COMPETENCY STANDARDS

E-COMMERCE OPERATIONS LEVEL III

INFORMATION AND COMMUNICATIONS TECHNOLOGY SECTOR

TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY
TESDA Complex East Service Road, South Luzon Expressway (SLEX),
Fort Bonifacio, Taguig City

Technical Education and Skills Development Act of 1994 (Republic Act No. 7796)

Section 22, "Establishment and Administration of the National Trade Skills Standards" of the RA 7796 known as the TESDA Act mandates TESDA to establish national occupational skills standards. The Authority shall develop and implement a certification and accreditation program in which private industry groups and trade associations are accredited to conduct approved trade tests, and the local government units to promote such trade testing activities in their respective areas in accordance with the guidelines to be set by the Authority.

TABLE OF CONTENTS
INFORMATION AND COMMUNICATIONS TECHNOLOGY SECTOR
E-COMMERCE OPERATIONS LEVEL III

COMPETENCY STANDARD FOR
E-COMMERCE OPERATIONS LEVEL III

SECTION 1   DEFINITION

The **E-COMMERCE OPERATIONS LEVEL III** qualification consists of competencies that a person must achieve to perform E-commerce data processing, operate new media for e-commerce operations, perform live broadcasting operations, operate online store, perform network marketing, manage network customer relationships employing advanced e-commerce techniques.

The units of competency comprising this qualification include the following:

Unit Code	BASIC COMPETENCIES
400311319	Lead workplace communication
400311320	Lead small teams
400311321	Apply critical thinking and problem-solving techniques in the workplace
400311322	Work in a diverse environment
400311323	Propose methods of applying learning and innovation in the organization
400311324	Use information systematically
400311325	Evaluate occupational safety and health work practices
400311326	Evaluate environmental work practices
400311327	Facilitate entrepreneurial skills for micro-small-medium enterprises (MSMEs)

Unit Code	COMMON COMPETENCIES
ICT315202	Apply quality standards
ICT311203	Perform computer operations

Unit Code	CORE COMPETENCIES
CS-ICT251122	Perform e-commerce data processing
CS-ICT251123	Operate new media for e-commerce operations
CS-ICT251124	Perform live broadcasting operations
CS-ICT251125	Manage online store
CS-ICT251126	Manage digital marketing
CS-ICT251127	Manage digital customer relationship

A person who has achieved this qualification is competent to be:

- ❑ E-Commerce Data Analyst
- ❑ E-Commerce Marketing Supervisor
- ❑ E-Commerce Marketing Specialist

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SECTION 2 COMPETENCY STANDARDS

This section gives the details of the contents of the units of competency required in **E-COMMERCE OPERATIONS LEVEL III.**

BASIC COMPETENCIES

UNIT OF COMPETENCY : **LEAD WORKPLACE COMMUNICATION**

UNIT CODE : **400311319**

UNIT DESCRIPTOR : This unit covers the knowledge, skills and attitudes required to lead in the effective dissemination and discussion of ideas, information, and issues in the workplace. This includes preparation of written communication materials.

ELEMENT	PERFORMANCE CRITERIA Italicized terms are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Communicate information about workplace processes	1.1 Relevant ***communication method*** is selected based on workplace procedures 1.2 Multiple operations involving several topics/areas are communicated following enterprise requirements 1.3 Questioning is applied to gain extra information 1.4 Relevant sources of information is identified in accordance with workplace/ client requirements 1.5 Information is selected and organized	1.1. Organization requirements for written and electronic communication methods 1.2. Effective verbal communication methods 1.3. Business Writing 1.4. Workplace etiquette	1.1 Organizing Information 1.2 Conveying intended meaning 1.3 Participating in a variety of workplace discussions 1.4 Complying with organization requirements for the use of written and electronic communication methods 1.5 Effective business Writing 1.6 Effective clarifying and probing skills 1.7 Effective questioning

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	following enterprise procedures 1.6 Verbal and written reporting is undertaken when required 1.7 Communication and negotiation skills are applied and maintained in all relevant situations		techniques (clarifying and probing)
2. Lead workplace discussions	2.1 Response to workplace issues are sought following enterprise procedures 2.2 Response to workplace issues are provided immediately 2.3 Constructive contributions are made to workplace discussions on such issues as production, quality and safety 2.4 Goals/ objectives and action plans undertaken in the workplace are communicated promptly	2.2 Organization requirements for written and electronic communication methods 2.3 Effective verbal communication methods 2.4 Workplace etiquette	2.1 Organizing information 2.2 Conveying intended meaning 2.3 Participating in variety of workplace discussions 2.4 Complying with organization requirements for the use of written and electronic communication methods 2.5 Effective clarifying and probing skills
3. Identify and communicate issues arising in the workplace	3.1 Issues and problems are identified as they arise 3.2 Information regarding problems and issues are organized coherently to ensure clear and effective communication 3.3 Dialogue is	3.1 Organization requirements for written and electronic communication methods 3.2 Effective verbal communication methods 3.3 Workplace etiquette 3.4 Communication problems and issues	3.1 Organizing information 3.2 Conveying intended meaning 3.3 Participating in a variety of workplace discussions 3.4 Complying with organization requirements for the use of written and

	initiated with appropriate personnel 3.4 Communication problems and issues are raised as they arise 3.5 Identify barriers in communication to be addressed	3.5 Barriers in communication	electronic communication methods 3.5 Effective clarifying and probing skills 3.6 Identifying issues 3.7 Negotiation and communication skills

RANGE OF VARIABLES

VARIABLE	RANGE
1. Methods of communication	May include: 1.1. Non-verbal gestures 1.2. Verbal 1.3. Face-to-face 1.4. Two-way radio 1.5. Speaking to groups 1.6. Using telephone 1.7. Written 1.8. Internet
2. Workplace discussions	May include: 2.1. Coordination meetings 2.2. Toolbox discussion 2.3. Peer-to-peer discussion

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate:
	1.1 Dealt with a range of communication/information at one time
	1.2 Demonstrated leadership skills in workplace communication
	1.3 Made constructive contributions in workplace issues
	1.4 Sought workplace issues effectively
	1.5 Responded to workplace issues promptly
	1.6 Presented information clearly and effectively written form
	1.7 Used appropriate sources of information
	1.8 Asked appropriate questions
	1.9 Provided accurate information
2. Resource Implications	The following resources should be provided:
	2.1 Variety of Information
	2.2 Communication tools
	2.3 Simulated workplace
3. Methods of Assessment	Competency in this unit may be assessed through:
	Case problem
	3.1. Third-party report
	3.2. Portfolio
	3.3. Interview
	3.4. Demonstration/Role-playing
4. Context for Assessment	4.1. Competency may be assessed in the workplace or in a simulated workplace environment

UNIT OF COMPETENCY　:　LEAD SMALL TEAMS

UNIT CODE　　　　　:　400311320

UNIT DESCRIPTOR　　:　This unit covers the knowledge, skills and attitudes to lead small teams including setting, maintaining and monitoring team and individual performance standards

ELEMENT	PERFORMANCE CRITERIA **Italicized terms** are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Provide team leadership	1.1 Work requirements are identified and presented to team members based on company policies and procedures 1.2 Reasons for instructions and requirements are communicated to team members based on company policies and procedures 1.3 Team members' and leaders' concerns are recognized, discussed and dealt with based on company practices	1.1 Facilitation of Team work 1.2 Company policies and procedures relating to work performance 1.3 Performance standards and expectations 1.4 Monitoring individual's and team's performance vis a vis client's and group's expectations	1.1 Communication skills required for leading teams 1.2 Group facilitation skills 1.3 Negotiating skills 1.4 Setting performance expectation
2. Assign responsibilities	2.1. Responsibilities are allocated having regard to the skills, knowledge and aptitude required to undertake the assigned task based on company policies.	2.1 Work plan and procedures 2.2 Work requirements and targets 2.2 Individual and group expectations and assignments 2.3 Ways to	2.1 Communication skills 2.2 Management skills 2.3 Negotiating skills 2.4 Evaluation skills 2.5 Identifying team member's strengths and

	2.2. Duties are allocated having regard to individual preference, domestic and personal considerations, whenever possible	improve group leadership and membership	rooms for improvement
3. Set performance expectations for team members	3.1 Performance expectations are established based on client needs 3.2 Performance expectations are based on individual team member's knowledge, skills and aptitude 3.3 Performance expectations are discussed and disseminated to individual team members	3.1 One's roles and responsibilities in the team 3.2 Feedback giving and receiving 3.3 Performance expectation	3.1 Communication skills 3.2 Accurate empathy 3.3 Congruence 3.4 Unconditional positive regard 3.5 Handling of Feedback
4. Supervise team performance	4.1 Performance is monitored based on defined performance criteria and/or assignment instruction 4.2 Team members are provided with feedback, positive support and advice on strategies to overcome any deficiencies based on company practices 4.3 Performance issues which cannot be rectified or addressed within	4.1 Performance Coaching 4.2 Performance management 4.3 Performance Issues	4.1 Communication skills required for leading teams 4.2 Coaching skill

	the team are referred to appropriate personnel according to employer policy 4.4 Team members are kept informed of any changes in the priority allocated to assignments or tasks which might impact on client/customer needs and satisfaction 4.5 Team operations are monitored to ensure that employer/client needs and requirements are met 4.6 Follow-up communication is provided on all issues affecting the team 4.7 All relevant documentation is completed in accordance with company procedures		

RANGE OF VARIABLES

VARIABLE	RANGE
1. Work requirements	May include: 1.1. Client Profile 1.2. Assignment instructions
2. Team member's concerns	May include: 2.1 Roster/shift details
3. Monitor performance	May include: 3.1 Formal process 3.2 Informal process
4. Feedback	May include: 4.1 Formal process 4.2 Informal process
5. Performance issues	May include: 5.1 Work output 5.2 Work quality 5.3 Team participation 5.4 Compliance with workplace protocols 5.5 Safety 5.6 Customer service

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Maintained or improved individuals and/or team performance given a variety of possible scenario 1.2 Assessed and monitored team and individual performance against set criteria 1.3 Represented concerns of a team and individual to next level of management or appropriate specialist and to negotiate on their behalf 1.4 Allocated duties and responsibilities, having regard to individual's knowledge, skills and aptitude and the needs of the tasks to be performed 1.5 Set and communicated performance expectations for a range of tasks and duties within the team and provided feedback to team members
2. Resource I	The following resources should be provided: 2.1 Access to relevant workplace or appropriately simulated environment where assessment can take place 2.2 Materials relevant to the proposed activity or task
3. Methods of Assessment	Competency in this unit may be assessed through: 3.1 Written Examination 3.2 Oral Questioning 3.3 Portfolio
4. Context for Assessment	4.1 Competency may be assessed in actual workplace or at the designated TESDA Accredited Assessment Center.

UNIT OF COMPETENCY : **APPLY CRITICAL THINKING AND PROBLEM-SOLVING TECHNIQUES IN THE WORKPLACE**

UNIT CODE : **400311321**

UNIT DESCRIPTOR : This unit covers the knowledge, skills and attitudes required to solve problems in the workplace including the application of problem-solving techniques and to determine and resolve the root cause/s of specific problems in the workplace.

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Examine specific workplace challenges	1.1 Variances are examined from normal operating **parameters**; and product quality. 1.2 Extent, cause and nature of the specific problem are defined through observation, investigation and ***analytical techniques.*** 1.3 ***Problems*** are clearly stated and specified.	1.1 Competence includes a thorough knowledge and understanding of the process, normal operating parameters, and product quality to recognize nonstandard situations. 1.2 Competence to include the ability to apply and explain, enough for the identification of fundamental causes of specific workplace challenges. 1.3 Relevant equipment and operational processes. 1.4 Enterprise goals, targets and measures. 1.5 Enterprise quality OHS and environmental requirement. 1.6 Enterprise	1.1 Using range of analytical techniques (e.g., planning, attention, simultaneous and successive processing of information) in examining specific challenges in the workplace. 1.2 Identifying extent and causes of specific challenges in the workplace.

		information systems and data collation 1.7 Industry codes and standards.	
2. Analyze the causes of specific workplace challenges	2.1 Possible causes of specific problems are identified based on experience and the use of problem solving tools / analytical techniques. 2.2 Possible cause statements are developed based on findings. 2.3 Fundamental causes are identified per results of investigation conducted.	2.1 Competence includes a thorough knowledge and understanding of the process, normal operating parameters, and product quality to recognize nonstandard situations. 2.2 Competence to include the ability to apply and explain, sufficient for the identification of fundamental cause, determining the corrective action and provision of recommendations. 2.3 Relevant equipment and operational processes. 2.4 Enterprise goals, targets and measures. 2.5 Enterprise quality OSH and environmental requirement. 2.6 Enterprise information systems and data collation. 2.7 Industry codes and standards.	2.1 Using range of analytical techniques (e.g., planning, attention, simultaneous and successive processing of information) in examining specific challenges in the workplace. 2.2 Identifying extent and causes of specific challenges in the workplace. 2.3 Providing clear-cut findings on the nature of each identified workplace challenges.
3. Formulate resolutions to specific workplace	3.1 All possible option is considered for resolution of the problem.	3.1 Competence to include the ability to apply and explain, sufficient	3.1 Generating insights on how to improve organizational

| challenges | 3.2 Strengths and weaknesses of possible options are considered.
3.3 Corrective actions are determined to resolve the problem and possible future causes.
3.4 Action plans are developed identifying measurable objectives, resource needs and timelines in accordance with safety and operating procedures | for the identification of fundamental cause, determining the corrective action and provision of recommendations
3.2 Relevant equipment and operational processes
3.3 Enterprise goals, targets and measures
3.4 Enterprise quality OSH and environmental requirement
3.5 Principles of decision making strategies and techniques
3.6 Enterprise information systems and data collation
3.7 Industry codes and standards | procedures, processes and systems through innovation.
3.1 Using range of analytical techniques (e.g., planning, attention, simultaneous and successive processing of information) in examining specific challenges in the workplace.
3.2 Identifying extent and causes of specific challenges in the workplace.
3.3 Providing clearcut findings on the nature of each identified workplace challenges.
3.4 Devising, communicating, implementing and evaluating strategies and techniques in addressing specific workplace challenges. |
| 4. Implement action plans and communicate results | 4.1 Action plans are implemented and evaluated.
4.2 Results of plan implementation and recommendations are prepared. | 4.1 Competence to include the ability to apply and explain, sufficient for the identification of fundamental cause, determining | 4.1 Using range of analytical techniques (e.g., planning, attention, simultaneous and successive processing of information) in |

	4.2 Recommendations are presented to appropriate personnel. 4.3 Recommendations are followed-up, if required.	the corrective action and provision of recommendations 4.2. Relevant equipment and operational processes 4.3 Enterprise goals, targets and measures 4.4 Enterprise quality, OSH and environmental requirement 4.5 Principles of decision making strategies and techniques 4.6 Enterprise information systems and data collation 4.7 Industry codes and standards	examining specific challenges in the workplace. 4.2 Identifying extent and causes of specific challenges in the workplace. 4.3 Providing clearcut findings on the nature of each identified workplace challenges. 4.4 Devising, communicating, implementing and evaluating strategies and techniques in addressing specific workplace challenges.

RANGE OF VARIABLES

VARIABLE	RANGE
1. Parameters	May include: 1.1 Processes 1.2 Procedures 1.3 Systems
2. Analytical techniques	May include: 2.1. Brainstorming 2.2. Intuitions/Logic 2.3. Cause and effect diagrams 2.4. Pareto analysis 2.5. SWOT analysis 2.6. Gant chart, Pert CPM and graphs 2.7. Scatter grams
3. Problem	May include: 3.1. Routine, non – routine and complex workplace and quality problems 3.2. Equipment selection, availability and failure 3.3. Teamwork and work allocation problem 3.4. Safety and emergency situations and incidents 3.5. Risk assessment and management
4. Action plans	May include: 4.1. Priority requirements 4.2. Measurable objectives 4.3. Resource requirements 4.4. Timelines 4.5. Co-ordination and feedback requirements 4.6. Safety requirements 4.7. Risk assessment 4.8. Environmental requirements

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1. Examined specific workplace challenges. 1.2. Analyzed the causes of specific workplace challenges. 1.3. Formulated resolutions to specific workplace challenges. 1.4. Implemented action plans and communicated results on specific workplace challenges.
2. Resource Implications	2.1. Assessment will require access to an operating plant over an extended period of time, or a suitable method of gathering evidence of operating ability over a range of situations. A bank of scenarios / case studies / what ifs will be required as well as bank of questions which will be used to probe the reason behind the observable action.
3. Methods of Assessment	Competency in this unit may be assessed through: 3.1. Observation 3.2. Case Formulation 3.3. Life Narrative Inquiry 3.4. Standardized test The unit will be assessed in a holistic manner as is practical and may be integrated with the assessment of other relevant units of competency. Assessment will occur over a range of situations, which will include disruptions to normal, smooth operation. Simulation may be required to allow for timely assessment of parts of this unit of competency. Simulation should be based on the actual workplace and will include walk through of the relevant competency components. These assessment activities should include a range of problems, including new, unusual and improbable situations that may have happened.
4. Context for Assessment	In all workplace, it may be appropriate to assess this unit concurrently with relevant teamwork or operation units.

UNIT OF COMPETENCY **:** **WORK IN A DIVERSE ENVIRONMENT**

UNIT CODE **:** **400311322**

UNIT DESCRIPTOR **:** This unit covers the outcomes required to work effectively in a workplace characterized by diversity in terms of religions, beliefs, races, ethnicities and other differences

ELEMENT	PERFORMANCE CRITERIA Italicized terms are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Develop an individual's cultural awareness and sensitivity	1.1 Individual differences with clients, customers and fellow workers are recognized and respected in accordance with enterprise policies and core values. 1.2 Differences are responded to in a sensitive and considerate manner 1.3 Diversity is accommodated using appropriate verbal and nonverbal communication.	1.1 Understanding cultural diversity in the workplace 1.2 Norms of behavior for interacting and dialogue with specific groups (e. g., Muslims and other nonChristians, nonCatholics, tribes/ethnic groups, foreigners) 1.3 Different methods of verbal and nonverbal communication in a multicultural setting	1.1 Applying crosscultural communication skills (i.e. different business customs, beliefs, communication strategies) 1.2 Showing affective skills – establishing rapport and empathy, understanding, etc. 1.3 Demonstrating openness and flexibility in communication 1.4 Recognizing diverse groups in the workplace and community as defined by divergent culture, religion, traditions and practices

2. Work effectively in an environment that acknowledges and values cultural diversity	2.1 Knowledge, skills and experiences of others are recognized and documented in relation to team objectives. 2.2 Fellow workers are encouraged to utilize and share their specific qualities, skills or backgrounds with other team members and clients to enhance work outcomes. 2.3 Relations with customers and clients are maintained to show that diversity is valued by the business.	2.1 Value of diversity in the economy and society in terms of Workforce development 2.2 Importance of inclusiveness in a diverse environment 2.3 Shared vision and understanding of and commitment to team, departmental, and organizational goals and objectives 2.4 Strategies for customer service excellence	2.1 Demonstrating cross-cultural communication skills and active listening 2.2 Recognizing diverse groups in the workplace and community as defined by divergent culture, religion, traditions and practices 2.3 Demonstrating collaboration skills 2.4 Exhibiting customer service excellence
3. Identify common issues in a multicultural and diverse environment	3.1 Diversity-related conflicts within the workplace are effectively addressed and resolved. 3.2 Discriminatory behaviors towards customers/ stakeholders are minimized and addressed accordingly. 3.3 Change management policies are in place within the organization.	3.1 Value, and leverage of cultural diversity 3.2 Inclusivity and conflict resolution 3.3 Workplace harassment 3.4 Change management and ways to overcome resistance to change 3.5 Advanced strategies for customer service excellence	3.1 Addressing diversity-related conflicts in the workplace 3.2 Eliminating discriminatory behavior towards customers and coworkers 3.3 Utilizing change management policies in the workplace

RANGE OF VARIABLES

VARIABLE	RANGE
1. Diversity	This refers to diversity in both the workplace and the community and may include divergence in: 1.1 Religion 1.2 Ethnicity, race or nationality 1.3 Culture 1.4 Gender, age or personality 1.5 Educational background
2. Diversity-related conflicts	May include conflicts that result from: 2.1 Discriminatory behaviors 2.2 Differences of cultural practices 2.3 Differences of belief and value systems 2.4 Gender-based violence 2.5 Workplace bullying 2.6 Corporate jealousy 2.7 Language barriers 2.8 Individuals being differently-abled persons 2.9 Ageism (negative attitude and behavior towards old people)

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Adjusted language and behavior as required by interactions with diversity 1.2 Identified and respected individual differences in colleagues, clients and customers 1.3 Applied relevant regulations, standards and codes of practice
2. Resource Implications	The following resources should be provided: 2.1 Access to workplace and resources 2.2 Manuals and policies on Workplace Diversity
3. Methods of Assessment	Competency in this unit may be assessed through: 3.1 Demonstration or simulation with oral questioning 3.2 Group discussions and interactive activities 3.3 Case studies/problems involving workplace diversity issues 3.4 Third-party report 3.5 Written examination 3.6 Role Plays
4. Context for Assessment	Competency assessment may occur in workplace or any appropriately simulated environment

UNIT OF COMPETENCY : **PROPOSE METHODS OF APPLYING LEARNING AND INNOVATION IN THE ORGANIZATION**

UNIT CODE : **400311323**

UNIT DESCRIPTOR : This unit covers the knowledge, skills and attitudes required to assess general obstacles in the application of learning and innovation in the organization and to propose practical methods of such in addressing organizational challenges.

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Assess work procedures, processes and systems in terms of innovative practices	1.1 Reasons for innovation are incorporated to work procedures. 1.2 Models of innovation are researched. 1.3 Gaps or barriers to innovation in one's work area are analyzed. 1.4 Staff who can support and foster innovation in the work procedure are identified.	1.1 Seven habits of highly effective people. 1.2 Character strengths that foster innovation and learning (Christopher Peterson and Martin Seligman, 2004) 1.3 Five minds of the future concepts (Gardner, 2007). 1.4 Adaptation concepts in neuroscience (Merzenich, 2013). 1.5 Trans theoretical model of behavior change (Prochaska, DiClemente, & Norcross, 1992).	1.1 Demonstrating collaboration and networking skills. 1.2 Applying basic research and evaluation skills 1.3 Generating insights on how to improve organizational procedures, processes and systems through innovation.
2. Generate practical action plans for improving work	2.1 Ideas for innovative work procedure to foster innovation using individual and	2.1 Seven habits of highly effective people. 2.2 Character strengths that foster innovation	2.1 Assessing readiness for change on simple work procedures, processes and systems.

procedures, processes	group techniques are conceptualized 2.2 Range of ideas with other team members and colleagues are evaluated and discussed 2.3 Work procedures and processes subject to change are selected based on workplace requirements (feasible and innovative). 2.4 Practical action plans are proposed to facilitate simple changes in the work procedures, processes and systems. 2.5 Critical inquiry is applied and used to facilitate discourse on adjustments in the simple work procedures, processes and systems.	and learning (Christopher Peterson and Martin Seligman, 2004) 2.3 Five minds of the future concepts (Gardner, 2007). 2.4 Adaptation concepts in neuroscience (Merzenich, 2013). 2.5 Trans theoretical model of behavior change (Prochaska, DiClemente, & Norcross, 1992).	2.2 Generating insights on how to improve organizational procedures, processes and systems through innovation. 2.3 Facilitating action plans on how to apply innovative procedures in the organization.
3. Evaluate the effectiveness of the proposed action plans	3.1 Work structure is analyzed to identify the impact of the new work procedures 3.2 Co-workers/key personnel is consulted to know who will be involved with or affected by the work procedure 3.3 Work instruction operational plan of the new work procedure is developed and evaluated.	3.1 Five minds of the future concepts (Gardner, 2007). 3.2 Adaptation concepts in neuroscience (Merzenich, 2013). 3.3 Trans theoretical model of behavior change (Prochaska, DiClemente, & Norcross, 1992)	3.1 Generating insights on how to improve organizational procedures, processes and systems through innovation. 3.2 Facilitating action plans on how to apply innovative procedures in the organization. 3.3 Communicating results of the evaluation of the proposed and implemented changes in the

	3.4 Feedback and suggestion are recorded. 3.5 Operational plan is updated. 3.6 Results and impact on the developed work instructions are reviewed 3.7 Results of the new work procedure are evaluated 3.8 Adjustments are recommended based on results gathered		workplace procedures and systems. 3.4 Developing action plans for continuous improvement on the basic systems, processes and procedures in the organization.

RANGE OF VARIABLES

VARIABLE	RANGE
1. Reasons	May include: 1.1 Strengths and weaknesses of the current systems, processes and procedures. 1.2 Opportunities and threats of the current systems, processes and procedures.
2. Models of innovation	May include: 2.1 Seven habits of highly effective people. 2.2 Five minds of the future concepts (Gardner, 2007). 2.3 Neuroplasticity and adaptation strategies.
3. Gaps or barriers	May include: 3.1 Machine 3.2 Manpower 3.3 Methods 3.4 Money
4. Critical Inquiry	May include: 4.1 Preparation. 4.2 Discussion. 4.3 Clarification of goals. 4.4 Negotiate towards a Win-Win outcome. 4.5 Agreement. 4.6 Implementation of a course of action. 4.7 Effective verbal communication. See our pages: Verbal Communication and Effective Speaking. 4.8 Listening. 4.9 Reducing misunderstandings is a key part of effective negotiation. 4.10 Rapport Building. 4.11 Problem Solving. 4.12 Decision Making. 4.13 Assertiveness. 4.14 Dealing with Difficult Situations.

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Established the reasons why innovative systems are required 1.2 Established the goals of a new innovative system 1.3 Analyzed current organizational systems to identify gaps and barriers to innovation. 1.3 Assessed work procedures, processes and systems in terms of innovative practices. 1.4 Generate practical action plans for improving work procedures, and processes. 1.5 Reviewed the trial innovative work system and adjusted reflect evaluation feedback, knowledge management systems and future planning. 1.6 Evaluated the effectiveness of the proposed action plans.
2. Resource Implications	The following resources should be provided: 2.1 Pens, papers and writing implements. 2.2 Cartolina. 2.3 Manila papers
3. Methods of Assessment	Competency in this unit may be assessed through: 3.1 Psychological and behavioral Interviews. 3.2 Performance Evaluation. 3.3 Life Narrative Inquiry. 3.4 Review of portfolios of evidence and third-party workplace reports of on-the-job performance. 3.5 Sensitivity analysis. 3.6 Organizational analysis. 3.7 Standardized assessment of character strengths and virtues applied.
4. Context for Assessment	4.1. Competency may be assessed individually in the actual workplace or simulation environment in TESDA accredited institutions.

UNIT OF COMPETENCY :   USE INFORMATION SYSTEMATICALLY

UNIT CODE   :   400311324

UNIT DESCRIPTOR   :   This unit covers the knowledge, skills and attitudes   required to use technical information systems,   apply   information technology (IT) systems and edit,   format   &   check information.

ELEMENT	PERFORMANCE CRITERIA **Italicized terms** are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Use technical information	1.1. Information are collated and organized into a suitable form for reference and use 1.2. Stored information are classified so that it can be quickly identified and retrieved when needed 1.3. Guidance are advised and offered to people who need to find and use information	1.1. Application in collating information 1.2. Procedures for inputting, maintaining and archiving information 1.3. Guidance to people who need to find and use information 1.4. Organize information 1.5. classify stored information for identification and retrieval 1.6. Operate the technical information system by using agreed procedures	1.1. Collating information 1.2. Operating appropriate and valid procedures for inputting, maintaining and archiving information 1.3. Advising and offering guidance to people who need to find and use information 1.4. Organizing information into a suitable form for reference and use 1.5. Classifying stored information for identification and retrieval 1.6. Operating the technical information system by using agreed procedures
2. Apply information technology (IT)	2.1. Technical information system is operated using agreed procedures	2.1. Attributes and limitations of available software tools	2.1. Identifying attributes and limitations of

	2.2. Appropriate and valid procedures are operated for inputting, maintaining and archiving information 2.3. Software required are utilized to execute the project activities 2.4. Information and data obtained are handled, edited, formatted and checked from a range of internal and external sources 2.5. Information are extracted, entered, and processed to produce the outputs required by customers 2.6. Own skills and understanding are shared to help others 2.7. Specified security measures are implemented to protect the confidentiality and integrity of project data held in IT systems	2.2. Procedures and work instructions for the use of IT 2.3. Operational requirements for IT systems 2.4. Sources and flow paths of data 2.5. Security systems and measures that can be used 2.6. Extract data and format reports 2.7. Methods of entering and processing information 2.8. WWW enabled applications	available software tools 2.2. Using procedures and work instructions for the use of IT 2.3. Describing operational requirements for IT systems 2.4. Identifying sources and flow paths of data 2.5. Determining security systems and measures that can be used 2.6. Extracting data and format reports 2.7. Describing methods of entering and processing information 2.8. Using WWW applications

3. Edit, format and check information	3.1 Basic editing techniques are used 3.2 Accuracy of documents are checked 3.3 Editing and formatting tools and techniques are used for more complex documents 3.4 Proof reading techniques is used to check that documents look professional	3.1 Basic file handling Techniques 3.2 Techniques in checking documents 3.3 Techniques in editing and formatting 3.4 Proof reading techniques	3.1 Using basic file handling techniques is used for the software 3.2 Using different techniques in checking documents 3.3 Applying editing and formatting techniques 3.4 Applying proof reading techniques

RANGE OF VARIABLES

VARIABLE	RANGE
1. Information	May include: 1.1. Property 1.2. Organizational 1.3. Technical reference
2. Technical information	May include: 2.1. paper based 2.2. electronic
3. Software	May include: 3.1. spreadsheets 3.2. databases 3.3. word processing 3.4. presentation
4. Sources	May include: 4.1. other IT systems 4.2. manually created 4.3. within own organization 4.4. outside own organization 4.5. geographically remote
5. Customers	May include: 5.1. colleagues 5.2. company and project management 5.3. clients
6. Security Measures	May include: 6.1. access rights to input; 6.2. passwords; 6.3. access rights to outputs; 6.4. data consistency and back-up; 6.5. recovery plans

EVIDENCE GUIDE

1. Critical aspects of Competency	**Assessment requires evidence that the candidate:** 1.1. Used technical information systems and information technology 1.2. Applied information technology (IT) systems 1.3. Edited, formatted and checked information
2. Resource Implications	**The following resources should be provided:** 2.1. Computers 2.2. Software and IT system
3. Methods of Assessment	**Competency in this unit should be assessed through:** 3.1. Direct Observation 3.2. Oral interview and written test
4. Context for Assessment	4.1. Competency may be assessed individually in the actual workplace or through accredited institution

UNIT OF COMPETENCY : EVALUATE OCCUPATIONAL SAFETY AND HEALTH WORK PRACTICES

UNIT CODE : 400311325

UNIT DESCRIPTOR : This unit covers the knowledge, skills and attitudes required to interpret Occupational Safety and Health practices, set OSH work targets, and evaluate effectiveness of Occupational Safety and Health work instructions

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Interpret Occupational Safety and Health practices	1.1 OSH work practices issues are identified relevant to work requirements 1.2 OSH work standards and procedures are determined based on applicability to nature of work 1.3 Gaps in work practices are identified related to relevant OSH work standards	1.1. OSH work practices issues 1.2. OSH work standards 1.3. General OSH principles and legislations 1.4. Company/ workplace policies/ guidelines 1.5. Standards and safety requirements of work process and procedures	1.1. Communication skills 1.2. Interpersonal skills 1.3. Critical thinking skills 1.4. Observation skills
2. Set OSH work targets	2.1 Relevant work information are gathered necessary to determine OSH work targets 2.2 OSH Indicators based on gathered information are agreed upon to measure effectiveness of workplace OSH policies and procedures 2.3 Agreed OSH indicators are endorsed for	2.1. OSH work targets 2.2. OSH Indicators 2.3. OSH work instructions 2.4. Safety and health requirements of tasks 2.5. Workplace guidelines on providing feedback on OSH and security concerns 2.6. OSH regulations Hazard control procedures	2.1. Communication skills 2.2. Collaborating skills 2.3. Critical thinking skills 2.4. Observation skills

		2.7. OSH trainings relevant to work	
	approval from appropriate personnel 2.4 OSH work instructions are received in accordance with workplace policies and procedures*		
3. Evaluate effectiveness of Occupational Safety and Health work instructions	3.1 OSH Practices are observed based on workplace standards 3.2 Observed OSH practices are measured against approved OSH metrics 3.3 Findings regarding effectiveness are assessed and gaps identified are implemented based on OSH work standards	3.1. OSH Practices 3.2. OSH metrics 3.3. OSH Evaluation Techniques 3.4. OSH work standards	3.1. Critical thinking skills 3.2. Evaluating skills

RANGE OF VARIABLES

VARIABLE	RANGE
1. OSH Work Practices Issues	May include: 1.1 Workers' experience/observance on presence of work hazards 1.2 Unsafe/unhealthy administrative arrangements (prolonged work hours, no break-time, constant overtime, scheduling of tasks) 1.3 Reasons for compliance/non-compliance to use of PPEs or other OSH procedures/policies/ guidelines
2. OSH Indicators	May include: 2.1 Increased of incidents of accidents, injuries 2.2 Increased occurrence of sickness or health complaints/symptoms 2.3 Common complaints of workers related to OSH 2.4 High absenteeism for work-related reasons
3. OSH Work Instructions	May include: 3.1 Preventive and control measures, and targets 3.2 Eliminate the hazard (i.e., get rid of the dangerous machine 3.3 Isolate the hazard (i.e. keep the machine in a closed room and operate it remotely; barricade an unsafe area off) 3.4 Substitute the hazard with a safer alternative (i.e., replace the machine with a safer one) 3.5 Use administrative controls to reduce the risk (i.e. give trainings on how to use equipment safely; OSH-related topics, issue warning signage's, rotation/shifting work schedule) 3.6 Use engineering controls to reduce the risk (i.e. use safety guards to machine) 3.7 Use personal protective equipment 3.8 Safety, Health and Work Environment Evaluation 3.9 Periodic and/or special medical examinations of workers
4. OSH metrics	May include: 4.1 Statistics on incidence of accidence and injuries 4.2 Morbidity (Type and Number of Sickness) 4.3 Mortality (Cause and Number of Deaths) 4.4 Accident Rate

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1. Identify OSH work practices issues relevant to work requirements 1.2. Identify gaps in work practices related to relevant OSH work standards 1.3. Agree upon OSH Indicators based on gathered information to measure effectiveness of workplace OSH policies and procedures 1.4. Receive OSH work instructions in accordance with workplace policies and procedures 1.5. Compare Observed OSH practices with against approved OSH work instructions 1.6. Assess findings regarding effectiveness based on OSH work standards
2. Resource Implications	The following resources should be provided: 2.1 Facilities, materials, tools and equipment necessary for the activity
3. Methods of Assessment	Competency in this unit may be assessed through: 3.1 Observation/Demonstration with oral questioning 3.2 Third party report 3.3 Written exam
4. Context for Assessment	4.1 Competency may be assessed in the work place or in a simulated work place setting

UNIT OF COMPETENCY : EVALUATE ENVIRONMENTAL WORK PRACTICES

UNIT CODE : 400311326

UNIT DESCRIPTOR : This unit covers the knowledge, skills and attitude to interpret environmental Issues, establish targets to evaluate environmental practices and evaluate effectiveness of environmental practices

ELEMENT	PERFORMANCE CRITERIA Italicized terms are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Interpret environmental practices, policies and procedures	1.1 Environmental work practices issues are identified relevant to work requirements 1.2 Environmental Standards and Procedures nature of work are determined based on Applicability to nature of work 1.3 Gaps in work practices related to Environmental Standards and Procedures are identified	1.1 Environmental Issues 1.2 Environmental Work Procedures 1.3 Environmental Laws 1.4 Environmental Hazardous and Non-Hazardous Materials 1.5 Environmental required license, registration or certification	1.1. Analyzing Environmental Issues and Concerns 1.2. Critical thinking 1.3. Problem Solving 1.4. Observation Skills
2. Establish targets to evaluate environmental practices	2.1. Relevant information is gathered necessary to determine environmental work targets 2.2. Environmental Indicators based on gathered information are set to measure environmental work targets 2.3. Indicators are verified with appropriate personnel	2.1. Environmental indicators 2.2. Relevant Environment Personnel or expert 2.3. Relevant Environmental Trainings and Seminars	2.1. Investigative Skills 2.2. Critical thinking 2.3. Problem Solving 2.4. Observation Skills

| 3. Evaluate effectiveness of environmental practices | 3.1. Work environmental practices are recorded based on workplace standards
3.2. Recorded work environmental practices are compared against planned indicators
3.3. Findings regarding effectiveness are assessed and gaps identified are implemented based on environment work standards and procedures
3.4. Results of environmental assessment are conveyed to appropriate personnel | 3.1 Environmental Practices
3.2 Environmental Standards and Procedures | 3.1 Documentation and Record Keeping Skills
3.2 Critical thinking
3.3 Problem Solving
3.4 Observation Skills |

RANGE OF VARIABLES

VARIABLE	RANGE
1. Environmental Practices Issues	May include: 1.1 Water Quality 1.2 National and Local Government Issues 1.3 Safety 1.4 Endangered Species 1.5 Noise 1.6 Air Quality 1.7 Historic 1.8 Waste 1.9 Cultural
2. Environmental Indicators	May include: 2.1 Noise level 2.2 Lighting (Lumens) 2.3 Air Quality - Toxicity 2.4 Thermal Comfort 2.5 Vibration 2.6 Radiation 2.7 Quantity of the Resources 2.8 Volume

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1. Identified environmental issues relevant to work requirements 1.2. Identified gaps in work practices related to Environmental Standards and Procedures 1.3. Gathered relevant information necessary to determine environmental work targets 1.4. Set environmental indicators based on gathered information to measure environmental work targets 1.5. Recorded work environmental practices are recorded based on workplace standards 1.6. Conveyed results of environmental assessment to appropriate personnel
2. Resource Implications	The following resources should be provided: 2.1 Workplace/Assessment location 2.2 Legislation, policies, procedures, protocols and local ordinances relating to environmental protection 2.3 Case studies/scenarios relating to environmental protection
3. Methods of Assessment	Competency in this unit may be assessed through: 3.1 Written/ Oral Examination 3.2 Interview/Third Party Reports 3.3 Portfolio (citations/awards from GOs and NGOs, certificate of training – local and abroad) 3.4 Simulations and role-plays
4. Context for Assessment	4.1 Competency may be assessed in actual workplace or at the designated TESDA center.

UNIT OF COMPETENCY : **FACILITATE ENTREPRENEURIAL SKILLS FOR MICRO-SMALL-MEDIUM ENTERPRISES (MSMES)**

UNIT CODE : **400311327**

UNIT DESCRIPTOR : This unit covers the outcomes required to build, operate and grow a micro/small-scale enterprise.

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Develop and maintain micro-small medium enterprise (MSMEs) skills in the organization	1.1 Appropriate business strategies are determined and set for the enterprise based on current and emerging business environment. 1.2 Business operations are monitored and controlled following established procedures. 1.3 Quality assurance measures are implemented consistently. 1.4 Good relations are maintained with staff/workers. 1.5 Policies and procedures on occupational safety and health and environmental concerns are constantly observed.	1.1 Business models and strategies 1.2 Types and categories of businesses 1.3 Business operation 1.4 Basic Bookkeeping 1.5 Business internal controls 1.6 Basic quality control and assurance concepts 1.7 Government and regulatory processes	1.1 Basic bookkeeping/ accounting skills 1.2 Communication skills 1.3 Building relations with customer and employees 1.4 Building competitive advantage of the enterprise
2. Establish and maintain client-base/ market	2.1 Good customer relations are maintained 2.2 New customers and markets are identified, explored and reached out to. 2.3 Promotions/ Incentives are	2.1 Public relations concepts 2.2 Basic product promotion strategies 2.3 Basic market and feasibility studies 2.4 Basic business	2.1 Building customer relations 2.2 Individual marketing skills 2.3 Using basic advertising (posters/

	offered to loyal customers 2.4 Additional products and services are evaluated and tried where feasible. 2.5 Promotional/ advertising initiatives are carried out where necessary and feasible.	ethics	tarpaulins, flyers, social media, etc.)
3. Apply budgeting and financial management skills	3.1 Enterprise is built up and sustained through judicious control of cash flows. 3.2 Profitability of enterprise is ensured though appropriate internal controls. 3.3 Unnecessary or lower-priority expenses and purchases are avoided.	3.1 Cash flow management 3.1 Basic financial management 3.2 Basic financial accounting 3.3 Business Internal controls	3.1 Setting business priorities and strategies 3.2 Interpreting basic financial statements 3.3 Preparing business plans

RANGE OF VARIABLES

VARIABLE	RANGE
1. Business strategies	May include: 1.1. Developing/Maintaining niche market 1.2. Use of organic/healthy ingredients 1.3. Environment-friendly and sustainable practices 1.4. Offering both affordable and high-quality products and services 1.5. Promotion and marketing strategies (e. g., online marketing)
2. Business operations	May include: 2.1 Purchasing 2.2 Accounting/Administrative work 2.3 Production/Operations/Sales
3. Internal controls	May include: 3.1 Accounting systems 3.2 Financial statements/reports 3.3 Cash management
4. Promotional/ Advertising initiatives	May include: 4.1 Use of tarpaulins, brochures, and/or flyers 4.2 Sales, discounts and easy payment terms 4.3 Use of social media/Internet 4.4 "Service with a smile" 4.5 Extra attention to regular customers

EVIDENCE GUIDE

1. Critical aspects of Competency	**Assessment requires evidence that the candidate:** 1.1 Demonstrated basic entrepreneurial skills 1.2 Demonstrated ability to conceptualize and plan a micro/small enterprise 1.3 Demonstrated ability to manage/operate a micro/small-scale business
2. Resource Implications	**The following resources should be provided:** 2.1 Simulated or actual workplace 2.2 Tools, materials and supplies needed to demonstrate the required tasks 2.3 References and manuals
3. Methods of Assessment	**Competency in this unit should be assessed through:** 3.1 Written examination 3.2 Demonstration/observation with oral questioning 3.3 Portfolio assessment with interview 3.4 Case problems
4. Context for Assessment	4.1 Competency may be assessed in workplace or in a simulated workplace setting 4.2 Assessment shall be observed while tasks are being undertaken whether individually or in-group

COMMON COMPETENCIES

UNIT OF COMPETENCY : APPLY QUALITY STANDARDS

UNIT CODE : ICT315202

UNIT DESCRIPTOR : This unit covers the knowledge, skills, attitudes and   values needed to apply quality standards in the workplace.   The   unit also includes the application of   relevant   safety   procedures and regulations,   organization   procedures   and   customer requirements.

ELEMENT	PERFORMANCE CRITERIA Italicized terms are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Assess quality of received materials	1.1. Work instructions are obtained and work is carried out in accordance with standard operating procedures 1.2. Received materials or component parts are checked against workplace standards and specifications 1.3. Faulty material or components related to work are identified and isolated 1.4. Faults and any identified causes are recorded and/or reported to the supervisor concerned in accordance with workplace procedures 1.5. Faulty materials or components are replaced in accordance with workplace procedures	1.1. Relevant production processes, materials and products 1.2. Characteristics of materials, software and hardware used in production processes 1.3. Quality checking procedures 1.4. Quality Workplace procedures 1.5. Identification of faulty materials related to work	1.1. Reading skills required to interpret work instruction 1.2. Critical thinking 1.3. Interpreting Work instructions

ELEMENT	PERFORMANCE CRITERIA Italicized terms are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
2. Assess own work	2.1. Documentation relative to quality within the company is identified and used 2.2. Completed work is checked against workplace standards relevant to the task undertaken 2.3. Faulty pieces are identified and isolated 2.4. Information on the quality and other indicators of production performance is recorded in accordance with workplace procedures 2.5. Deviations from specified quality standards, causes are documented and reported in accordance with the workplace' standards operating procedures	2.1. Safety and environmental aspects of production processes 2.2. Fault identification and reporting 2.3. Workplace procedure in documenting completed work 2.4. Workplace Quality Indicators	2.1. Carry out work in accordance with OHS policies and procedures

ELEMENT	PERFORMANCE CRITERIA Italicized terms are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
3. Engage in quality improvement	3.1. Process improvement procedures are participated in relation to workplace assignment 3.2. Work is carried out in accordance with process improvement procedures 3.3. Performance of operation or quality of product or service to ensure customer satisfaction is monitored	3.1. Quality improvement processes 3.2. Company customers defined	3.1. Solution providing and decision-making 3.2. Practice company process improvement procedure

RANGE OF VARIABLES

VARIABLE	RANGE
1 Materials	1.1 Materials may include but not limited to: 1.1.1. Manuals 1.1.2. Job orders 1.1.3. Instructional videos
2 Faults	2.1 Faults may include but not limited to: 2.1.1. Materials not to specification 2.1.2. Materials contain incorrect/outdated information 2.1.3. Hardware defects 2.1.4. Materials that do not conform with any regulatory agencies
3 Documentation	3.1 Organization work procedures 3.2 Manufacturer's instruction manual 3.3 Customer requirements 3.4 Forms
4 Errors	4.1 Errors may be related but not limited to the following: 4.1.1. Deviation from the requirements of the Client 4.1.2. Deviation from the requirement of the organization
5 Quality standards	5.1 Quality standards may be related but not limited to the following: 5.1.1. Materials 5.1.2. Hardware 5.1.3. Final product 5.1.4. Production processes 5.1.5. Customer service
6 Customer	6.1 Co-worker 6.2 Supplier/Vendor 6.3 Client 6.4 Organization receiving the product or service

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1. Carried out work in accordance with the company's standard operating procedures 1.2. Performed task according to specifications 1.3. Reported defects detected in accordance with standard operating procedures 1.4. Carried out work in accordance with the process improvement procedures
2. Resource Implications	Competency in this unit must be assessed through: 2.1 Observation 2.2 Oral Questioning 2.3 Practical demonstration
3. Methods of Assessment	3.1. Materials and component parts and equipment to be used in a real or simulated electronic production situation
4. Context for Assessment	4.1. Assessment may be conducted in the workplace or in a simulated work environment.

UNIT TITLE : **PERFORM COMPUTER OPERATIONS**

UNIT CODE : ICT315203

UNIT DESCRIPTOR : This unit covers the knowledge, skills, attitudes and values needed to perform computer operations which include inputting, accessing, producing and transferring data using the appropriate hardware and software.
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ELEMENT	PERFORMANCE CRITERIA Italicized terms are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Plan and prepare for task to be undertaken	1.1. Requirements of task are determined according to specifications 1.2. Appropriate hardware and software are selected according to task assigned and required outcome 1.3. Task is planned to ensure OH & S guidelines and procedures are followed 1.4. Client -specific guidelines and procedures are followed. 1.5. Required data security guidelines are applied in accordance with existing procedures.	1.1. Main types of computers and basic features of different operating systems 1.2. Main parts of a computer 1.3. Information on hardware and software 1.4. Data security guidelines	1.1. Reading and comprehension skills required to interpret work instruction and to interpret basic user manuals. 1.2. Communication skills to identify lines of communication, request advice, follow instructions and receive feedback. 1.3. Interpreting user manuals and security guidelines

ELEMENT	PERFORMANCE CRITERIA **Italicized** terms are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
2. Input data into computer	2.1. Data are entered into the computer using appropriate program/application in accordance with company procedures 2.2. Accuracy of information is checked and information is saved in accordance with standard operating procedures 2.3. Inputted data are stored in storage media according to requirements 2.4. Work is performed within ergonomic guidelines	2.1. Basic ergonomics of keyboard and computer user 2.2. Storage devices and basic categories of memory 2.3. Relevant types software	2.1. Technology skills to use equipment safely including keyboard skills. 2.2. Entering data
3. Access information using computer	3.1. Correct program/application is selected based on job requirements 3.2. Program/application containing the information required is accessed according to company procedures 3.3. Desktop icons are correctly selected, opened and closed for navigation purposes 3.4. Keyboard techniques are carried out in line with OH&S requirements for safe use of keyboards	3.1. General security, privacy legislation and copyright 3.2. Productivity Application 3.3. Business Application	3.1. Accessing information 3.2. Searching and browsing files and data

RANGE OF VARIABLES

VARIABLE	RANGE
1. Hardware and peripheral devices	1.1 Personal computers 1.2 Networked systems 1.3 Communication equipment 1.4 Printers 1.5 Scanners 1.6 Keyboard 1.7 Mouse 1.8 Voice/Data logger
2. Software	Software includes the following but not limited to: 2.1 Word processing packages 2.2 Database packages 2.3 Internet 2.4 Spreadsheets 2.5 Client Specific Software
3. Maintenance	3.1 Creating and managing more space in the hard disk and other peripherals 3.2 Reviewing programs 3.3 Deleting unwanted files 3.4 Backing up files 3.5 Checking hard drive for errors 3.6 Using up to date anti-virus programs 3.7 Cleaning dust from internal and external surfaces

EVIDENCE GUIDE

1. Critical aspects of competency	Assessment must show that the candidate:
	1.1 Selected and used hardware components correctly and according to the task requirement
	1.2 used basic software applications to create new files and documents
	1.3 Produced accurate and complete data in accordance with the requirements
	1.4 Used appropriate devices and procedures to transfer files/data accurately
	1.5 Used basic functions of a www-browser to locate information.
2. Underpinning knowledge	2.1 Basic ergonomics of keyboard and computer user
	2.2 Main types of computers and basic features of different operating systems
	2.3 Main parts of a computer
	2.4 Storage devices and basic categories of memory
	2.5 Relevant types of software
	2.6 General security, privacy legislation and copyright
	2.7 Viruses
	2.8 OH & S principles and responsibilities
	2.9 Calculating computer capacity
	2.10 Productivity Application
	2.11 Business Application
	2.12 System Software
3. Underpinning skills	3.1 Reading and comprehension skills required to interpret work instruction and to interpret basic user manuals.
	3.2 Communication skills to identify lines of communication, request advice, follow instructions and receive feedback.
	3.3 Technology skills to use equipment safely including keyboard skills.
4. Method of assessment	The assessor may select two of the following assessment methods to objectively assess the candidate:
	4.1 Direct Observation and Oral Questioning
	4.2 Practical demonstration
5. Resource implication	5.1 Computer hardware with peripherals
	5.2 Appropriate software
6. Context of Assessment	6.1 Assessment may be conducted in the workplace or in a simulated environment

CORE COMPETENCIES

UNIT OF COMPETENCY :   PERFORM E-COMMERCE DATA PROCESSING

UNIT CODE   :   CS-ICT251122

UNIT DESCRIPTOR   :   This unit encompasses the foundational knowledge, skills, and attitudes required to attain proficiency in E- Commerce data processing. Learners will master establishing target markets, utilizing digital assistance, planning core products, and monitoring e-commerce operations.

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Establish target markets	1.1 Studies on e-commerce **trends, challenges and breakthroughs** are examined based on e-commerce standards and practices. 1.2 **Customer *data*** is collected based on e-commerce needs and practices. 1.3 Customer segmentation for target markets is conducted based industry standards and e-commerce practices 1.4 ***Identified target markets*** are established based on industry standards and e-commerce practices. 1.5 **Data *security guidelines*** are applied based on industry standards and e-commerce practices.	**Technology** 1.1 Critical thinking concepts and applications 1.2 Concepts of e-commerce operations 1.3 Data security guidelines 1.4 Research fundamentals and applications 1.5 Market Research 1.6 Customer Analysis 1.7 Concept of Data analytics 1.8 Customer behavior 1.9 Introduction to applicable Office Applications 1.10 Basic Arithmetic 1.11 Basic Statistics 1.12 Intellectual Property law 1.13 International laws based on country target	1.1 Applying critical thinking skills 1.2 Conducting market research 1.3 Applying data security guidelines 1.4 Identifying target markets 1.5 Applying Computer operation skills

		1.14 Data Privacy Act 1.15 Cybersecurity laws 1.16 Consumer Protection Act	
2. Utilize digital assistance	2.1 **Supply and demand analysis** is conducted in accordance with industry standards and e-commerce practices **2.2 Major competitors** are identified based on industry standards and e-commerce practices. 2.3 Strategic customer positioning plan is formulated in accordance with industry standards and e-commerce practices 2.4. **Sales data** are gathered and analyzed for increasing effective unit price of online products in accordance to e-commerce marketing standards procedures and practices 2.5 Supply distribution is identified based on industry standards and e-commerce practices	2.1 Data Analytics Strategic Management 2.1 Data Analytics Strategic Management 2.2 Components of Strategic Positioning Plan 2.3 Supply Chain Management 2.4 Demand patterns in e-commerce 2.5 Service level requirements 2.6 Distance considerations in supply distribution 2.7 Cost elements in e-commerce 2.8 Use of artificial intelligence and digital assistance 2.9 Data Privacy Act 2.10 Cybersecurity laws 2.11 Consumer Protection Act	2.1 Conducting supply and demand analysis 2.1 Conducting supply and demand analysis 2.1 Conducting supply and demand analysis 2.2 Identifying major competitors 2.3 Formulating strategic customer plan 2.4 Analyzing sales data 2.5 Identifying Supply Distribution Strategies 2.6 Computer operation skills

3. Plan core product competitiveness	3.1 **Potential product** are explored in accordance with industry standards and e-commerce practices 3.2 Product capability mining aligned to potential products is conducted in accordance with industry standards and e-commerce practices 3.3 Inputted data are stored in **storage media** in accordance with industry standards and e-commerce practices 3.4 **Product data** for product structure planning are analyzed in accordance with industry standards and e-commerce practices	3.1 Data Analytics strategic Management 3.2 Supply Chain Management 3.3 Demand patterns in e-commerce 3.4 Service level requirements 3.5 Distance considerations in supply distribution 3.6 Cost elements in e-commerce	3.1 Exploring potential product 3.1 Exploring potential product 3.2 Performing product mining 3.3 Storing accurate data requirements 3.4 Analyzing product structure
4. Conduct data monitoring	4.1 **Data sieving** is conducted in accordance with industry standards and e-commerce practices. 4.2 Inspection reports are gathered based on monitored product data and customer data. 4.3 Data mining and maximum value of data operation is maintained in accordance with industry standards and e-commerce practices.	4.1 Fundamentals of data monitoring 4.2 Method of producing data inspection report 4.3 Principles of data sieving 4.4 Applicable software or applications	4.1 Conducting data sieving 4.2 Gathering inspection reports 4.3 Maintaining collected data

RANGE OF VARIABLES

VARIABLE	RANGE
1. Trends, challenges and breakthroughs	May include: 1.1. Blog sites 1.2. Collective intelligence sites 1.3. Content aggregating/sharing sites 1.4 Knowledge Management Infrastructure 1.5 Social Networking Services 1.6 Technological change and business model innovations
2. Customer data	May include: 2.1 Product category 2.2 Brand information 2.3 Manufacturing and supplier details 2.4 Pricing 2.5 Product reviews 2.6 Other relevant information
3. Target markets	May include: 3.1 Age 3.2 Gender 3.3 Generation 3.4 Geographical 3.5 Branding
4. Data security guidelines	May include but not limited to: 4.1 Perform data discovery 4.2 Control access to sensitive data 4.3 Use the principle of least privilege (PoLP) 4.4 Encrypt data 4.5 Install anti-malware software 4.6 Data usage policy 4.7 Implementation of employee security training
5. Supply and demand analysis	May include but not limited to: 5.1 Supply curve 5.2 Demand curve 5.3 Equilibrium 5.4 Price elasticity

6. Major competitors	May include: 6.1 Company selling the same line of products and pricing 6.2 Company selling the same services
7 Sales data	May include but not limited to: 7.1 Number of sales 7.2 Revenue generated 7.3 Average order sales 7.4 Customer demographics 7.5 Conversion rates
8 Potential product	May include but not limited to: 8.1 Apparel 8.2 Skin care and beauty 8.3 Perfume 8.4 Pet supplements 8.5 Shoes 8.6 Supplements and probiotics 8.7 Cleaning products 8.8 Coffee products 8.9 Beverages 8.10 Toys 8.11 Subscription orders 8.12 Headphones 8.13 Fashion accessories 8.14 Water bottles 8.15 Eco-friendly and sustainable products 8.16 Tech-enhanced fitness and health products 8.17 Home goods 8.18 Hair care
9. Storage media	May include but not limited to: 9.1 ROM 9.2 Hard disk 9.3 Pen drive 9.4 Solid State Drive (SSD) 9.5 SD card 9.6 Cloud storage
10 Product data	May include but not limited to: 10.1 Product specifications 10.2 Volume of customer 10.3 Customer groups 10.4 Product quality 10.5 Sales volume

	10.6 Product competitiveness/ratings
	10.7 Return policy
11. Data sieving	May include but not limited to:
	11.1 Horizontal Sieving
	11.2 Tap Sieving
	11.3 Air Jet Sieving
	11.4 Platform based

EVIDENCE GUIDE

1. Critical Aspects of Competency	Assessment requires evidence that the candidate:
	   a. Established target markets
	   b. Utilized digital assistance
	   c. Planned core product competitiveness
	   d. Conducted data monitoring

2. Resource Implication	2.1 Computer with:
	   ● Internet access
	   ● Software tools for e-commerce
	   ● Video editing software
	2.2 Conducive testing environment for practical exercises.
	2.3 Supplementary reading materials

3. Method of Assessment	Competency in this unit may be assessed through:
	   a. Demonstration/observation with oral questioning
	   b. Written exam
	   c. Interview

4. Context of Assessment	Competency may be assessed individually in the actual workplace or simulation environment by the institution with TESDA registered program.

UNIT OF COMPETENCY :   OPERATE NEW MEDIA FOR E-COMMERCE OPERATIONS

UNIT CODE   :   CS-ICT251123

UNIT DESCRIPTOR   :   This unit covers the knowledge, skills, and attitudes in e-commerce as one of the innovations in technology which includes assessing new media operations, developing media operation strategies, implement new media content, and implement new media regulations.

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Assess new media operations	1.1 ***New media*** significance is examined in accordance with industry standards and e-commerce practices 1.2 Current trends, challenges and breakthroughs in new media are conducted in accordance with industry standards and e-commerce practices 1.3 New media is selected based on analyzed data	1.1 New media principles and significance 1.2 Characteristics of new media 1.3 Norms of internet dissemination 1.4 Different forms of New Media 1.5 Information Classification Management	1.1 Assessing new media operations 1.2 Interpreting current media operations 1.3 Selecting new media
2. Develop media operation strategies	2.1 ***Operation platforms are*** *selected* in accordance with industry requirements and e-commerce practices 2.2 Positioning of operational ***account roles*** are identified in accordance with industry requirements and e-commerce practices 2.3 New **media content** is planned in accordance with industry requirements and e-commerce practices	2.1 Characteristics and advantages of common social platforms 2.2 Different channels and methods of promoting new media content 2.3 Different forms of social platforms 2.4 Channels and tools for information collection 2.5 Live streaming toolkits 2.6 Media operation strategies	2.1 Selecting operation platforms 2.2 Identifying account roles 2.3 Analyzing methods for media operations 2.4 Planning new media content and promotion

	2.4 Operation and promotion is planned in accordance with industry requirements and e-commerce practices		

3. Implement new media content	3.1 New media account positioning is conducted in accordance with industry requirements and e-commerce practices. 3.2 **Content promotion strategies** are analyzed in accordance with industry requirements and e-commerce practices 3.3 Media content is developed in accordance with industry requirements and e-commerce practices. 3.4 Planned media content is implemented in accordance with industry requirements and e-commerce practices	3.1 Characteristics of the common social platforms 3.2 Steps to planning content 3.3 Content Strategy 3.4 Media content promotion strategies 3.5 Applicable software or applications	3.1 Conducting account positioning 3.2 Analyzing content promotion strategies 3.3 Developing media content 3.4 Implementing new media content
4. Promote new media content	4.1 Publishing graphic and textual content is established in accordance with industry requirements and e-commerce practices. 4.2 Appropriate **_Promotional strategies are_** used in accordance with industry requirements and e-commerce practices 4.3 Video content, photo content publishing and promotion is performed in accordance with industry requirements and e-commerce practices. 4.4 **_Promotional mix_** is assessed in accordance with industry requirements and e-commerce	4.1 Types of content marketing and Architecture 4.2 Concept on content making 4.3 Content marketing techniques 4.3 Business models of online platforms 4.4 Methods of promotion 4.5 Promotional strategies 4.6 Applicable software or applications	4.1 Establishing graphic and textual content 4.2 Publishing media content 4.3 Using promotional strategies 4.4 Performing content publishing and promotion 4.5 Assessing promotional mix

	practices.		
5. Implement new media regulations	5.1 New media related to ***laws and regulations*** are assessed in accordance with industry requirements and e-commerce practices. 5.2 ***Potential violations and penalties*** in new media are identified in accordance with industry requirements and e-commerce practices. 5.3 Responsibilities of regulatory bodies are implemented in accordance with industry requirements and e-commerce practices.	5.1 Relevant laws and regulations in the new media industry 5.2 Regulatory authorities in the new media industry 5.3 Journalism ethics and standard 5.4 Responsibilities of new media practitioners 5.5 Social media ethics	5.1 Assessing relevant laws and regulations 5.2. Identifying potential violations and penalties 3.3 Implementing responsibilities of regulatory body

RANGE OF VARIABLES

VARIABLE	RANGE
1. New media	May include but not limited to: 1.1 Computer games 1.2 Interactive media 1.3 digital publishing 1.4 Social media 1.5 Online store/Glocal platforms
2. Operation platforms	May include but not limited to: 2.1 Social Media platforms 2.2 E-commerce platforms 2.3 Online streaming platforms 2.4 Video sharing platforms
3. Account roles	May include but not limited to: 3.1 Main topics of the account • Science and technology • Fashion • Food • Education • Entertainment 3.2 Dominant personality traits • Professionalism • Humor • Friendliness • Independent thinking 3.3 User relationships between account and fans • Mentor and Students • Friends • Experts and knowledge seeker • Community leaders and members
4. Media content	May include but not limited to: 4.1 short-form video 4.2 images 4.3 live video 4.4 GIFs/memes
5. Content promotion strategies	May include but not limited to: 5.1 Collaborate with influencers/parallel brands 5.2 Email list 5.3 Run paid ads 5.4 Use employee advocacy 5.5 Guest post strategically

	Create original data
6. Promotional strategies	May include but not limited to: 6.1 advertising 6.2 sales promotion 6.3 personal selling 6.4 public relations 6.5 direct marketing 6.6 internet/digital marketing
7. Promotional mix	May include but not limited to: 7.1 Sales promotion 7.2 Public relations 7.3 Personal selling 7.4 Advertising
8. Laws and regulations	May include but not limited to: 8.1 Taxes 8.2 Payment gateways 8.3 Trademarks, patents and copyrights 8.4 Shipping restrictions 8.5 Inventory
9. Potential violations and penalties	May include but not limited to: 9.1 intellectual property 9.2 privacy issues 9.3 card testing fraud 9.4 insufficient customer engagement 9.5 regulatory compliance

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Assessed new media operations. 1.2 Developed media operation strategies 1.3 Implemented new media content 3.5 Promoted new media content 3.6 Implemented new media regulations
2 Resource Implication	2.1 Computer with: • Internet access • Software tools for e-commerce • Video editing software 2.2 Conducive testing environment for practical exercises. 2.3 Supplementary reading materials
3 Method of Assessment	Competency in this unit may be assessed through: a. Demonstration/observation with oral questioning b. Written exam c. Interview
4 Context of Assessment	Competency may be assessed individually in the actual workplace or simulation environment by the institution with TESDA registered program.

UNIT OF COMPETENCY   **: PERFORM LIVE BROADCASTING OPERATIONS**

UNIT CODE   **: ICT251124**

UNIT DESCRIPTOR   **:** This unit equips learners with knowledge, skills, and attitudes of in performing live broadcasting operations. The learners will be assessing the current status and trends of Live E-Commerce, selecting live streaming platforms, selecting live streaming products and price, preparing pre-live broadcast, conducting live streaming of content/product, and conducting livestreaming analysis.

ELEMENT	PERFORMANC E CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Assess Current Status and Trends of Live E-commerce Development	1.1 ***Live images*** are analyzed in accordance with industry requirements and e-commerce practices 1.2 ***Characteristics of live streaming operations*** are applied in accordance with industry requirements and e-commerce practices 1.3 Collected assessment of trends in e-commerce for live streaming are prepared in accordance with industry requirements and e-commerce practices	1.1 Types and characteristics of live images 1.2 Characteristics and advantages of common social platforms 1.3 Key features to look for when selecting a streaming platform	1.1 Analyzing live images 1.2 Applying appropriate live streaming operations 1.3 Conducting preparation for trends applicable for live streaming
2. Select live streaming platforms	2.1 Different types of live streaming platforms are identified based on e-commerce standards and practices 2.2 Methods of selecting live streaming platforms are identified based on platform thresholds and target groups 2.3 Entering to live streaming using appropriate platforms is performed in accordance with e-commerce	2.1 Positioning common live streaming platforms 2.2 Advantages of common live streaming platforms; 2.3 Live Streaming Toolkits 2.4 Copyright and Intellectual Property Rights 2.5 Consumer Protection Laws	2.1 Identifying appropriate live streaming platforms 2.2 Selecting appropriate methods for live streaming platforms 2.3 Performing entering to live streaming platforms 2.4 Examining position of live

	standards and practices 2.4. Appropriate positioning of live streaming is examined in accordance with industry requirements and e-commerce practices 2.5 Legal and ethical considerations in selecting live e-commerce platforms are applied based on required legal e-commerce practices	2.6 Privacy and Data Protection	streaming 2.5 Applying legal and ethical considerations
3. Select live streaming products and price	3.1 *Product mix strategies* are identified to establish sustained presence in accordance with industry requirements and e-commerce practices 3.2 **Pricing strategy** for live streaming products is applied in accordance with industry requirements and e-commerce practices 3.3 *Live streaming presence* is sustained to build long-term relationships with customers in line with e-commerce standards and practices	3.1 Product skills and knowledge 3.2 Live streaming presence 3.2 Pricing considerations for live-streaming products 3.3 Principles in e-commerce pricing strategy	3.1. Identifying product strategies 3.2 Identifying pricing strategy 3.2 Conducting sustainable live streaming presence
4. Prepare pre-live broadcast	4.1 *Team structure* are identified for live streaming team in accordance with industry requirements and e-commerce practices 4.2 *Live streaming materials* are identified for pre-lived broadcast in accordance with industry requirements and e-commerce	4.1 Understand the organizational structure of the live streaming team 4.2 Concept E-Commerce and Human Resource Management 4.3 Classification of live streaming materials 4.4 Construction of live streaming	4.1 Identifying team structure 4.2 Identifying live streaming materials 4.3 Building live broadcast room 4.4 Applying legal and ethical considerations

		room scenes	
	practices. 4.3 Live broadcast room scene are built based on the set-up of live streaming studio 4.4 Legal and ethical considerations in preparing pre-live broadcast are applied based on required legal e-commerce practices		
5. Conduct live streaming of content/product	5.1 *Live product and display* are assessed in accordance with industry requirements and e-commerce practices 5.2 *Live broadcast controls* are assessed to establish a broadcast control monitoring system in accordance with e-commerce standards and practices 5.3 Fun interaction in the live broadcast room is performed in accordance with industry requirements and e-commerce practices 5.4 *Ritual chain* of digital fun engagement are applied in accordance with industry requirements and e-commerce practices	5.1 Elements of product display 5.2 Methods of fun interacting with live stream viewers 5.3. Live streaming control 5.4 Broadcast control and monitoring system 5.5 Broadcast monitoring systemization techniques 5.6 Interaction Ritual Chain	5.1 Assessing live product and display 5.2 Assessing live broadcast control 5.3 Demonstrating fan interaction 5.4. Applying ritual chain engagement
6. Conduct live streaming analysis	6.1 *Insite channel promotion* is created through internal channels in accordance with broadcasting and new media policies 6.2 *External channel promotion* is conducted through off-site channels in accordance with broadcasting and new	6.1 Promotion Channels to promote live-streaming content 6.2 Broadcasting and new media policies 6.3 Methods of free and paid promotion through internal channels 6.4 Strategies in	6. 1 Creating onsite channel promotion 6.2 Conducting external channel promotion 6.3 Establishing live streaming community

	media policies	community	
	6.3 **_Live streaming community and channel_** are established in accordance with broadcasting and new media policies	engagement through social media	

RANGE OF VARIABLES

VARIABLE	RANGE
1. Live images	May include but not limited to: 1.1 Visual content 1.2 360—degree product view 1.3 Virtual test 1.4 Mobile compatibility
2. Characteristics of live streaming operations	May include but not limited to: 2.1 Fast 2.2 Mobile 2.3 Accessible 2.4 Integrated 2.5 Personal and Relatable 2.6 Conversational
3. Live streaming platforms	May include but not limited to: 3.1 General purpose platforms 3.2 Gaming platforms 3.3 Professional and business platforms 3.4 Social media platforms 3.5 Live audio platforms
4. Methods of selecting live streaming platforms	May include but not limited to: 4.1 Platform features and compatibility 4.2 Audience reach and demographic 4.3 Brand fit and image 4.4 Monetization options 4.5 Content moderation and safety 4.6 Cost and budget 4.7 Technical Support
5. Legal and ethical considerations	May include but not limited to: 5.1 Client Privacy 5.2 Advertising Online 5.3 Copyright infringement 5.4 Net Neutrality 5.5 Disintermediation and Reintermediation 5.6 Fraud in the internet
6. Product mix strategies	May include but not limited to: 6.1 Discontinuous Innovations 6.2 New-Product Lines 6.3 Additions to Existing Product Lines

	6.4 Improvements or Revisions of Existing Products
	6.5 Repositioned Products
	Too Lower-Cost Product
7. Pricing strategy	May include but not limited to:
	7.1 Fixed pricing
	7.2 Dynamic pricing
	7.3 Renting instead of buying
	7.4 Price placement on web pages
8. Live streaming presence	May include but not limited to:
	8.1 Showing up regularly
	8.2 Having good content
	8.3 Assistance on air and off
	8.4 Being authentic
	8.5 Not wasting time and data
	8.6 Not going straight in with the hard-sell
9. Team structure	May include but not limited to:
	9.1 Functional Teams
	- makeup artist
	- videographer
	- live streamer artist
	- Video layout artist / Video editor
	- Live streaming assistant
	9.2 Self-Managed Teams
	9.3 Distributed Teams
	9.4 Hybrid Teams
10. Live streaming materials	May include but not limited to:
	10.1 Online Software materials
	10.2 Technical materials
	• Computer
	• Microphone
	• Lighting
	• Capture Equipment
	• Audio Mixer
	• Internet
	• Tripods and Various Mounting Devices
11. Live product and display	May include but not limited to:
	11.1 Menu
	11.2 Product Title
	11.4 Product Description
	11.5 Images
	11.6 Price
	11.7 Call-to-Action
	11.8 Social Proof

	11.9 Urgency Signals
	11.10 Cross-Selling
	11.11 Trust Badges
	11.12 Product policies
	11.13 Shipping Information
12. Live broadcast controls	May include but not limited to:
	12.1 Visual Studio Manager (VSM)
	12.2 Broadcast Network Control System (BNCS)
	12.3 Magellan Control System
	12.4 Show Control Live
	12.5 Broadcast Planning Solution
13. Ritual chain	May include but not limited to:
	13.1 Customer - seller interaction
	13. 2 Live interactive activities
14. Insite channel promotion	May include but not limited to:
	14.1 Live streaming platforms
	14.2 Virtual call platform
	14.3 Product Pages
	14.4 Email
	14.5 SEO
15. External channel promotion	May include but not limited to:
	15.1 Business-to-Business (B2B)
	15.2 Business-to-Consumer (B2C)
	15.3 Consumer-to-Consumer (C2C)
	15.4 Consumer-to-Business (C2B)
	15.5 Business-to-Administration (B2A)
	15.6 Consumer-to-Administration (C2A)
16. Live streaming community and channel	May include but not limited to:
	16.1 E-mails
	16.2 websites
	16.3 Vlogs/blogs
	16.4 social networks

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Assessed Current Status and Trends of Live E-commerce Development 1.2 Selected live streaming platforms 1.3 Selected live streaming products and price 1.4 Prepared pre-live broadcast 1.5 Conducted live streaming of content/product 1.6 Conducted live streaming analysis
2. Resource Implication	2.1 Computer with: ● Internet access ● Software tools for e-commerce ● Video editing software 2.2 Conducive testing environment for practical exercises. 2.3 Supplementary reading materials

3. Method of Assessment	Competency in this unit may be assessed through:
	  a. Demonstration/observation with oral questioning
	  b. Written exam
	  c. Interview

4. Context of Assessment	Competency may be assessed individually in the actual workplace or simulation environment by the institution with TESDA registered program.

UNIT OF COMPETENCY : **MANAGE ONLINE STORE**

UNIT CODE : CS-ICT251125

UNIT DESCRIPTOR : This unit equips learners with knowledge, skills, and attitudes of operating an online store which includes conducting a plan, research and product selection, managing online store operations, and analyzing e-commerce operations.

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Conduct a plan, research and product selection	1.1 ***Marketing principles*** are applied based on the New Trends in the Development of E-commerce operations and industry requirements. 1.2 ***Market Research*** is conducted based on marketing goals of E-Commerce and industry operations. 1.3 ***Digital marketing plans*** is created based on the assessed marketing channels of e-commerce and industry operations. 1.4 Coordination across teams and departments are performed based on e-commerce and industry operations. 1.5 ***Product selection strategies*** and pricing are discussed with the team based on e-commerce and industry standards and practices. 1.6 ***Pricing strategy*** applied are supervised based on	1.1 New trends in the development of E-Commerce operations 1.2 Introduction to Industry analysis 1.3 Market Positioning E-Commerce Management 1.4 Market Research and principles 1.5 Cross functional e-commerce management 1.6 Digital marketing channels 1.7 Strategic Management and Promotion strategies	1.1 Applying marketing principles 1.2 Conducting Marketing research 1.3 Creating digital marketing plans 1.4 Performing team and department coordination

		e-commerce and industry standards and practices.		
2. Manage online store operations	2.1 **Methods and techniques** of managing online store operations is identified in preparing online operations in accordance with e-commerce and industry standards and practices. 2.2 Unique **selling proposition** are established in accordance with industry standards and practices. 2.3 Product main image and homepage are reviewed based on product information in accordance with e-commerce and industry standards. 2.4 **Physical distribution management** is analyzed based on the responsiveness to the industry requirements of the customers.	2.1 Marketing fundamentals 2.2 Techniques in reviewing product image 2.3 Physical distribution management 2.4 Online planning and selling positioning process	2.1 Identifying methods and techniques for online store operation 2.2 Establishing selling proposition 2.3 Designing product image 2.4 Analyzing product distribution management
3. Analyze e-commerce operation	3.1 Process of order management is assessed in accordance with e-commerce and industry standards. 3.2 Dispatch of ordered products are monitored in accordance with e-commerce and industry standards. 3.3 **Methods of handling disputes** are assessed in accordance with e-commerce and industry standards. 3.4 Management of customer relationships are reviewed in accordance with e-commerce and industry standards.	3.1 Management and tracking of orders 3.2 Introduction to Customer relationships management 3.3 Methods of handling disputes 3.4 Concepts of customer management	3.1. Assessing process order 3.2 Assessing product disputes 3.3 Reviewing customer relationship 3.4 Applying legal and ethical considerations

	3.5 Legal and ethical considerations in managing online stores are applied based on e-commerce and industry standards.		

RANGE OF VARIABLES

VARIABLE	RANGE
1. Marketing principles	May include but not limited to: 1.1 Product 1.2 Price 1.3 Place 1.4 Promotion 1.5 People 1.6 Process (or Positioning) 1.7 Physical Evidence (or Packaging)
2. Market Research	May include but not limited to: 2.1 Primary research 2.2 Secondary research
3. Digital marketing plans	May include but not limited to: 3.1 Content Marketing 3.2 Social Media Marketing 3.3 Email Marketing 3.4 Mobile Marketing 3.5 Reputation Marketing 3.6 Video Marketing 3.7 Advertising 3.8 Search Engine Optimization 3.9 Web Analytics
4. Product selection strategies	May include but not limited to: 4.1 Understanding Target Audience 4.2 Trend Analysis 4.3 Competitive Analysis 4.4 Profit Margins and Cost Analysis 4.5 Seasonal and Special Events 4.6 Customer Feedback 4.7 Data-Driven Decision Making 4.8 Understanding Your Target Audience
5. Pricing strategy	May include but not limited to: 5.1 Cost-plus pricing 5.2 Competitive pricing 5.4 Price skimming 5.4 Penetration pricing

	Value-based pricing
6. Methods and techniques	May include but not limited to: 6.1 Create brand image 6.2 Develop a user-friendly interface and ensure easy navigation 6.3 Apply effective copywriting 6.4 Develop and apply futuristic marketing strategy 6.5 Accountable of customer service, reviews, and feedback 6.6 Develop a seamless payment procedure
7. Selling proposition	May include but not limited to: 7.1 Product differentiation 7.2 Competitive advantage 7.3 Brand Positioning 7.4 Marketing Strategy 7.5 Customer segmentation 7.6 Innovation and product development 7.7 Long-term growth and sustainability
8. Physical distribution management	May include but not limited to: 8.1 Inventory control 8.2 Warehousing 8.3 Distribution 8.4 Order processing. 8.5 Materials Handling 8.6 Shipping arrangements
9. Methods of handling disputes	May include but not limited to: 9.1 Negotiation 9.2 Mediation 9.3 Arbitration

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Conducted plan, research and product selection 1.2 Managed online store operations 1.3 Analyzed e-commerce operation
2. Resource Implication	2.1 Computer with: ● Internet access ● Software tools for e-commerce ● Video editing software 2.2 Conducive testing environment for practical exercises. 2.3 Supplementary reading materials
3. Method of Assessment	Competency in this unit may be assessed through: a. Demonstration/observation with oral questioning b. Written exam c. Interview
4. Context of Assessment	Competency may be assessed individually in the actual workplace or simulation environment by the institution with TESDA registered program.

UNIT OF COMPETENCY : **MANAGE DIGITAL MARKETING**

UNIT CODE : **CS-ICT251126**

UNIT DESCRIPTOR : This unit equips learners with knowledge, skills, and attitudes of diverse digital marketing and applications. This includes competencies in analyzing digital marketing, performing digital marketing analysis, analyzing product in digital environment, analyzing consumer behavior, and monitoring online marketing platform

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Analyze digital marketing	1.1 Online marketing activities are collaborated with team members in accordance with e-commerce and industry standards. 1.2 Professional awareness of online marketing and employment competitiveness are established and enhanced in accordance with e-commerce and industry standards. 1.3 *Basic theories of online marketing* are applied in accordance with e-commerce and industry standards. 1.4 *Ethical practices of online marketing* are applied in accordance with e-commerce and industry standards.	1.1 Basic functions of online marketing 1.2 Theories and principles of online marketing 1.3 Ethical practices in the process of online marketing.	1.1 Collaborating with the team members 1.2 Establishing and enhancing awareness in online marketing 1.3 Applying appropriate theories of online marketing 1.4 Applying ethical practices in online marketing

2. Perform digital marketing analysis	2.1 Content, basic methods, and steps of target market research are familiarized in accordance with e-commerce and industry standards. 2.2 Content of competitor analysis in the online marketing environment is analyzed in accordance with e-commerce and industry standards. 2.3 **Selection strategy** of the target market for online marketing is identified in accordance with e-commerce and industry standards. 2.4 Laws and regulations in conducting market research activities are applied in accordance with legal e-commerce requirements.	2.1 Anti Unfair Competition Law 2.2 Laws and regulations in the conduct of market activities 2.3 Concepts of target market implementation	2.1 Familiarizing target market research 2.2 Analyzing competitor analysis 2.3 Identifying appropriate selection strategy 2.4 Applying laws and regulations
3. Analyze product in digital environment	3.1 **Methods and tools for extracting product** selling points are identified in accordance with e-commerce and industry standards. 3.2 Selling points of online products are extracted in accordance with e-commerce and industry standards. 3.3 Content of online product information presentations is explained in accordance with industry standards. 3.4 **Relevant laws and regulations of the Advertising Law** in the Philippines are applied in accordance with legal e-commerce requirements.	3.1 Concepts of extracting product selling points 3.2 Methods and tools for extracting products 3.3 Components of online product information 3.4 Relevant Advertising laws and regulations	3.1. Identifying methods and tools in extracting product selling points 3.2 Extracting product selling points 3.3 Applying relevant laws and regulations of the advertising law

4. Analyze consumer behavior	4.1 **Target user tags** are designed in accordance with e-commerce and industry standards. 4.2 Construction of **target user profiles** is completed in accordance with industry standards. 4.3 Comprehensive analysis of online consumers' purchasing behavior is conducted in accordance with e-commerce and industry standards.	4.1 Concepts of user profiles 4.2 Purchasing motivations of online consumers 4.3 Characteristics and types of online consumer 4.4 Consumer behavior	4.1 Designing and completing target user profile 4.2 Conducting comprehensive purchasing behavior
5. Monitor online marketing platform	5.1 Website positioning analysis based on the current situation of the enterprise is conducted in accordance with e-commerce and industry standards. 5.2 Suitable **third-party marketing platforms** for enterprises are analyzed and selected based on marketing needs. 5.3 Third-party platforms are monitored in accordance with e-commerce	5.1 Composition and layout of website pages 5.3 Types and selection criteria of third-party marketing platforms 5.5 Methods of monitoring APPs requirements	5.1 Conducting website positioning 5.2 Analyzing third party marketing platforms 5.3 Maintaining third-party platforms 5.4 Identifying appropriate apps

	standards and practices. 5.4 Appropriate apps are monitored based on enterprise needs.		

RANGE OF VARIABLES

VARIABLE	RANGE
1 Basic theories of online marketing	May include but not limited to: 1.1 Digital Marketing Rule 1.2 Digital Marketing Strategies 1.3 Positioning to the Customer 1.4 Acquire, Convert, Retain and Grow 1.5 Mobile Phone Economy
2 Ethical practices of online marketing	May include but not limited to: 2.1 Fairness 2.2 Respect 2.3 Entity, including customers, consultants, intermediaries, and suppliers 2.4 Transparency
3 Selection strategy	May include but not limited to: 3.1 Product selection 3.2 Company reputation 3.3 Compensation plan 3.4 Online presence 3.5 Customer relationships
4 Methods and tools for extracting product	May include but not limited to: 4.1 Web scraping 4.2 APIs 4.3 Crawling and indexing tool 4.4 Data extraction software
5 Relevant laws and regulations of the Advertising Law	May include but not limited to: 5.1 Consumer Act of the Philippines (Republic Act No 7394) ("Consumer Act"); 5.2 Rules and Regulations Implementing the Consumer Act (Department of Trade and

		Industry Department Administrative Order No 2, Series of 1993, as amended)
		5.3 Ad Standards Council Code of Ethics and Manual of Procedures
		5.4 Guidelines for Online Businesses Reiterating the Laws and Regulations Applicable to Online Businesses and Consumers (Department of Trade and Industry Joint Administrative Order No 22-01, Series of 2022) (the "E-Commerce Guidelines")
6	Target user tags	May include but not limited to:
		6.1 Synchronous Ad Tags
		6.2 Asynchronous Ad Tags
7	Target user profiles	May include but not limited to:
		7.1 Age
		7.2 Educational level
		7.3 Income
		7.4 Geography
		7.5 Interests
8	Third-party marketing platforms	May include but not limited to:
		1.1 Social Media Ads
		1.2 Website Ads
		1.3 Blog/Vlog Ads
		1.4 Video Ads

EVIDENCE GUIDE

5. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Analyzed online marketing 1.2 Performed digital marketing analysis 1.3 Analyzed product in digital environment 1.4 Analyzed consumer behavior 1.5 Monitor online marketing platform
6. Resource Implication	2.1 Computer with: ● Internet access ● Software tools for e-commerce ● Video editing software 2.2 Conducive testing environment for practical exercises. 2.3 Supplementary reading materials
7. Method of Assessment	Competency in this unit may be assessed through: a. Demonstration/observation with oral questioning b. Written exam c. Interview
8. Context of Assessment	Competency may be assessed individually in the actual workplace or simulation environment by the institution with TESDA registered program.

UNIT OF COMPETENCY : **MANAGE DIGITAL CUSTOMER RELATIONSHIP**

UNIT CODE : **CS-ICT251127**

UNIT DESCRIPTOR : This unit equips learners with knowledge, skills, and attitudes in managing network customers relationships. This includes establishing network customer relationship, managing customer service quality, conducting server-side data analysis, managing key account, and manage cross border and socialized customer.

ELEMENT	PERFORMANCE CRITERIA *Italicized terms* are elaborated in the Range of Variables	REQUIRED KNOWLEDGE	REQUIRED SKILLS
1. Establish network customer relationship	1.1 Concept of customer and customer relationships are explained based on e-commerce standards and practices. 1.2 *Job classification* of customer and customer relationships is identified based on e-commerce and industry standards. 1.3 *Job responsibilities* of customer is identified based on e-commerce and industry standards 1.4 Importance of customer satisfaction and loyalty are identified based on e-commerce and industry standards. 1.5 Service capabilities of customer service personnel are enhanced based on e-commerce and industry standards.	1.1 Concept of customer relationship management 1.2 Cases of customer relationship 1.3 Concepts of customer satisfaction and loyalty 1.4 Factors of customer satisfaction and loyalty 1.5 Methods to improve customer satisfaction and loyalty	1.1 Identifying customer job classification 1.2 Identifying customer satisfaction 1.3 Enhancing service capabilities
2. Manage customer service quality	2.1 Customer service standard system is applied in accordance with e-commerce and industry standards. 2.2 Customers in various scenarios are	2.1 Customer services quality standards 2.2 Methods to improve customer service quality 2.3 Concept of	2.1 Applying customer service standard system 2.2 Communicating various customers

	communicated in accordance with e-commerce standards and practices. 2.3 ***Digital Customer complaints*** in a reasonable manner are handled in accordance with e-commerce transactions and requirements. 2.4 Customer complaints are documented in accordance with e-commerce and industry standards	customer complaints 2.4 Complaint handling process 2.5 Consumer behavior	2.3 Handling network customer complaints 2.4 Documenting customer complaints
3. Conduct server-side data analysis	3.1 ***E-commerce server data*** are mined effectively in accordance with e-commerce standards and practices. 3.2 Reasonable analysis of e-commerce server data is conducted in accordance with e-commerce standards and practices. 3.3 Data analysis reports are completed in accordance with e-commerce standards and practices.	3.1. Concepts of data mining 3.2. Methods of data mining 3.3. Data types standards in e-commerce 3.4. Methods of data analysis	3.1. Mining e-commerce server data 3.2 Conducting e-commerce data analysis 3.3 Completing data analysis reports
4. Manage key account	4.1 Major business customers are identified in accordance with e-commerce and industry standards. 4.2 Techniques for managing key customers are identified in accordance with e-commerce and industry standards. 4.3 ***Methods and strategies of key account*** management are applied in accordance with e-commerce standards and practices.	4.1 Concept and basic characteristics of key customers 4.2 Value of large customers to merchants 4.3 Techniques for identifying key customers 4.4 Methods and strategies of key account management	4.1 Identifying major business customers 4.2 Identifying managing techniques 4.3 Applying methods and strategies

| 5. Manage cross border and socialized customer | 5.1 Inquiries from cross-border e-commerce customers are analyzed and responded in accordance with e-commerce standards and practices.

5.2 Techniques for getting buyers to open emails are applied in accordance with e-commerce standards and practices.

5.3 Methods to improve the buyer experience rate are applied in accordance with e-commerce standards and practices.

5.4 **_Approaches of CRM_** are applied to interact with and manage customer relationships in accordance with e-commerce and industry standards.

5.5 Application of CRM is maintained to leverage customer relationship in accordance with e-commerce and industry standards. | 5.1 Analysis methods and response for e-commerce customer inquiries
5.2 Basic division of order rate for cross-border e-commerce buyer experience
5.3 Different approaches of CRM | 5.1 Analyzing cross-border inquiries
5.2 Applying techniques of getting buyers
5.3 Applying methods for buyer experiences
5.4 Applying CRM approaches
5.5 Maintaining CRM application |

RANGE OF VARIABLES

VARIABLE	RANGE
1. **Job classification**	May include but not limited to: 1.1 Skills 1.2 Experience 1.3 Authority level 1.4 Department 1.5 Personal information
2. **Job responsibilities**	May include but not limited to: 2.1 Communicate with customers and meet their various needs

	2.2 Advise customers on product or service issue 2.3 Put customer satisfaction 2.4 Process customer transactions and keep records of activity 2.5 Provide extra mile
3. **Digital Customer complaints**	May include: 3.1 Passive Complaints 3.2 Aggressive Complaints 3.3 VIP Complaints 3.4 Rip-Off Complaints 3.5 Repeat Complaints
4. **E-commerce server data**	May include but not limited to: 4.1 product names 4.2 descriptions 4.3 prices 4.4 images 4.5 customer reviews
5. **Methods and strategies of key account**	May include but not limited to: 5.1 Segmentation 5.2 Personalization 5.3 Relationship building 5.4 Value proposition 5.5 Cross-selling and Upselling
6. **Approaches of CRM**	May include but not limited to: 6.1 Analytical CRM 6.2 Operational CRM 6.3 Collaborative CRM 6.4 Communicative CRM 6.5 Social CRM

EVIDENCE GUIDE

1. Critical aspects of Competency	Assessment requires evidence that the candidate: 1.1 Established network customer relationship 1.2 Managed customer service quality 1.3 Conducted server-side data analysis 1.4 Managed key account 1.5 Managed cross border and socialized customer
2. Resource Implication	2.1 Computer with: ● Internet access ● Software tools for e-commerce ● Video editing software 2.2 Conducive testing environment for practical exercises. 2.3 Supplementary reading materials
3. Method of Assessment	Competency in this unit may be assessed through: a. Demonstration/observation with oral questioning b. Written exam c. Interview
4. Context of Assessment	Competency may be assessed individually in the actual workplace or simulation environment by the institution with TESDA registered program.

GLOSSARY OF TERMS

COMPETITOR	Other businesses who can offer the same or similar goods and services to your customers.
CONSUMER	The one who purchases the product for his/her own need and uses or consumes it
CROSS-BORDER	Cross-border eCommerce is international ecommerce. It is literally "selling across a border using ecommerce," as opposed to domestic ecommerce transactions.
CUSTOMER	An individual or business that purchases another company's goods or services
DATA	Information that has been translated into a form that is efficient for movement or processing
DATA ANALYTICS	The science of analyzing raw data in order to make conclusions about that information
DATA SECURITY	The practice *of* protecting digital information from unauthorized access, corruption, or theft throughout its entire lifecycle
DATA MINING	Data mining is the process of sorting through large data sets to identify patterns and relationships that can help solve business problems through data analysis.
DIGITAL	Describes electronic technology that generates, stores and processes data in terms of positive and nonpositive states
DIGITAL ASSISTANCE	Utilizing AI or system in analyzing data
E-COMMERCE	Is a method of buying and selling goods and services online
GLOCAL AWARENESS	Awareness of local and global businesses
IMAGES	Is a visual representation of something, while *a* digital image is *a* binary representation of visual data
JOB	The regular work that a person does to earn money
LIVE STREAMING	The streamed video is sent over the Internet in real time, without first being recorded and stored.
MARKETING	Any actions a company takes to attract an audience to the company's product or services through high-quality messaging.
MEDIA	The means of communication, as radio and television, newspapers, magazines, and the internet, that reach or influence people widely
NETWORK	Two or more computers that are linked in order to share resources (such as printers and CDs), exchange files, or allow electronic communications.
ONLINE MARKETING	The practice of leveraging web-based channels to spread a message about a company's products to its potential customers

PLATFORMS	The content management system (CMS) and commerce engine websites use to manage catalogued products, register purchases and manage a user's relationship with an online retailer
PRICE	The amount of money given or set as consideration for the sale of a specified thing.
PRODUCT	The item is offered for sale. A product can be a service or an item
PURCHASE	Obtain by paying money or its equivalent
SERVER	A computer or system that provides resources, data, services, or programs to other computers, known as clients, over a network
SOCIAL PLATFORMS	Refer to online platforms and tools that allow people to create, share, and exchange information and content with others
SUPPLY AND DEMAND	Supply is the amount of a specific good or service that's available in the market. Demand is the amount of the good or service that customers want to buy
SUPPLY DISTRIBUTION	Supply distribution refers to the process of managing and delivering goods or products from a point of origin to their final destination.

ACKNOWLEDGEMENTS