



Annexure – VII

Syllabus of ITES-BPO

Objective:

The requirement of knowledge based skilled manpower in the field of ITeS-BPO industry is increasing manifold as India is emerging premier outsourcing destination in the world. Therefore outsourcing has become an important method of delivery of banking services. The Indian ITeS-BPO industry is faced with low level of front line management expertise – the most critical one of the challenges in managing and sustaining the ITeS-BPO operation. Therefore the country needs to ensure front-line management development. The identified skills are IT skills, Soft skills and English skills apart from the subject domain knowledge. This course is designed to develop such skills as core subject of the training and its evaluation by an appropriate examination pattern for 10+2 pass or undergraduate students to acquire basic knowledge of working with computers and of computer applications, communication skills in English, and elementary skills in niche areas of subject domain i.e. Banking. After completion of this course, the participants will be industry (Banking) relevant and rightly skilled.

Module-1	Computing Skills (IT Skills)
Module-2	Soft Skills
Module-3	English Skills

Module-1 Computing Skills (IT Skills)

Introduction to ITES/ Call Centre , Introduction to Computer Fundamentals, Internet, Office Automation Tools: MS-WORD, MS-EXCEL, MS-POWERPOINT, Common Utilities, Communication using PC, DBMS Concepts, SQL Concepts, Basics of Information Security

Module-2 Soft Skills

1. Communication Skills & Call Handling Skills

Introduction, Common Communication styles, Telephone etiquette, Confidence over phone, EPABX handling, Call/ Telephone handling, Inbound/ Outbound calling, Cycle of Calls, Active listening, Script writing, Customer Service & Sales Technique, Presentation Skills, Clarity, Oral, written, Body language, Making customer understand, Understanding the customer, American English, Team Player/ Leadership skills

2. Corporate culture

Introduction, Professionalism, Youthfulness, Dynamism, Goal oriented, Employee- most valuable asset, Employee evaluation, motivation, Training policies, Professional advancements – loyalty, Interesting assignments & opportunities, Physical health & leisure time

3. CRM Concepts

Management Model, Customer & Centre of Activity, Self assessment, Viewing customer needs, Commitment to customers.



4. Selling skills

The psychology & principles of selling, Appointment making, How to create positive first impressions, Building trust & rapport with your customers, Using questions to uncover customer needs, Listening skills, Understanding features and selling benefits, Identifying buying signals, Understanding & handling objections with ease, Closing the sale

5. Behavioral Skills (Time Management)

Identifying Time Stealers, Interruptions – telephone, Interruptions – personal visitors & meetings, Tasks you should have delegated, Procrastination and indecision, Acting with incomplete information, Dealing with team members, Crisis management (fire fighting), Unclear communication, Inadequate technical knowledge, Unclear objectives & priorities, Lack of planning, Stress & fatigue, Inability to say “No”, Desk management & personal disorganization Management of priorities, Increasing of work effectiveness & productivity, Managing a more balanced lifestyle, Feeling more in control of the daily activities, Reducing the stress which results from a lack of effective time planning.

6. Behavioral Skills (Stress Management)

What is pressure & what is stress, The three stages of pressure, Recognizing your own stressors, Personality types & reactions to stress, How your beliefs & perceptions cause stress, Managing yourself, Does your job cause stress?, What ails causes stress, Developing strategy for stress management, Self management, Managing change, Relaxation techniques, Assertiveness skills, Planning your next steps.

Module-3 English Skills

English Grammar, Vocabulary Development, Pronunciation, Reading, Listening And Speaking, Writing, Integrated Skills, Non-Verbal Communication.