

Revised Application Documentation: Version 5 /22 May, 2015

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

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

Life Sciences Sector Skill Development Council

13, Palam Marg, 3<sup>rd</sup> Floor, Vasant Vihar, New Delhi, PIN 110057

Phone: +91 11 41042407/ 408, E-mail: info@lssdc.in

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

**Name:** Mr. AnshulSaxena

**Position in the organisation:** Director- NOS Development & Curriculum Advisory

### **Address if different from above**

Same as Above

**Tel number(s):** +91 11 41042407/ 408, +91 9650433002

**E-mail address:** anshul.saxena@lssdc.in

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

1. Qualifications Pack
2. RFP for development of Occupational Standards detailing the selection process as well
3. Profile of Project Team from Consultant (Inclusive of Industry Expert)
4. LSSDC Protocol for Accreditation of Assessment Agencies and Assessment Guideline Ver 1.00.
5. Sample of Assessors Guide
6. Minutes of meeting of Governing Body
  - a. Composition of National Committee of NOS
  - b. Approval of Occupational Standards by National Committee and Governing Body
7. NSDC Sector Skill Gap Report for Life Sciences Sector is available at <http://nsdcindia.org/sites/default/files/files/Pharmaceuticals.pdf>
8. Occupational Map and Career Progression Map

9. Draft MoU with Industry
10. List of companies and Industry associations participated in the development of these qualification packs
11. List of QP/NOS validating companies ( Under Development)

## QUALIFICATION FILE SUMMARY

<b>Qualification Title</b>	Business Development Executive - Life Sciences (LFS/Q0402)
<b>Body/bodies which will assess candidates</b>	Life Sciences Sector Skills Council
<b>Body/bodies which will award the certificate for the qualification.</b>	Life Sciences Sector Skills Council
<b>Body which will accredit providers to offer the qualification.</b>	Life Sciences Sector Skills Council
<b>Occupation(s) to which the qualification gives access</b>	Business Development Executive- Life Sciences falls under the Sales and Marketing occupation. The individual is responsible for assisting business development manager to minimize expiry / sales returns / non-moving products, MSL coverage, top doctors' coverage as per the plan prepared for sales. The role holder is also responsible for nurturing stakeholder relationships through consistent visits, engaging stockists, semi-stockists and panel chemists. The job requires individual to use the knowledge of life sciences industry, Institutional sales strategies, MIS and reporting formats, computer skills, and applies skills like customer centricity, analytical and critical thinking, decision making, plan and organizing and problem solving. The individual is responsible for his work and learning.
<b>Proposed level of the qualification in the NSQF.</b>	Level 4
<b>Anticipated volume of training/learning required to complete the qualification.</b>	250 Hours
<b>Entry requirements / recommendations.</b>	BBA/ B.Tech/B.Pharma/ B.Sc in a related discipline
<b>Progression from the qualification.</b>	<p><b>Upward progression:</b></p> <p>Country Manager</p> <p><b>Lateral/ Horizontal progression:</b></p> <ul style="list-style-type: none"> <li>• Market Research Specialist</li> <li>• BD Executive – Exports</li> <li>• Specialty Medical Sales Representative</li> </ul>
<b>Planned arrangements for RPL.</b>	RPL arrangements and policies are under development.
<b>International Comparability</b>	<p>While preparing the NOSs, a detailed secondary desk research was conducted. The European, South African and Australian NOSs were referred to. The relevant International NOSs for the job role are listed below for reference:</p> <p>UK NOS</p> <ul style="list-style-type: none"> <li>• COGLS305 Provide technical advice and guidance in life sciences and related industries</li> <li>• COGLS202 Maintain effective and efficient working relationships in life Sciences and related industries</li> </ul>

- SFHPHARM23 check documentation and materials
- Switzerland NOS
- Refer page no. 213 Unit Group 3339, page no. 106 Unit Group 1223, Refer page no. 163 Unit Group 2433; International Standard Classification of Occupations ILO Geneva, ISCO–08 Volume I ([http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms\\_172572.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_172572.pdf))
- Australia NOS
- Provide sales solutions to customers
  - Analyse and achieve sales targets
  - Develop a sales plan
  - Process sales transactions
  - Build sales relationships
  - Interact with customers
  - Participate in work teams and groups
- South Africa NOS
- Conduct a sales territory analysis
  - Interact with clients in a health and pharmaceutical environment
  - Act in accordance with ethical and legal codes of pharmaceutical representation and the laws of the country

**Formal structure of the qualification**

Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
LFS/N0404 To qualify leads and sell accreditation	Mandatory	130 Hours	Level 4
LFS/N0406 To collect and support in analysis of secondary sales data	Mandatory	60 Hours	Level 4
LFS/N0407 To co-ordinate with manager and team members to carry out business development activities	Mandatory	30 Hours	Level 4
LFS/N0405 To assist in creating business plans	Mandatory	30 Hours	Level 4

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

Give details of the document here:

- Qualifications Pack is attached in Annexure 1

## **SECTION 1**

### **ASSESSMENT**

#### **Name of assessment body:**

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

1. **Induslynk Training Services Pvt. Ltd (Mettl)**, having its registered office at 1004, Tower 4, The Palms, South City-1, Gurgaon, Haryana, PIN- 122001
2. **Manipal City & Guilds Pvt. Ltd**, having its registered office at 4th Floor, above Total Superstore, Sy. No 12/5, Kaikondarahalli, VarthurHobli, Sarjapur Main Road, Bangalore, Karnataka, PIN- 560034

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

Not all, only **Induslynk Training Services Pvt. Ltd (Mettl)**, having its registered office at 1004, Tower 4, The Palms, South City-1, Gurgaon, Haryana, PIN- 122001 is approved for RPL assessment.

Give details of how RPL assessment for the qualification will be carried out and quality assured.

RPL arrangements and policies are under development.

**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 Agencies:** An assessment agency is selected on the basis of

- Prior experience and understanding of Life Sciences or similar sector.
- Experience in conducting assessments for similar job roles.
- Manpower and Technical capabilities.
- Geographical reach
- Existing Network in the Life Sciences Sector
- Agencies internal policies to maintain Standards, Quality & professional Integrity
- Agencies policy in assessor management

**Assessment development:** The assessment development is done with close monitoring and support of LSSSDC at every stage.

Steps for assessment development:

- Selection of assessment tool(s) depending on the assessment criteria prescribed in that QP.
- Developing blue print of the question paper, Viva, Demonstration, whatever are selected tools.
- Development of lay-out of Question paper is such that the entire PCs (Performance Criteria) of that QP are covered.
- Score per question maps with the weightage given to that PC, in the assessment criteria and the level of difficulty of the question.
- **SME:** An expert from industry is selected who is called "Subject Matter Expert". This SME must have over 13-15 years of experience in the industry, on same job role.
- **SME** is screened and approved by LSSSDC. He is oriented by both LSSSDC and Assessment agency on – creating question Bank, level of questions, end desired outcome of the assessment.

**Assessor:** The Assessors are engaged to conduct the assessments. The selection takes place as follows

- LSSSDC defines the criteria for profile of an assessor.
- Assessor is a person who is currently working in the same industry on same or higher job role and has minimum 5-7 years of experience.
- Based on this, Assessment agency locates the right people from the Industry and LSSSDC approves them after screening (they are screened on basis of resume and interview).
- Once selected, the assessor is oriented by LSSSDC and Assessment agency on various aspects of the assessment and management of assessment, such as

- QP and its background.
- Training on Assessment methodology and how to use Assessment tools. Scoring system. (as per the attached assessment guide)
- Maintain integrity at the assessment site.
- Crisis handling and support system available for the same.
- Scope of his authorities
- Administrative responsibilities.
- Required documentation of Trainee credentials, VTP credentials, mark sheet management.
- Confidentiality management.
- Assessment agency signs the agreement letter with the Assessor.
- LSSSDC certifies the Assessor.

**Assessment process:**

- Assessment date is decided with common agreement of VTP and assessment agency.
- Assessment agency ensures the availability of required infrastructure, tools for the assessment.
- Assessor is provided with location details of the VTP. He contacts VTP a day prior to the assessment to ensure that all the aspects are well managed.
- The trainees are scheduled in such a way that an assessor shall not assess more than 20 candidates in a day.
- Assessor and a representative from Assessment agency are present on the day of assessment to manage the process at assessment location.
- They carry an identity card and letter from the council authorising to conduct the assessment.
- Assessor ensures authenticity of Trainee's identity by verifying the documents (any document issued by GOI, such as Ration card, Adhar Card, Driving Licence, Passport, election card etc)
- Assessor maintains the records of attendance, verified documents, Score sheets, answer sheets and whatever applicable.
- Assessor collects evidences of the assessment in best possible way (videos, pictures, voice recordings etc)
- Assessor maintains complete confidentiality of the score, compiles the data and document and sends it to assessment agency.
- The assessment agency after processing the results and putting them in standard format hands over to LSSSDC within 7 days of assessment.
- LSSSDC cross checks and validates the data and declares the result to VTP.
- Passed candidates are provided with certificate

**Assessment tools:** Assessment tools for a QP are decided on the basis of composition of knowledge and skill in that particular QP. All assessments shall have at least two tools unless indicated otherwise. All assessments carry time allotment required per trainee, within which the assessment should be completed.

**Written test:**

Scope – Is used to test the knowledge component of the QP.

Tools – Pen and Paper in form of OMR sheet, computer or tab based online or offline.

Method – objective type questions, match the columns, fill in the blanks, tick the odd man out, choose the correct option, choose the best answer, True or false, Identify the object, tool or machinery, arrange in proper sequence.

Analysis – Question paper is divided in sections. Each Section intends to assess a particular knowledge field of the trainee. Thus section wise calculation of marks gives the clear idea of the areas of improvement or expertise of the trainee. While a consolidated marks gives the overall rating of the trainee.

**Viva**

Scope – Is used to test the knowledge and understanding and breadth of awareness about the subject. Some personality traits and generic skills (such as – promptness, sharpness, communication skills, depth of knowledge, comprehension, presentation, patience etc) can also be tested required for the QP.

Tools – Direct dialogue between assessor and Trainee.

Method – Direct questions open and close ended questions, situation based questions, analytical questions, and decision making based questions. Different questions are included to test relevant PCs from the QP

Analysis – Assessor is provided with spectrum of ready answers to be expected from trainee. This reduces

effect of subjectivity of the assessor. Comparative quality of trainees with in a batch or different institutes can be gauged.

**Practical Test**

Scope – Is used to test primarily the Skill component of the QP. Trainee’s expertise in handling and managing the tools and situation is tested.

Tools – Demonstration, role play.

Method – A situation is narrated or created in front of the trainee and he is asked to react to it. The selected situations are based on real situations. They are predefined and provided to assessor. Assessor is provided with spectrum of reactions to be expected from trainee. Based on these guidelines the assessor fills the score sheet.

Analysis –Practical tests are analysed on knowledge and skill component.

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

Give details of the document(s) here:

- LSSDC Protocol for Accreditation of Assessment Agencies and Assessment Guideline Ver1.00
- Sample of Assessors Guide

**ASSESSMENT EVIDENCE**

Assessable Outcome	Assessment Criteria	Total Marks (400)	Out Of	Theory	Skills Practical
LFS/N0404  (To qualify, lead and sell accreditation)	PC1. find new daily lead sources for sales in the assigned territory and bring in light to the BD manager	100	10	5	5
	PC2. search for new leads from city and telephone directories, trade and professional association membership lists, and other public records		10	5	5
	PC3. screen all leads for accreditation eligibility before contacting the BD manager		10	5	5
	PC4. make telephone calls and visits to prospective accredited businesses within a designated market area		10	4	6
	PC5. make sales presentation within established business guidelines and approved business sales script, whenever necessary and told by the BD manager		10	4	6
	PC6. accurately and truthfully explain all benefits and costs of accreditation to each		10	5	5

	prospective accredited business				
	PC7. maintain a professional and courteous manner with all prospective accredited businesses		4	2	2
	PC8. maintain an awareness of current and continual changes in the marketplace and within the system to be able to properly screen prospective accredited businesses		8	4	4
	PC9. keep any eye on the strategies and sales of competitors viz-a-viz our products		8	4	4
	PC10. create awareness among doctors and patients		8	4	4
	PC11. accurately complete the application for accreditation		6	3	3
	PC12. collect payment from accredited businesses		6	3	3
	Total		100	48	52
LFS/N0406 (To collect secondary sales data)	PC1. collect data about secondary sales movement at stockist / chemist points	100	16	8	8
	PC2. ensure minimization of losses due to expiry and sales returns		16	8	8
	PC3. analyze the sales data of our products viz-a-viz competition products and understand trends and issues		16	8	8
	PC4. conduct MIS reporting		14	6	8
	PC5. identify macro and micro trends in sales		14	6	8
	PC6. give special focus on handling of key accounts and sales of key products of the organisation		10	5	5
	PC7. support in providing market forecasts and share feedback with BD manager		14	6	8



	Total		100	47	53
LFS/N0407  (To co-ordinate with manager and team members to carry out business development activities)	PC1. receive work instructions from reporting manager and understand work output requirements	100	18	8	10
	PC2. seek advice and opinion from Supervisor on approach taken for carrying out work as well as output		16	6	10
	PC3. report any challenges, obstacles to completing the work as per specifications and timelines		12	6	6
	PC4. work as a team with colleagues and share work as per their or own work load and skills		16	6	10
	PC5. put team over individual goals		6	3	3
	PC6. work to resolve conflicts within the team		16	6	10
	PC7. communicate with team members in an open, respectful manner		16	6	10
	Total		100	41	59
LFS/N0405  (To assist in creating business plans)	PC1. benchmark company data with competitor/ market trends	100	14	6	8
	PC2. ensure opportunities for products already in the market are optimized through in-depth research		14	6	8
	PC3. assist in exploring new opportunities into new markets by providing data backing		16	8	8
	PC4. assist in providing data for developing and refining marketing, advertising and communication plans		16	8	8
	PC5. extract and manage data from sales force and other systems to analyze new business projects		10	4	6
	PC6. analyze ways to enhance customer experience to achieve growth		14	6	8
	PC7. communicate inputs gained from comprehensive customer needs assessment to develop a solution		16	8	8
	Total		100	46	54

## **SECTION 2**

### **EVIDENCE OF NEED**

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

While collecting data from the industry for development of the occupational map, we also took inputs on the list of unique roles and the roles to be prioritized, w.r.t. workforce volume and skilling needs. These inputs have been used for subsequent qualification packs development.

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

Skills Gap analysis Reports for industry demand and secondary research data is the basis, though these do not lend to accurate demand projection. The link to NSDC Human Resource & Skills Requirement in Life Sciences Sector is <http://nsdcindia.org/sites/default/files/files/Pharmaceuticals.pdf>

- Feedback from industry for demand though again sample size may not lend to accurate figures
- Training duration, and current and potential training capacity envisaged
- An LMIS development initiative is being put in place to be more precise regarding the demand and supply

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

The NSDC list of Approved and Under-development QPs has been checked for overlap

Quality team of NSDC has done the 2<sup>nd</sup> level check before QRC presentation

The QP is under Industry validation and post completing the validation exercise, the QP will be resubmitted for QRC approval as per laid down protocol of NSDC.

#### **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?**

Workshops with Industry Associations of Employers are part of continuous awareness drive and will be utilized as a channel to get a continual feedback from Industry

The Qualification has been uploaded on SSC website for public with a request for feedback on qualification to be sent to an identified mail address

SSC will be engaged with Training Providers and Authorised educational institutions, who are imparting trainings as per QP guidelines, to gather feedback in implementation

Monitoring of candidate Assessment Result will be carried out

Employer feedback will be sought post placement of trainee's batch

A formal review is scheduled in two year time frame

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

Give details of the document(s) here:

- NSDC Human Resource & Skills Requirement in Life Sciences Sector is <http://nsdcindia.org/sites/default/files/files/Pharmaceuticals.pdf>

## SECTION 3

### SUMMARY EVIDENCE OF LEVEL

#### Summary of Direct Evidence:

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

Business Development Executive - Life SciencesLFS/Q0402					
Process Required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
<p>Job role holder works in familiar, predictable, routine, situation of clear choice. For example:</p> <p>finds new daily lead sources for sales in the assigned territory and bring in light to the BD manager</p> <ul style="list-style-type: none"> <li>- Search for new leads from city and telephone directories, trade and professional association membership lists, and other public records</li> <li>- Make sales presentation within established business guidelines and approved business sales script, whenever necessary and told by the BD manager</li> <li>- analyse the sales data of own organization products viz-a-viz competition products and understand trends and issues</li> <li>- Assist in exploring new opportunities</li> </ul>	<p>Job role holder applies factual knowledge of life sciences manufacturing. For example:</p> <p>To search and generate new sales lead uses knowledge about Business Planning (Market mapping, Sales forecasting, Prioritization), Sales planning, MSL Mapping, Customer profiling, Call planning, Product messaging, Distribution management</p> <p>To analyse the sales data of own organization products viz-a-viz competition products and to understand trends and issues uses the knowledge of statistical tools, knowledge about competitor and their products</p> <p>Refers to organization's existing product portfolio and</p>	<p>Job role holder recalls and demonstrates practical skill, routine and repetitive in narrow range of application, using appropriate rule and tool, using quality concept. For Example:</p> <ul style="list-style-type: none"> <li>- uses skills like planning and organizing, analytical thinking, critical thinking, customer centricity and decision making while he/she does while monitoring the competitor products in the market.</li> <li>- uses organizing, analytical thinking, problem solving, customer centricity and decision making while he/she compiles data, performs analysis of data gathered and reports summarizing findings as per organizational</li> </ul>	<p>Job role holder uses language to communicate written and oral with required clarity, skill to basic arithmetic and algebraic principles, basic understanding of social, political and natural environment. For Example:</p> <p>Business development executive communicates (preferred in English language) with potential sales lead to promote and sell the product</p> <p>Individual collects and organizes information from the customer representative by interviewing them over phone, via mail exchange and</p>	<p>Job role holder has responsibility of own work and learning. For Example:</p> <ul style="list-style-type: none"> <li>-finds new daily lead sources for sales in the assigned territory and bring in light to the BD manager</li> <li>- Search for new leads from city and telephone directories, trade and professional association membership lists, and other public records</li> <li>- Make sales presentation within established business guidelines and approved business sales script, whenever necessary and told by the BD manager</li> <li>- analyse the sales data of</li> </ul>	Level 4

<p>into new markets by providing data backing</p> <ul style="list-style-type: none"> <li>- Support in providing market forecasts and share feedback with BD manager</li> <li>- report to manager about any challenges, obstacles to completing the work as per specifications and timelines</li> <li>- Follows the institutional and professional code of ethics and standards of practice and uses company's tools, system and procedures</li> </ul>	<p>current market presence for responding any query of customer during presentation</p> <p>During all activities applies knowledge of organizational SoPs, basic concepts and principles of life sciences sales and marketing</p> <p>To report to manager about any challenges, obstacles to completing the work uses knowledge about organizational SoPs and escalation matrix and work flow.</p>	<p>SoPs and predefined formats.</p> <ul style="list-style-type: none"> <li>- The analytical thinking and decision making skills are also utilized while identifying the needs of new sales lead</li> <li>- Analytical, customer centricity and planning and organizing skills are used to choose the appropriate pre sales strategies to maximize the reach</li> <li>- Analytical thinking and critical thinking, objection handling, decision making and customer centricity skills are used while making presentation to customer.</li> </ul>	<p>even in person meeting</p> <p>He/she uses basic mathematical skills while analyzing the trends data and during negotiations.</p> <p>While performing the sales lead generation activities, have an understanding of other cross functions, scope and responsibilities, applicable regulatory guidelines (for example WHO/NPPA/Excise laws etc), laws and Acts (Drug and cosmetics act etc.) and work expectations, ethical and code of conducts and business targets.</p>	<p>own organization products viz-a-viz competition products and understand trends and issues</p> <ul style="list-style-type: none"> <li>- Assist in exploring new opportunities into new markets by providing data backing</li> <li>- Support in providing market forecasts and share feedback with BD manager</li> <li>- report to manager about any challenges, obstacles to completing the work as per specifications and timelines</li> <li>- Follows the institutional and professional code of ethics and standards of practice and uses company's tools, system and procedures</li> </ul>	
Level 4	Level 4	Level 4	Level 4	Level 4	

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

**Summary of other evidence (if used):**

1. Internship Monitoring report available at VTP for each candidate for internship period duly signed by Industry authorized person

## **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?**

Horizontal and vertical mobility options have been articulated while developing the standard. For Example:

Post qualifying the certification of Business Development Executive- Life Sciences, candidate has an option to qualify for Speciality Medical Sales Representative Job role for a lateral progression and can move vertically as Country Manager after 5-6 years of industrial work experience as Business Development Executive.

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

Give details of the document(s) here:

- Occupational Map and progression matrix