4. Observation
	6.5. Portfolio
7. Context of assessment	7.1. Competency assessment must be done in a training institute or an actual or simulated workplace after completion of this unit of competency.
	7.2. Assessment must be done by a suitably qualified/certified assessor.

Evidence Guide

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