

NSDA Reference
To be added by NSDA

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QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Media and Entertainment Skill Council

2nd 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.

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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

Qualification Title	ACCOUNT EXECUTIVE (MES/ Q 0208)		
Body/bodies which will assess candidates	MESC – Media & Entertainment Skill Council		
Body/bodies which will award the certificate for the qualification.	MESC – Media & Entertainment Skill Council		
Body which will accredit providers to offer the qualification.	MESC – Media & Entertainment Skill Council		
Occupation(s) to which the qualification gives access	<p>Account Executive The individuals in this job are required to understand advertising requirements from the client and coordinate with the creative teams within the agency to have them executed. The individual may also be required to liaise with external vendors for production of advertisements, in which case they would be required to negotiate an agreeable fee on behalf of the client. The individual is required to present final work products to clients and obtain their approval.</p>		
Proposed level of the qualification in the NSQF.	NSQF Level 5		
Anticipated volume of training/learning required to complete the qualification.	480 hours		
Entry requirements / recommendations.	Minimum: Graduate Preferred: Post Graduate		
Progression from the qualification.	Account Director		
Planned arrangements for RPL.	RPL with prominent players in the Film, Television, Gaming, Animation and Advertising industry are in progress.		
International Comparability	Creative Skills Set (United Kingdom) & IBSA (Australian Business Skill Council)		
Formal structure of the qualification			
Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
1. MES N / 0213 (Understanding the requirements and creative goals of the client)	Mandatory	144	5
2. MES N / 0215 (Coordinating with creative teams as well as external vendors)	Mandatory	144	5
3. MES N / 0216 (Prepare MIS reports)	Mandatory	144	5
4. MES N / 0218 (Maintain workplace health and safety)	Mandatory	48	5

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
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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 Executive

MES/Q 0208

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
Understanding the requirements and creative goals of the client	PC1.Research and understand the creative brief received from the advertiser	100	20	10	50
	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		20	10	
		Total	100	50	50
Coordinating with creative teams as well as	PC1.Understand the creative brief received from the advertiser and communicate it comprehensively to	100	20	10	50

external vendors	the creative/ art & design team				
	PC2.Oversee the conceptualization of ideas/concepts by the creative/ art & design team to ensure that the brief is executed accurately		10	5	
	PC3.Estimate agency fees to develop the advertisement		20	10	
	PC4.Negotiate with third-party vendors developing the advertisement (if required)		15	5	
	PC5.Obtain approval on the fee/ ideas/ concepts		20	10	
	PC6.Oversee preparation of the advertisement to ensure that the advertisers needs are met		15	10	
		Total	100	50	50
Prepare MIS reports	PC1.Gather raw data from the various advertising systems used by the individual	100	15	10	50
	PC2.Interpret information by performing different analyses and draw suitable insights		15	5	
	PC3.Present information in an easy to understand format, that is acceptable to the organization		10	5	
	PC4.Refresh information with latest data from time to time		10	5	
	PC5.Understand the different types of reports expected by the management/ other internal functions		10	5	
	PC6.Prepare and present information in the defined format to meet requirements		15	10	
	PC7.Respond positively to feedback and changes in requirements		10	5	
	PC8.Continuously review the reports to identify key trends and other variances		15	5	
		Total	100	50	50
Maintain workplace health and safety Description	PC1. Understand and comply with the organization's current health, safety and security policies and procedures	100	10	5	50
	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 procedures for illness, accidents, fires or others which may involve evacuation of the premises		5	3	
	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	
		Total	100	50	50

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 highly in demand at the entry level 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.

ACCOUNT EXECUTIVE (MES/Q-0208)					
Process required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
The jobholder needs to understand the advertisement requirements and creative goals of clients, liaising between the client and the creative and design departments, using data to draw insights for reporting and preparing MIS reports.. Account Executive also needs to identify and	The jobholder needs to know and understand the advertising process followed at the agency, the clients advertising budget and the advertising plan. The jobholder should be aware of the norms and policies relating to advertising, policies for constructing MIS reports and the problems	The jobholder should be equipped with logical skills like, planning and organising, critical thinking, problem solving and decision making. They are required to ensure that advertising end-products are prepared and presented in line with pre-determined client requirements and creative	Account Executive must be competent in finding out the client’s requirements and objectives and liaise with the client to ensure that their needs are understood and well executed. The jobholder must know how to prepare and supervise a brief for the art and design team. Access information to draw insights and understand	Account Executive must be able to foster dialogue and a clear understanding of clients’ requirements and coordinate with internal teams to analyze upon what work needs to be done. The jobholder also needs to estimate the agency fees to develop the advertisements and negotiate	5

<p>understand the health, safety and security risks prevalent in the workplace and know the people responsible for the same.</p>	<p>and issues which may impact the achievement of objectives Account Executive 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>goals. They are also required to identify problems and undertake measures to overcome them. Account Executive is required to understand the hazards and plan and organize resources to deal with the risks.</p>	<p>instructions regarding MIS reportage.. Account Executive must highlight the potential risks in a workplace and provide feedback to the concerned people.</p>	<p>with third party vendors in developing the advertisements. Gathering raw data and interpreting them to draw suitable insights. Account Executive must understand the health, safety and security risks prevalent in the workplace and identifying people responsible for the same.</p>	
LEVEL-5	LEVEL-5	LEVEL-5	LEVEL-5	LEVEL-5	LEVEL-5

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:

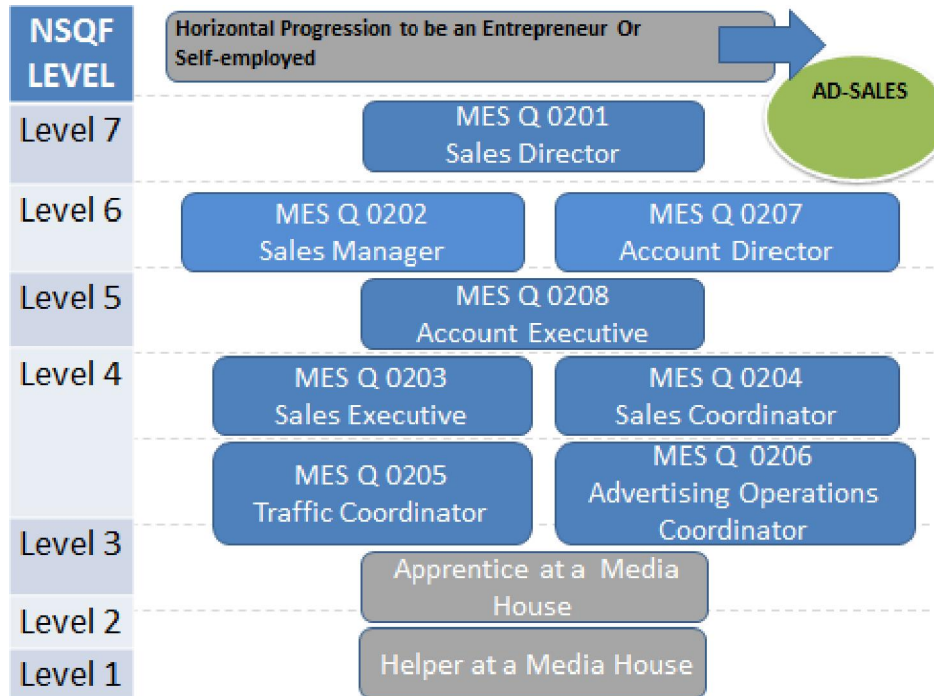
- Occupational Map

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