

**NSDA Reference**  
*To be added by NSDA*

Revised Application Documentation: Version 5 /22 May, 2015

## **QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY**

### **Name and address of submitting body:**

**Media and Entertainment Skill Council**

**2<sup>nd</sup> Floor, FICCI Federation House**

**1 Tansen Marg, New Delhi 110001**

### **Name and contact details of individual dealing with the submission**

**Name: SonalMathur**

**Position in the organisation: Project Manager**

**Address if different from above**

**Same as above.**

**Tel number(s) + 011 2348 7352**

**E-mail address: sonal.mathur@ficci.com**

### **List of documents submitted in support of the Qualifications File**

- 1. Sector Profiling**
- 2. Skill Gap Study**
- 3. Occupational Map**
- 4. Qualification Pack**
- 5. Validation of Occupational Standards by Industry**
- 6. Progression matrix**
- 7. Protocol for Affiliation of Assessment Bodies and Assessment Framework**

## QUALIFICATION FILE SUMMARY

<b>Qualification Title</b>	ACCOUNT DIRECTOR (MES/ Q 0207)		
<b>Body/bodies which will assess candidates</b>	MESC – Media & Entertainment Skill Council		
<b>Body/bodies which will award the certificate for the qualification.</b>	MESC – Media & Entertainment Skill Council		
<b>B</b> <b>ody which will accredit providers to offer the qualification.</b>	MESC – Media & Entertainment Skill Council		
<b>Occupation(s) to which the qualification gives access</b>	<b>Account Director</b> The individuals in this job are required to manage clients’ advertising portfolios by defining media plans and campaigns and evaluating their effectiveness. The individual is responsible for overseeing the work of the account executives, ensuring that clients’ requirements are understood and executed well.		
<b>Proposed level of the qualification in the NSQF.</b>	NSQF Level 6		
<b>Anticipated volume of training/learning required to complete the qualification.</b>	720 hours		
<b>Entry requirements / recommendations.</b>	Minimum: Graduate Preferred: Post Graduate		
<b>Progression from the qualification.</b>	N.A.		
<b>Planned arrangements for RPL.</b>	RPL with prominent players in the Film, Television, Gaming, Animation and Advertising industry are in progress.		
<b>International Comparability</b>	Creative Skills Set (United Kingdom) & IBSA ( Australian Business Skill Council)		
<b>Formal structure of the qualification</b>			
<b>Title of unit or other component</b> (include any identification code used)	<b>Mandatory/ Optional</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>
1. MES N / 0201 (Keep apprised with developments in the industry)	<b>Mandatory</b>	144	6
2. MES N / 0213 (Understanding the requirements and creative goals of the client)	<b>Mandatory</b>	252	6
3. MES N / 0214 (Manage delivery of work products)	<b>Mandatory</b>	252	6
4. MES N / 0218 (Maintain workplace health and safety)	<b>Mandatory</b>	72	6

Please attach any document giving further detail about the structure of the qualification – e.g. a Curriculum or Qualification Pack.

Give details of the document here:

Kindly refer:

- Qualification Pack

## **SECTION 1**

### **ASSESSMENT**

**Name of assessment body:**

If there will be more than one assessment body for this qualification, give details.

Aspiring Minds  
NavritiTechnologies  
Manipal City & Guilds

**Will the assessment body be responsible for RPL assessment?**

Yes. The RPL assessment will be carried out through screening, identifying skills gaps through NOS level assessment issuing NOS level scores sheets providing bridge training to cover competency gaps and conduct final assessment of the candidates.

**Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:**

Assessment is done through third parties who are affiliated to MESC as Assessment Body. Assessors are trained & certified by MESC through Training of Trainers program. The assessment involves two processes. The first process is gathering the evidence of the competency of individuals. The second part of the assessment process is the judgement as to whether a person is competent or not. The assessment plan contains the following information:

- What will be assessed, i.e. the competency based on each NOS
- How assessment will occur i.e. methods of assessment
- When the assessment will occur
- Where the assessment will take place i.e. context of the assessment (workplace/simulation)
- The criteria for decision making i.e. those aspects that will guide judgements and

The assessment is conducted through theory, viva voce and practical.

Please attach any documents giving further information about assessment and/or RPL.

Give details of the document(s) here:

Kindly refer:

- Protocol for Affiliation of Assessment Bodies and Assessment Framework
- Validation of Occupational Standards by Industry

## ASSESSMENT EVIDENCE

Complete the following grid for each grouping of NOS, assessment unit or other component as per the assessment criteria. Insert the required number of rows.

### CRITERIA FOR ASSESSMENT OF TRAINEES

Account Director

MES/Q 0207

MESC – Media & Entertainment Skill Council

### 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 Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5. To pass the Qualification Pack , every trainee should score a minimum of 70% cumulatively (Theory and Practical)

Assessment Outcome	Assessment Criteria	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
Keeping apprised with developments in the industry	PC1.Monitor any changes or updates in the market	100	5	5	50
	PC2.Understand the market, its various elements and how they affect the organization		5	0	
	PC3.Identify new opportunities in the market		10	5	
	PC4.Analyze how these opportunities can be leveraged to benefit the organization		10	5	
	PC5.Identify who the competitors are, who their major clients are and how their activity is changing		10	5	
	PC6.Extract key facts from formal and informal sources and analyze how it can be used by the organization		10	5	
	PC7.Actively participate in forums and discussions to be able to keep updated with any new changes in the industry/ its practices		10	5	
	PC8.Keep up-to-date with the laws and any other regulations that can apply to the organization		10	5	

	PC9.Keep track of any changes in the industry and how they can be converted into useful opportunities		10	5	
	PC 10.Analyze the market and forecast what the powerful trends would be that can affect the organization in any way		10	5	
	PC11.Keep up-to-date with any changes in policies that can affect the client's business		10	5	
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
<b>Understanding the requirements and creative goals of the client</b>	PC1.Research and understand the creative brief received from the advertiser		20	10	
	PC2.Arrange meetings/discussions with the client to foster dialogue and a clear understanding of client requirements and creative goals, as required		20	10	
	PC3.Interact and gather information effectively from the client to be able to create successful advertising solutions, as required		20	10	
	PC4.Coordinate with internal teams to analyze and agree upon what work products need to be created based on the client's needs		20	10	
	PC5.Respond positively to feedback and changes in creative requirements	<b>100</b>	<b>20</b>	<b>10</b>	<b>50</b>
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
<b>Manage delivery of work products</b>	PC1.Oversee the preparation of final work products in meeting client needs		15	10	
	PC2.Select a presentation method that is appropriate to the information to be conveyed		15	5	
	PC3.Troubleshoot and manage any issues that may arise during the preparation of work products		10	5	
	PC4.Obtain approval, or liaise with relevant senior personnel (e.g.: Art Director) on final work-products, if appropriate		10	5	
	PC5.Effectively present end-products, and how the client's requirements have been met		10	5	
	PC6.Communicate the journey to arrive at the end product- the rationale for decisions, an the selection of tools, techniques, mediums etc.- highlighting how they best serve the client's desired objectives		15	10	
	PC7.Make clear any assumptions and degrees of uncertainty		10	5	
	PC8.Respond positively to feedback and any changes requested	<b>100</b>	<b>15</b>	<b>5</b>	<b>50</b>
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
<b>Maintain workplace health and safety Description</b>	PC1. Understand and comply with the organization's current health, safety and security policies and procedures		10	5	
	PC2. Understand the safe working practices pertaining to own occupation		10	5	
	PC3. Understand the government norms and policies relating to health and safety including emergency	<b>100</b>	<b>5</b>	<b>3</b>	<b>50</b>

	procedures for illness, accidents, fires or others which may involve evacuation of the premises				
	PC4. Participate in organization health and safety knowledge sessions and drills		5	2	
	PC5. Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	
	PC6. Identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	
	PC7. Identify aspects of your workplace that could cause potential risk to own and others health and safety		10	5	
	PC8. Ensure own personal health and safety, and that of others in the workplace through precautionary measures		10	5	
	PC9. Identify and recommend opportunities for improving health, safety, and security to the designated person		5	3	
	PC10. Report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		10	5	
	PC11. Follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		10	5	
	PC12. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>

## **SECTION 2**

### **EVIDENCE OF NEED**

**What evidence is there that the qualification is needed?**

In early 2013 MESC commissioned E & Y to conduct a survey to understand the various sectorial needs in media and entertainment that is Film, Television, Print , Animation , Gaming, Digital , OOH and Advertising.

After extensive interviewing with the media and entertainment community across India, it was evident that this qualification pack is aspirational for account managers and account executives in the industry.

**What is the estimated uptake of this qualification and what is the basis of this estimate?**

There is a demand for ~40,000 Ad Sales professionals across the media industry (Rough estimate)

**What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?**

As part of the skilled Gap Survey we have done functional mapping for all the job roles ,ensuring there is no duplications in the in the planned qualifications in NSQF through vertical career progression and

horizontal multiskilling.

**What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?**

The qualifications will be revised and updated when any one of the below instances occur

1. 24 months from the approval of the NSQC
2. If less than 50% of the certified candidates get employed.
3. When there is significant improvement in technology/ processes for executing the job role.

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

Kindly refer:

- MESC Skill Gap Study

### **SECTION 3**

#### **SUMMARY EVIDENCE OF LEVEL**

Summary of Direct Evidence:

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Generic NOS is/are linked to the overall authority attached to the job role.

<b><u>ACCOUNT DIRECTOR (MES/Q-0207)</u></b>					
<b>Process required</b>	<b>Professional Knowledge</b>	<b>Professional Skills</b>	<b>Core Skills</b>	<b>Responsibility</b>	<b>Level</b>
The jobholder needs to monitor and understand the market and competitors and continuously seek out new opportunities, identify the information needed to carry out the job	The jobholder needs to know and understand the brand, market position and the culture of the organization, the advertisement process followed at the agency and the	The jobholder should be equipped with logical skills like, planning and organising, customer centricity, problem solving and decision making. They are required to organize	Account Director must be competent in preparing a brief that effectively encapsulates the idea and its impact and preparing clients reports and presentations. The jobholder must understand how to liaise with the	Account Director must be able to monitor any changes or updates in the market, identify new opportunities and identifying how these opportunities can be leveraged to benefit the	6

<p>effectively and identify new innovations for the betterment of the organization. The jobholder is required to understand the advertisement requirements and creative goals of clients, and present final work products. Account Director also needs to identify and understand the health, safety and security risks prevalent in the workplace and know the people responsible for the same.</p>	<p>clients' advertising plan and campaign. Account Director must also understand the norms and policies relating to health and safety and the importance of maintaining high standards of health and safety at a workplace.</p>	<p>meetings with clients to analyze market trends, ensure that the information gathered is relevant to the clients and their business and tackle issues that may arise due to industry changes. Moreover, the jobholder is required to ensure that advertising end-products are prepared with pre-determined client requirements. Account Director is required to understand the hazards and plan and organize resources to deal with the risks.</p>	<p>client and internal teams and ensure that their needs are understood and also that interim concepts are in line with the requirements. Account Director must highlight the potential risks in a workplace and provide feedback to the concerned people.</p>	<p>organization. Identifying information needed to carry out the job effectively. The jobholder must be able to arrange meetings with the clients to foster dialogue and a clear understanding of the clients' requirements and oversee preparation of work products. Account Director must understand the health, safety and security risks prevalent in the workplace and identifying people responsible for the same.</p>	
<b>LEVEL-6</b>	<b>LEVEL-6</b>	<b>LEVEL-6</b>	<b>LEVEL-6</b>	<b>LEVEL-6</b>	<b>LEVEL-6</b>

**OTHER EVIDENCE OF LEVEL** [This need only be filled in where evidence other than primary outcomes was used to allocate a level] (**Optional**)

Kindly refer:

- Occupational Map

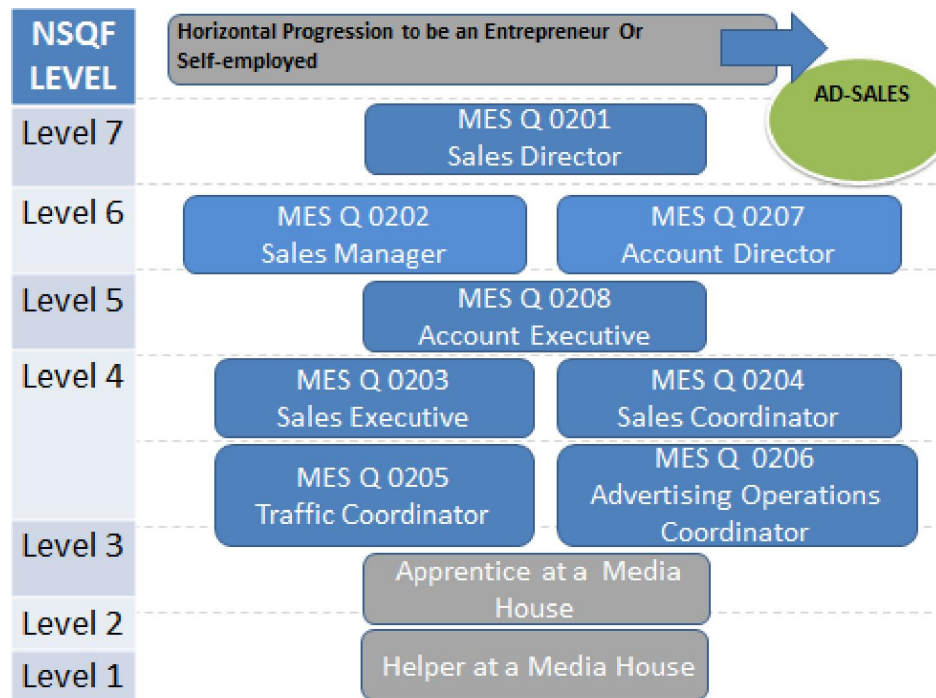


Summary of other evidence (if used):

## SECTION 4

### EVIDENCE OF RECOGNITION OR PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?



Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

Kindly refer:

- NSQF Progression Matrices

