

## ABOUT THE COURSE

Vocational Higher Secondary Education in Kerala is a unique scheme. The goal of Vocational Higher secondary Education is to fulfill the manpower requirements for national development and social security through employment. This course is designed with ample scope for self as well as wage employment. Only vocationally competent man power can increase productivity in all sectors of economy, create wealth, ensure socio economic stability and bring prosperity to nation. Realization of this basic need calls for appropriate educational input in manpower development.

Vocational Education is designed to prepare skilled work force in middle level in one or more group of occupations trade or job after matriculation at 10 + 2 stage of education. The objective of the course is to enhance individual employability and to provide an alternative for those pursuing higher education without particular interest or purpose. It is a distinct stream intended to prepare students for identified occupations.

## JOB ROLES

Job roles is identified under various sectors for CRM course as follows:

<b>GOVT/ SEMI GOVT SECTOR</b>	<b>PRIVATE SECTOR</b>	<b>SELF EMPLOYMENT</b>
<ul style="list-style-type: none"> <li>• Receptionist</li> <li>• Guest Relation Assistant</li>   <li>• Reservation Clerk</li> <li>• Information Assistant</li> <li>• Front Office Cashier</li> <li>• Customer Relation Assistant</li> <li>• Call Centre Assistant</li> <li>• Computer Operator</li> <li>• VHSE Lab Assistant</li> </ul>	<ul style="list-style-type: none"> <li>• Receptionist</li> <li>• Guest Relation Assistant</li>   <li>• Reservation Clerk</li> <li>• Information Assistant</li> <li>• Front Office Cashier</li> <li>• Customer Relation Assistant</li> <li>• Call Centre Assistant</li> <li>• Computer Operator</li> </ul>	<ul style="list-style-type: none"> <li>• Travel Agents</li> <li>• Out Source Guest Relation Assistant</li> <li>• Business (Customer Care/Front Office/Event Management)</li> <li>• DTP Works</li> </ul>

The objective of the Vocational Qualification is to bring service-minded, responsible, reliable and co-operative employees with self-initiative to the sector. Those holding a Vocational Qualification will enjoy excellent employee status and a strong understanding of the workplace. They will abide by contracts, regulations and social responsibilities. They will be well-mannered, tolerant and respectful of co-workers and customers with different cultural backgrounds.

They know how to plan their work, act in accordance with set guidelines and assess their own performance. They will take care of and maintain work-related tools and know how to use the necessary machines and equipment. They will ensure the ethicalness of the services they provide and act in accordance with a sustainable operating method. They will use information technology and vocational language skills in their work. They will act in a manner that promotes health and maintain their working and operating capacity.

As the shift is from traditional set up of marketing to modern techniques, there is a tremendous potential for growth in Customer Care. To meet these growing challenges, the Customer Care Sector will have to expand. To meet the challenges in the field of Customer Care the learners have to attain skill proficiency.

In view of the above, the CRM Course has been designed at Vocational higher secondary level required manpower for the industry designed the Course Customer Relationship Management. On completion of the course the learners will be adequately qualified to take up responsible positions in different establishments or set up their own Customer care service Business .

### **SUBJECT APPROACH**

The requirements of vocational qualification modules and the objectives of core subjects have been defined as learning outcomes (knowledge, skills, and competence). This forms the basis for describing the targets of assessment through mastering the work process, work method, equipment and material as well as underpinning knowledge and the key competences for lifelong learning. Students earning their Vocational Qualification in Customer Relationship Management will possess a wide range of fundamental skills for the sector. They will be able to work in Customer Care Centers of Various organizations and in Front Office of Hotels, Hospitals, Offices and institutions and a wide variety of companies and places of business and Call centers of Banks and other business units. They will perform their duties in a customer-oriented, profitable and effective manner.

To achieve this learning, situations are to be provided inside and outside the classroom to develop creativity, experimentation and innovation Customer Care Management provide a high quality

education programme in Customer Care service Area. We fulfill this mission through a commitment to student achievement lifelong learning. Utilizing a blend of theory, skill development and practical applications; students will gain necessary experience to enter the Customer Care Service.

Relationships are as old as mankind. We all are part of one relationship or the other. Customer relationship is built on customer satisfaction. Customer is satisfied when they are provided with quick and better services. Hence the scope of CRM arise. CRM is the key strategic process in all organizations. In today's highly competitive business environment managing customer relationships and effective interacting with the customers are critical to success of an organisation. The CRM course is designed to introduce the students both the CRM fundamentals and utilization of technology in managing customers using information, process and technology. The curriculum introduces to students CRM Concepts and functionality for professionals whose organizations utilize CRM.

The utility of CRM has become more in service sectors such as Tourism, Hospitality, Health Care, Banking, Insurance etc. which has many dimensions and thus it is the need of the Hour.

“A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. He is not an outsider of our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us the opportunity to do so.”

Mahatma Gandhi

## LEARNING APPROACH

The major characteristics of Learner- centered pedagogy

- Process oriented
- Participatory learning
- Contemporary

## Nature of learner

- Adolescent learner
- Curious and ready to accept challenges and act accordingly
- Adventurous
- Eager to explore
- Leadership qualities
- Interested in group activities
- Able to think critically and logically
- Have own opinion

The learners in this age group are keen to find ways to earn their livelihood and at the same time seek new vistas of professional or academic education after their present studies.

The strategies selected for the transaction of class 11 curriculum are designed to cater for nature of the learner, their mental and chronological age.

### **Changing role of the teacher**

The past few decades have seen a radical change in the concept of learning and the role of teacher in the learning process have also changed drastically. The transformation of the role of a teacher from the sole of knowledge to a facilitator, scaffolder and mentor.

Now the role of teacher is multi dimensional and it include roles such as

- Mentor
- Facilitator
- Guide
- Motivator
- Democratic leader
- Co learner
- Researcher
- Resource person
- Friend
- Evaluator
- Philosopher

### **Use of ICT in Customer Relationship Management learning:**

Many a times the teacher in Customer Relationship Management need to show the video presentation of Customer Care Operations, Communication Videos, Functions of Front Office etc. Thus the potentials of ICT in Customer Relationship Management curriculum transaction are high. The teacher must make use of these modern technologies in the class room, in order to make Customer Relationship Management learning meaningful.

### **Application of Inclusive education in Customer Relationship Management:**

Children with special needs can be included Effective use of ICT would be helpful in our inclusive curriculum where CWSN (Children with special needs) category learners can get a better understanding of the ideas and concepts of Customer Relationship Management. The classroom should also be transformed so as to cater for the above.

In constructivist paradigm, the learner constructs knowledge on his own through his experiences. It is the duty of the teacher to plan diverse learning activities and help them formulate the concept in the topics by doing/ going through these. The role of the learning environment is very important in this process.

### **Physical environment in the Customer Relationship Management learning:**

The classroom should be learner friendly democratic and inspiring. It should have all the resources to set a learner centered approaches including reference books and ICT facilities. In order to make Customer Relationship Management learning effective, it requires some special facilities. The most important among them is Customer Relation Lab.

#### **Customer Relation Lab:**

The Customer Relation Lab is the centre of major practical activities in developing the relative skill of the learner. There should be one room with the size of 20x20 ft. There should be all equipments sufficiently supplied for better learning and skill development. The room should be well arranged to stimulate the imagination and inspire the creativity of the student. It should be set in such a way to obtain learning outcomes.

- Detailed list of equipments are as follows:
- Front Desk
- Customer Table with chairs
- Table top/Laptop Computer
- Integrated Software for Customer Relations
- Telephone instrument with EPBX system and headphones
- LCD Projector with Screen
- Video CDs
- Handy cam

By ensuring these facilities, the skill oriented transactions in Customer Relationship management takes place smoothly whereby learning outcomes are also achieved. The outcomes so obtained are long-lasting, observable and measurable.

### **Learning strategies**

Learning is the process starts from the time of birth till last breath. The various methods of strategies adopted for the desired behavioral changes are included in the curriculum are called learning strategies. The modern approach to learning strategies relies on the basic concept that student builds knowledge based on his/her experiences of activities such as field visit, demonstration, role-play etc. Selecting

learning strategies for each topic should suit the age group and mental capacity of the learner.

Given below are the few strategies we have selected to construct knowledge to attain various learning outcomes

- Demonstration
- Role play
- Field visit
- On the job training
- Experimentation
- Discussion
- Learning by doing
- Debate
- Presentation
- Peer evaluation

## SYLLABUS

### 1. CUSTOMER CARE OPERATIONS

#### 1.1 Fundamentals of CRM

##### 1.1.1 Introduction to CRM (10)

###### 1.1.1.1 Customer Relations

###### 1.1.1.2 Concept of CRM

###### 1.1.1.3 History of CRM

###### 1.1.1.4 Purpose of CRM

###### 1.1.1.5 Components of CRM

##### 1.1.2 CRM Cycles & Phases (20)

###### 1.1.2.1 Collection of information

###### 1.1.2.2 Creating Customer Value

###### 1.1.2.3 Building Loyal Customers

###### 1.1.2.4 Acquisition of new Customers

###### 1.1.2.5 Working towards increased profitability

###### 1.1.2.6 Acquiring new relationship

###### 1.1.2.7 Enhancing existing relationship

###### 1.1.2.8 Retaining customer relationship

##### 1.1.3 Steps to improve CRM (20)

###### 1.1.3.1 Build a data base

###### 1.1.3.2 Analyse, define types, profitability

###### 1.1.3.4 Customer Selection

1.1.3.5	Activities to delight customers	
1.1.3.6	Analyse again to see how we are doing	
1.1.4	Steps in CRM Success	(10)
1.1.4.1	Vision	
1.1.4.2	Willingness to change	
1.1.4.3	Willingness to share	
1.1.4.4	Management Support	
<b>1.2. Customer Needs</b>		
1.2.1	Consumer VS Customer	(5)
1.2.1.1	Meaning of Consumer	
1.2.1.2	Meaning of Customer	
1.2.2	Factors influencing customer needs	(10)
1.2.2.1	Basic needs of customer	
1.2.2.2	Factors influencing customer needs	
1.2.3	Customer Behavior	(15)
1.2.3.1	Identifying different customer types	
1.2.3.2	Developing customers	
1.2.3.3	Managing customers	
1.2.4	Customer Types	(10)
1.2.4.1	Platinum	
1.2.4.2	Gold	
1.2.4.3	Iron	
1.2.4.4	Lead	
1.2.5	Effective customer service	(10)
1.2.5.1	Factors satisfying customer needs	
1.2.5.2	Customer Behaviour	
1.2.5.3	Effective ways of dealing customers	
1.2.6	Responding to customer needs	(10)
1.2.6.1	Customer questions and requests	
1.2.6.2	Information and advice to customers	
1.2.6.3	Recognize the problems of Customers	
<b>1.3 CRM in different Sectors</b>		
1.3.1	CRM in Hotel Industry	(20)
1.3.1.1	Strategy adopted in hotels	
1.3.1.2	Attributes to implement CRM	
1.3.1.3	Guest Relation	

1.3.2 CRM in Tourism Industries	(20)
1.3.2.1 Introduction	
1.3.2.2 CRM in Travel & Tourism	
1.3.2.3 CRM & Transport Agencies	
1.3.2.4 CRM in Tourism Intermediaries	
1.3.3 CRM in Hospitals	(10)
1.3.3.1 Introduction	
1.3.3.2 Strategies for building relation ship	
1.3.3.3 CRM types	
1.3.4 CRM in Banking Sector	(10)
1.3.4.1 CRM Application	
1.3.4.2 Benefits of implementing CRM	
1.3.4.3 Delivering Quality Service	
1.3.5 CRM in Insurance Sector	(10)
1.3.5.1 Advantages of Implementation	
1.3.5.2 CRM as a customer centric Process	
1.3.5.3 Insurance Ombudsman	
1.3.6 CRM in BPO/Call Sectors	(10)
1.3.6.1 Customer service management in BPO/Call Centres	
1.3.6.2 Customer relationships	
1.3.6.3 Essentials of relationship	
1.3.6.4 Components of Success	
1.3.6.5 Categorisation of CRM in BPO/Call centres	
<b>1.4 e-CRM</b>	
1.4.1 Introduction to e-CRM	(5)
1.4.1.1 Meaning	
1.4.1.2 Importance	
1.4.1.3 Features	
1.4.2 e.CRM Process	(5)
1.4.2.1 Basic requirements	
1.4.2.2 e- CRM soft wares	
1.4.2.3 Application of e-CRM	
1.4.3 Benefits of e-CRM	(5)
1.4.3.1 Direct Benefits to Business	
1.4.3.2 Indirect benefits to Business	
1.4.3.3 Benefits to Customers	

- 1.4.3.4 Continuity
- 1.4.3.5 A contact point
- 1.4.3.6 Personalization
- 1.4.4 Implementation of e-CRM (10)
  - 1.4.4.1 Customer Relation ship
  - 1.4.4.2 Develop a Plan
  - 1.4.4.3 Focus on Customers
  - 1.4.4.4 Save money
  - 1.4.4.5 Service and Support
- 1.4.5 Technologies in e-CRM (15)
  - 1.4.5.1 Data warehousing
  - 1.4.5.2 Customer profiling
  - 1.4.5.3 Decision support
  - 1.4.5.4 Voice Portal
  - 1.4.5.5 Web phones
  - 1.4.5.6 BOTs
- 1.4.6 Role of Social media in CRM (10)
  - 1.4.6.1 Meaning and Importance of Social Media
  - 1.4.6.2 Various Social Media Sites
  - 1.4.6.3 Use of Social Media
  - 1.4.6.4 Interacting with social media
  - 1.4.6.5 Combating negativity in social media
- 1.5 Communication for Customer relations**
- 1.5.1 Soft skills – Personality Development (30)
  - 1.5.1.1 Grooming
  - 1.5.1.2 Behavior
  - 1.5.1.3 Combat stage freight
  - 1.5.1.4 Professionalism
- 1.5.2 Communication Techniques – Methods: (30)
  - 1.5.2.1 Verbal
  - 1.5.2.2 Non Verbal
  - 1.5.2.3 Body Language
  - 1.5.2.4 Eye contacts
  - 1.5.2.5 Postures

**1.5.3 Communication Techniques – Channels & Importance (30)**

- 1.5.3.1 Sender
- 1.5.3.2 Receiver
- 1.5.3.3 Purpose
- 1.5.3.4 Oral and Group communication
- 1.5.3.5 Presentation
- 1.5.3.6 Speech
- 1.5.3.7 Dialogue

**2.2 COMPUTER HARDWARE AND OPERATING SYSTEM****2.2.1 Components of a Personal Computer (5)**

- 2.2.1.1 Parts of a personal computer
- 2.2.1.2 Booting
- 2.2.1.3 BIOS
- 2.2.1.4 POST

**2.2.2 Disk Operating System (5)**

- 2.2.2.1 Microsoft Disk Operating System (MS-Dos)

**2.2.3 Windows 7 OS (10)**

- 2.2.3.1 Windows 8
- 2.2.3.2 Basic file and folder operations
- 2.2.3.3 Accessories

**2.2.4 Installing and Managing Windows 7 (20)**

- 2.2.4.1 Installing windows7
- 2.2.4.2 Steps to install Windows 7
- 2.2.4.3 Hard drive Preparation
- 2.2.4.5 Formatting
- 2.2.4.6 Device Driver
- 2.2.4.7 Installing a printer driver
- 2.2.4.8 Changing file views in windows7
- 2.2.4.9 Control panel
- 2.2.4.10 User creation and rights
- 2.2.4.11 Trouble shooting
- 2.2.4.12 Creating start-up disk
- 2.2.4.13 Sharing files
- 2.2.4.14 Internet connection and Firewall
- 2.2.4.15 Windows Explorer
- 2.2.4.16 Installing MS office

- 2.2.4.17 Installing DTP software
- 2.2.4.18 Installing Tally
- 2.2.5 Maintaining Computer Software (10)
  - 2.2.5.1 Transferring computer data
  - 2.2.5.2 Maintaining computer software
- 2.3 OFFICE AUTOMATION**
- 2.3.1 Office Automation basics (10)
  - 2.3.1.1 Concept of office
  - 2.3.1.2 Nature of work in office
  - 2.3.1.3 Need for office Automation
- 2.3.2 MS Office (20)
  - 2.3.2.1 Starting MS word
  - 2.3.2.2 User interface of MS word
  - 2.3.2.3 Creating a document
  - 2.3.2.4 Insert header and footer
  - 2.3.2.5 Changing rows height and columns width
- 2.3.3 MS Excel (20)
  - 2.3.3.1 Starting MS Excel
  - 2.3.3.2 User interface of MS Excel
  - 2.3.3.3 The work sheet
  - 2.3.3.4 Formulae
  - 2.3.3.5 Sorting
  - 2.3.3.6 Working with chart
- 2.3.4 MS Power Point (10)
  - 2.3.4.1 Launching MS power point
  - 2.3.4.2 Creating presentation indifferent ways
  - 2.3.4.3 Inserting a new slide
  - 2.3.4.4 Adding themes
  - 2.3.4.5 Saving a presentation
  - 2.3.4.6 Set up the show
- 2.3.5 MS Access (10)
  - 2.3.5.1 Advantages of DBMS
  - 2.3.5.2 Data Models
  - 2.3.5.3 Terminologies used in RBDMS
  - 2.3.5.4 MS Access
  - 2.3.5.5 Creating a query in the query design option

2.3.5.6	Creating a form using Form wizard	
2.3.5.7	Reports	
2.3.5.8	Import	
<b>2.4</b>	<b>LINUX AND OPEN OFFICE</b>	
2.4.1	Introduction to Linux	(10)
2.4.1.1	History of Linux	
2.4.1.2	Advantages of GNU Linux	
2.4.1.3	Linux file system structure	
2.4.1.4	Linux Kernel	
2.4.1.5	Login and logout in Linux	
2.4.1.6	Linux commands	
2.4.2	Open Office writer	(10)
2.4.2.1	Introduction to Open office	
2.4.2.2	Apache Open Office	
2.4.2.3	System requirement	
2.4.2.4	Starting Open Office Writer	
2.4.3	Advanced features of Open Office Writer	(10)
2.4.3.1	Character Formatting	
2.4.3.2	Background Colour	
2.4.3.3	Paragraph Formatting	
2.4.3.4	Bullets and Numbering	
2.4.3.5	Indents	
2.4.3.6	Creating an index of a document	
2.4.4	Open office calc	(10)
2.4.4.1	Open office Calc	
2.4.4.2	Selecting cells	
2.4.4.3	Cell formatting	
2.4.4.4	Inserting Rows/Columns	
2.4.4.5	Built in functions	
2.4.4.6	Charts in Calc	
2.4.4.7	Addressing Cells	
2.4.4.8	Data Range	
2.4.4.9	Work sheets	
2.4.4.10	Auto fill	
2.4.4.11	Filter	
2.4.4.12	Data Sorting	

2.4.4.13	Totals and sub totals	
2.4.4.14	Protection	
2.4.5	Open office impress	(10)
2.4.5.1	Important features of impress	
2.4.5.2	Bringing different objects into slides	
2.4.5.3	Adding Text	
2.4.5.4	Different views	
2.4.5.5	Adding New Slides to Your Presentation	
2.4.5.6	Background	
2.4.5.7	Slide Transition	
2.4.5.8	Animating objects in a slide	
2.4.5.9	Watching slide show	
2.4.5.10	Saving Your Presentation	
<b>2.5</b>	<b>INTERNET AND MALAYALAM COMPUTING</b>	
2.5.1	Introduction computer networks	(5)
2.5.1.1	Network	
2.5.1.2	LAN Topologies	
2.5.1.3	Protocols	
2.5.1.4	Connectivity devices	
2.5.1.5	Windows 7 Firewall Settings	
2.5.2	Internet and Email	(10)
2.5.2.1	History of the Internet	
2.5.2.2	Connecting Computer to Internet	
2.5.2.3	Types of Internet Connection	
2.5.2.4	World Wide Web (www)	
2.5.2.5	Web Browser	
2.5.2.6	Search Engines	
2.5.2.7	Email (Electronic mail)	
2.5.2.8	Creating and using free email account with Gmail	
2.5.3	HTML	(10)
2.5.3.1	Starting with HTML	
2.5.3.2	Attributes of <HTML> tag	
2.5.4	Malayalam Computing	(20)
2.5.4.1	Malayalam through Computers	
2.5.4.2	Free Software and Language Computing	
2.5.4.3	Malayalam and Technology	

- 2.5.4.4 Malayalam digital Technology
- 2.5.4.5 Unicode
- 2.5.4.6 Malayalam Using Transliteration
- 2.5.4.7 Malayalam Word Processing
- 2.5.4.8 Downloading and Installing Malayalam Fonts
- 2.5.4.9 Installing Fonts in Windows
- 2.5.4.10 How to enable Malayalam in Web Browsers?
- 2.5.4.11 Malayalam in UBUNTU
- 2.5.4.12 Malayalam keyboard and Typing
- 2.5.5 Ethical and Social Issues in Information Systems (5)
  - 2.5.5.1 Ethics and Information Systems
  - 2.5.5.2 Ethical Analysis
  - 2.5.5.3 Information right: Privacy and freedom in the internet age
  - 2.5.5.4 Intellectual Property Right and Information System
- 2.6. E Commerce and CRS (40)
  - 2.6.1. Introduction to E commerce
  - 2.6.2. Business Models of E commerce
  - 2.6.3. Designing of web site for e Commerce
  - 2.6.4. Electronic Payment system
  - 2.6.5 Computerised Resrvation System

## LEARNING OUTCOMES

On completion of the module

## CUSTOMER CARE OPERATIONS

The learner will be able to:

- 1.1 Fundamentals of CRM
  - 1.1.1 Identify the importance of Customer Relations
  - 1.1.2 describe the concept of CRM
  - 1.1.3 explain the development stages of CRM
  - 1.1.4 list the need of CRM
  - 1.1.5 identify the components of CRM
  - 1.1.6 observe the different stages of CRM Cycle
  - 1.1.7 list out various phases of CRM
  - 1.1.8 Analyse each phase of CRM
  - 1.1.9 identify different CRM Strategies

## 1.2 Customer Needs

- 1.2.1 Differentiate between Customer and consumer
- 1.2.2 Differentiate between various factors affecting customer needs
- 1.2.3 Need to understand the customer behavior
- 1.2.4 Need to understand the customer behavior
- 1.2.5 recognise need of CRM
- 1.2.6 differentiate customers
- 1.2.7 manage customers
- 1.2.8 identify various customer types
- 1.2.9 classify the customers
- 1.2.10 dealing with each customer type
- 1.2.11 enlist factors affecting customer service
- 1.2.12 To make good presentation to convince the customer
- 1.2.13 identify the different factors that satisfy the customer needs
- 1.2.14 identify the ways for dealing with customers
- 1.2.15 Handle the queries of customers empathetically
- 1.2.16 Convince the customer with good presentation
- 1.2.17 Handle the queries of customers empathetically
- 1.2.18 Convince the customer with good presentation

## 1.3 CRM In different Sectors

- 1.3.1 describe the CRM practices adopted in hotels
- 1.3.2 Identify different greeting styles
- 1.3.3 Carry out various Greeting styles with good manners
- 1.3.4 Construct knowledge about different CRM strategies of tourism
- 1.3.5 Recognise the importance of CRM in hospitals
- 1.3.6 Organise knowledge about CRM strategies of hospitals
- 1.3.7 identify the application of CRM in banks
- 1.3.8 Deliver quality services to customers.
- 1.3.9 Analyse the use of CRM in banking
- 1.3.10 Identify various uses of CRM in insurance
- 1.3.11 Analyse the implementation of CRM
- 1.3.12 State CRM requirements in BPO/Call Centres
- 1.3.13 Describe the term relationship marketing

- 1.3.14 Explain target marketing
- 1.3.15 Analyse the marketing initiatives
- 1.4 e-CRM
  - 1.4.1 describe meaning, importance and features of e-CRM.
  - 1.4.2 understand requirements of e-CRM
  - 1.4.3 operate CRM software
  - 1.4.4 categorize the technologies of CRM
- 1.5 Communication for Customer Relations
  - 1.5.1 describe how to introduce one self
  - 1.5.2 greet others in required manner
  - 1.5.3 identify the characteristics of communication
  - 1.5.4 identify and differentiate elements of communication
  - 1.5.5 communicate using proper language
  - 1.5.6 describe different attributes of verbal and oral communications
  - 1.5.7 explain modern communication technology
  - 1.5.8 develop listening skill
  - 1.5.9 speak clearly and pleasantly
  - 1.5.10 handle business correspondences

On completion of the module

### **Computer Applications for Customer Relations**

The learner will be able to:

- 2.1 Information technology
  - 2.1.1. Explain the characteristics of a computer
  - 2.1.2. Distinguish between Data, Information and Knowledge
  - 2.1.3. Describe the storage capacity of a computer system
  - 2.1.4. Describe the growth and development of computers in different stages
  - 2.1.5. Identify different computer generations
  - 2.1.6. Classify the computers as Micro, Mini, Mainframe and Super computer.
  - 2.1.7. Identify the major parts of a computer.
  - 2.1.8. Identify the various functions of the units
  - 2.1.9. Recognise the various units of a computer through a block diagram
  - 2.1.10. Identify different components such as motherboard, chipset, bus and expansion slot.

- 2.1.11. Connect the various devices to the appropriate port
- 2.1.12. Recognise various microprocessor such as Intel and AMD
- 2.1.13. Compare the characteristics of the microprocessor, Intel and AMD.
- 2.1.14. Describe memory organisation structure of a computer
- 2.1.15. Acquire knowledge on different types of memory elements
- 2.1.16. Distinguish between primary and secondary memory
- 2.1.17. Identify different RAM and ROM technologies
- 2.1.18. Differentiate between sequential access and direct access device
- 2.1.19. Identify various secondary storage devices
- 2.1.20. Identify various portable storage devices.
- 2.1.21. Describe different input devices
- 2.1.22. Explain the use of each device and its significance
- 2.1.23. Describe different output devices
- 2.1.24. Describe the use of each device and its significance.
- 2.1.25. Identify the relevance of software
- 2.1.26. Acquire knowledge on software classification
- 2.1.27. Explain the use, functions and types of operating system
- 2.1.28. Describe the stages of development of computer languages
- 2.1.29. Classify programming languages in different categories
- 2.1.30. Distinguish between different types of translators
- 2.1.31. Identify different types of malicious software
- 2.1.32. Judge the aspects of “Free software Philosophy” and software piracy.
- 2.1.33. Explain the basics of Information technology
- 2.1.34. Describe the roles of IT in various areas of our lives
- 2.1.35. Explain e-commerce and m-commerce
- 2.2. Computer Hardware and Operating System
  - 2.2.1. Describe the hardware components present inside CPU cabinet
  - 2.2.2. Explain the functions of various components of CPU cabinet
  - 2.2.3. Identify activities in the booting process
  - 2.2.4. Recognise the concept of BIOS and POST.
  - 2.2.5. Execute commands such as Date, Time etc

- 2.2.6. Explain the file structure of DOS
- 2.2.7. Create and modify files using DOS commands
- 2.2.8. Identify the components of operating system
- 2.2.9 Create and manage files and folders
- 2.2.10 Work with some basic applications that comes with Windows.
- 2.2.11. Install device driver
- 2.2.12 Install windows 8 Operating system
- 2.2.13 Install various application software
- 2.2.14 Describe the steps to setup an internet connection
- 2.2.15 Explain control panel, firewall and troubleshooting.
- 2.2.16 Transfer data from one computer to another
- 2.2.17 Write data to a CD or DVD
- 2.2.18 Install and use antivirus software
- 2.2.19 Clean cookies
- 2.2.20 Defragment disk
- 2.3 Office Automation
  - 2.3.1 Describe the concept of office
  - 2.3.2. Explain nature of works in an office
  - 2.3.3. Identify the needs for office automation.
  - 2.3.4 Launch MS word
  - 2.3.5. Identify components of MS word
  - 2.3.6 Format text paragraph
  - 2.3.7. Insert tables, graphics, word art, clip art etc
  - 2.3.8. Use tools like mail merge, spell check and grammar etc.
  - 2.3.9. Start MS Excel
  - 2.3.10 Identify the components of MS Excel user interface
  - 2.3.11. Create workbook and work sheets
  - 2.3.12 Insert formulae and functions
  - 2.3.13 Sort and filter data in tables Insert charts
  - 2.3.14 Launch Microsoft power Point
  - 2.3.15 Create a presentation using blank template and custom template
  - 2.3.16 Insert and format objects
  - 2.3.17 Add transitions to slides
  - 2.3.18 Save a presentation
  - 2.3.19 Set up slide show

- 2.3.20 Identify the advantages of data base
- 2.3.21 Recognise different types of data base system
- 2.3.22 Identify the terminologies related with RDBMS
- 2.3.23 To start MS Access, Create, Edit and Manipulate data in a data base
- 2.3.24 Apply sorting, filtering on data
- 2.3.25 Create query using query wizard
- 2.3.26 Create reports using report wizard
- 2.3.27 Import and export data
- 2.4 Linux and Open Office
  - 2.4.1 Distinguish between free and property software.
  - 2.4.2 List the salient features of Linux
  - 2.4.3 Explain the Linux file structure
  - 2.4.4 Identify the basic Linux commands and practice them
  - 2.4.5 Describe GNU General public license
  - 2.4.6 Identify Apache open office 4
  - 2.4.7 Identify the general features of Open OfficePackage
  - 2.4.8 Explain the features of Open office writer.
  - 2.4.9 Format fonts
  - 2.4.10 Give background colour for the text
  - 2.4.11 Format paragraphs
  - 2.4.12 Set indents and spacing and set different tabs
  - 2.4.13 Create index
  - 2.4.14 Describe the various of features of Calc
  - 2.4.15 Enter and edit data in cells
  - 2.4.16 Enter formulae in cells
  - 2.4.17 Format cells
  - 2.4.18 Insert rows/columns/sheets
  - 2.4.19 Describe absolute and relative referencing
  - 2.4..20 Give names ranges
  - 2.4.21 Add, rename and delete worksheets
  - 2.4.22 To apply autofill to data sequence
  - 2.4.23 Apply filter
  - 2.4.24 Sort data
  - 2.4.25 To find totals and sub totals
  - 2.4.26 Identify cell protection.
  - 2.4.27 Identify important features of impress

- 2.4.28 List various window components of Open office into slides
  - 2.4.29 Analyze the need of grouping objects
  - 2.4.30 Demonstrate inserting and cropping images
  - 2.4.31 Identify the need of slide transition
  - 2.4.32 Apply and remove transition effects to slides
  - 2.4.33 Apply and remove animation effects to an object
  - 2.4.34 List the steps required for playing and saving presentations.
- 2.5. Internet and Malayalam Computing
- 2.5.1 Identify the need of network
  - 2.5.2. Identify different topologies
  - 2.5.3. List various protocols
  - 2.5.4. Identify different connectivity devices
  - 2.5.5. Describe firewall settings
  - 2.5.6. Identify different types of modem
  - 2.5.7 Describe the advantages of Internet
  - 2.5.8 Explain the concept of web page and website
  - 2.5.9 Identify the use of web browser
  - 2.5.10 Describe the benefits of e mail
  - 2.5.11 Create email account, compose email and send email.
  - 2.5.12 Identify basic HTML tags
  - 2.5.13 Differentiate tag and attribute
  - 2.5.14 Write HTML code to create simple web pages
  - 2.5.15 Create different types of lists
  - 2.5.16 Use anchor tag
  - 2.5.17 Create table, frameset and forms
  - 2.5.18 Create simple websites
  - 2.5.19 Recognise with Malayalam computing concepts
  - 2.5.20 Analyze the efforts done so far to strengthen our mother tongue using the possibilities provided by Information and Communication Technologies
  - 2.5.21 Identify Malayalam fonts in Unicode
  - 2.5.22 Identify the various Malayalam fonts in word processor
  - 2.5.23 Download and install Malayalam Fonts
  - 2.5.24 Familiarize with using Malayalam in word processor
  - 2.5.25. Comprehend the ethical and social issues related to information systems

- 2.5.26 Identify the key technology trends that raise ethical issues
- 2.5.27 Recognize the information rights like privacy and freedom in the Internet age
- 2.5.28 Identify terms like intellectual property,
- 2.5.29 Accountability and liability in relation to information systems

## **2. 6 E-Commerce and CRS**

- 2.6.1 Introduction to e-commerce
  - 2.6.1.1 Meaning and Concepts
  - 2.6.1.2 e-business and e-commerce
  - 2.6.1.3 EDI – Importance, features and benefits of e-commerce
  - 2.6.1.4 Impact, challenges and limitation of e-commerce
  - 2.6.1.5 e-commerce structure
- 2.6.2 Business models of e-commerce
  - 2.6.2.1 Business to Business
  - 2.6.2.2 Business to Customers
  - 2.6.2.3 Business to Government
  - 2.6.2.4 Government to Society (e-governance)
- 2.6.3 Designing of website for e-commerce
  - 2.6.3.1 Components of website
  - 2.6.3.2 Concepts and designing website for e-commerce
  - 2.6.3.3 Corporate website – Portal – Search engine
  - 2.6.3.4 Internet Advertising
  - 2.6.3.5 Emergence of the internet as a competitive advertising medium
  - 2.6.3.6 Models of internet advertising
  - 2.6.3.7 Mobile commerce
- 2.6.4 Electronic payment system
  - 2.6.4.1 Online payment system
  - 2.6.4.2 Prepaid and post-paid payment system – e-cash e-cheque, smart card, credit card, debit card, electronic purse
  - 2.6.4.3 Security issues and solutions on electronic payment system
  - 2.6.4.4 Biometrics and type of biometrics
  - 2.6.4.5 Digital signature- digital certificate
  - 2.6.4.6 Encryption, Description, public key and private key
  - 2.6.4.7 e-ticketing

**SCHEME OF WORK**

<b>Month</b>	<b>Unit Name</b>	<b>Period</b>
June	Fundamentals of CRM	20
July	Fundamentals of CRM Contd. (40) Customer Needs (40)	80
August	Customer Needs Contd. (20) CRM in different Sectors	80
September	CRM in different Sectors Contd (20) e-CRM (50)	70
October	Communication for Customer Relations	90
November	Information Technology (80) Computer Hardware and Maintenance (20)	100
December	Computer Hardware and Maintenance Contd (30) Office Automation (30)	60
January	Office Automation Contd. (30) Linux and Open Office (50) Internet & Malayalam Computing (10)	100
February	Internet & Malayalam Computing contd. (40) E-Commerce & CRS (20)	60
March	E-Commerce & CRS Contd (20)	20

**COURSE STRUCTURE**

This course consists of Four Modules

- Module I Customer Care Operations
- Module II Computer Applications For Customer Relations
- Module III Front Office Operations in Hospitality Sector
- Module IV Front Office Operations in Health Care Sector

**Module – I Customer Care Operations (340 Hours)**

1.1	Fundamentals of CRM	60
1.2	Customer Needs	60
1.3	CRM In different Sectors	80
1.4	e-CRM	50
1.5	Communication for Customer Relations	90
	<b>Total</b>	<b>340</b>

## Module –II Computer Applications for Customer Relations

2.1	Information Technology	80
2.2	Computer Hardware and Operating system	50
2.3	Office automation	70
2.4	Linux and Open Office	50
2.5	Internet and Malayalam Computing	50
2.6	E-Commerce and CRS	40
	Total	340

### CLASSROOM ACTIVITIES

- Group discussion
- Seminar
- Collection of brochures
- Interactive discussion
- Brain storming session
- Interactive session with an expert/industry staff
- Video presentation
- General discussion
- Demonstration
- Referring library books
- Illustrated chart
- Collecting pictures
- Role play
- Case Study
- Debate

### PRACTICAL ACTIVITIES

- Computer operations
- Handling Communication and audio visual equipments
- Drafting Customer Correspondence
- Role Play
- Develop Public Speaking ability
- Reading News paper
- Field Visit
- OJT

## ON THE JOB TRAINING

On-the-Job Training is an integral component of Vocational Education, which aims at the development of proficiency and self-confidence among students. On-the-Job Training takes place in a real job situation under the supervision of an expert in-plant supervisor or master craftsman. It is designed to supplement in-school instruction by providing the dimension of practical training in a real work situation, under the guidance and supervision of a practicing and skilled supervisor.

### Concept of On-the-Job Training

It is a planned and organized work experience programme. A programme of On-the-Job Training is planned by the educational institution and the training is given in an established or organized industry or work spot. It helps the student to assimilate the theory which was learnt in the classroom and practice it in the actual work spot by following part of the curriculum of each vocational course. It gives the student a supervised experience. This facilitates the student to attain mastery on the work by observation and working, supervised by a master craftsman.

Generally, the theory subjects taught within the classroom and the laboratory give little scope of exposure to the student to the real work situation. But On-the-Job Training provided to the student enables him to feel the implications and intricacies during the work. It gives an opportunity to the student to participate in the actual production of goods and services, which leads to securing of some gainful employment. The student gets motivated by actual participation in the production of goods and services at the time of learning or training and develops self-confidence. It prepares the student psychologically to develop entrepreneurship qualities, so that he / she is in a position to take up self-employment.

It helps in continuous evaluation of the student's work and knowledge since an expert workman and the teacher guide in the work. The student, as an employee, is expected to take advantage of opportunities to work in teams. This method is employed when learners have acquired certain level of proficiency before they face live situation. This is the most effective method of training. The main challenge is to perform task under pressure of time and dealing with guest.

### On-the-Job Training in CRM

OJT program aims to give the student practical skills and hands on experience in the Customer Care Sector. The OJT period is of a minimum one month and students will be able to perform their training in either one or a multiple number of Customer Care Centers. The

duration of these days of OJT can be at a stretch or split. Two weeks training must be completed in each year of study.

The teacher coordinator assists with placements and contractual arrangements with the employers, and feedback from employers is given directly to students. Students are encouraged to excel at their work and must complete OJT and submit a report / diary. The OJT performance of the learner should be assessed in co-ordination with the employer and the teacher coordinator. Common indicators should be prepared for the assessment.

### LIST OF OJT CENTRES

#### GOVERNMENT SECTOR

- Kerala Tourism Development Corporation Ltd. (KTDC)
- Department of Tourism (Govt. Guest Houses)
- Customer Care Centre (BSNL/Banks)
- Front Office of Various Government Offices
- Customer Care Centres of Govt. companies
- Health Care Centers under Govt. Control

#### PRIVATE SECTOR

- Hotels/Resorts
- Restaurants/Cafes
- Event Management Company/Outdoor catering
- Customer Care Centre (Automobiles/Jewellery/Malls/Supermarkets)
- Customer Care Centers (Tele communications/Non Banking Financial Companies)
- Customer Care Centers (Industrial Products)
- Health Care Centers

#### CERTIFICATION

On completion of each module, learner is entitled for a Modular Certification.

- Skill Certificate in Customer Care Operations
- Skill Certificate in Computer Application in Customer Relations
- Skill Certificate in Front Office Operations – Hospitality Sector
- Skill Certificate in Front Office Operations – Health Care Sector

On the successful completion of the four modules, the learner will be eligible for a Trade Certificate in

Customer Relationship Management and

VHSE Certificate indicating eligibility for Higher Studies equal to Higher Secondary

#### **Expected skills : Module -I**

- Skill to assess and meet customer needs.
- Customer service skills
- Customer Relation skill
- Observation skill
- Communication skill
- Presentation skill
- Interactive skill
- Analytical skill
- Planning skill
- Communication equipments handling skill

#### **Expected Skills : Module - II**

- Customer service skills supported by technical knowledge.
- Word processing skills
- Skill to manage files and records.
- Skill to Handle telecommunications systems
- Skill for talking to others to convey information effectively.
- Skill for ontrolling operations of equipment or systems
- Skill for determining the kind of tools and equipment needed to do a job
- Skill for determining causes of operating errors and deciding what to do about it
- Data Entry Skill
- Data processing skill
- Skill for online transactions
- Skill for handling emails
- Skill for proof reading

#### **OVERVIEW OF MODULE - 1**

##### **Customer Care Operations**

The module is constructed to equip the learner with knowledge and skills required to perform Customer Relation Services. After completing the module the learner will be able to describe Customer Relations Management, identify customer needs, applicability of Customer Relations Management in various sectors, manage electronic platforms related to customer relations and perform relevant communication

techniques This module consists of five units comprising of Fundamentals of CRM, Customer Needs, CRM in Various Sectors, e-CRM and Communication for Customer Relations

**Module: 01**

**CUSTOMER CARE OPERATIONS**

Unit No	Name of unit	Total Periods
1.1	Fundamentals of CRM	60
1.2	Customer Needs	60
1.3	CRM In different Sectors	80
1.4	e-CRM	50
1.5	Communication for Customer Relations	90
	<b>TOTAL PERIODS</b>	<b>340</b>

Module 1 : Customer Care Operations		Unit : Fundamentals of CRM (60 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Introduction to CRM</li> <li>Customer Relations</li> <li>Concept of CRM</li> <li>History of CRM</li> <li>Purpose of CRM</li> <li>Components of CRM</li> <li>Skills: Observation skill</li> <li>Planning skill</li> <li>CRM Cycles &amp; Phases</li> <li>Collection of information</li> <li>Creating Customer Value</li> <li>Building Loyal Customers</li> <li>Acquisition of new Customers</li> <li>Working towards increased profitability</li> <li>Acquiring new relationship</li> <li>Enhancing existing relationship</li> <li>Retaining customer relationship</li> <li>Skills: Analytical skill</li> <li>Classification skill</li> <li>CRM strategies</li> <li>Developing Core Service</li> <li>Customising the Relationship</li> <li>Augmenting the core service</li> <li>Pricing services</li> <li>Skills: Analytical Planning</li> <li>Steps to improve CRM</li> <li>Build a data base</li> <li>Analyse, define types, profitability</li> <li>Customer Selection</li> <li>Activities to delight customers</li> <li>Analyse again to see how we are doing</li> <li>Skills: Analytical Communication</li> </ul>	<ul style="list-style-type: none"> <li>On Completion of this module learner will be able to:               <ul style="list-style-type: none"> <li>Observe Customer Relations</li> <li>describe the concept of CRM</li> <li>explain the development stages of CRM</li> <li>list the need of CRM</li> <li>list the need of CRM</li> <li>identify the components of CRM</li> <li>observe the different stages of CRM Cycle</li> <li>list out various phases of CRM</li> <li>Analyse each phase of CRM</li> </ul> </li> <li>Identify different CRM Strategies</li> <li>Generate a database of customers</li> <li>Analyze the steps to improve CRM</li> <li>Develop activities for customer delight</li> </ul>	<ul style="list-style-type: none"> <li>Group discussion about the term customer, needs and satisfaction. Visualise the importance of CRM through a Video relating to customer Relations</li> <li>Group discussion on the importance of CRM</li> <li>Pictorial presentation of CRM cycle</li> <li>Preparation of Chart</li> <li>Discussion</li> <li>General Discussion</li> <li>Preparation of database</li> <li>Group discussion</li> </ul>	<ul style="list-style-type: none"> <li>Discussion note prepared</li> <li>Participation in discussion</li> <li>Notes in the activity log</li> <li>Discussion note prepared</li> <li>Participation in discussion</li> <li>Notes in the activity log</li> <li>Discussion Notes</li> <li>Database</li> <li>Discussion notes</li> </ul>

Module 1 : Customer Care Operations				Unit : Customer Needs (60 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment		
<ul style="list-style-type: none"> <li>Consumer VS Customer</li> <li>Meaning of Consumer</li> <li>Customer</li> <li>Skills: Observation skill</li> <li>Comparison skill</li> <li>Factors influencing customer needs</li> <li>Basic needs of customer</li> <li>Factors influencing customer needs</li> <li>Skills: Analytical skill</li> <li>Diplomacy</li> <li>Listening skill</li> <li>Observation skill</li> <li>Customer Behavior</li> <li>Identifying different customer types</li> <li>Developing customer Managing customers</li> <li>Skills: Observation skill, Comparison skill</li> <li>Skill of discrimination</li> <li>Communication Skill</li> <li>Customer Types</li> <li>Platinum, Gold, Iron, Lead</li> <li>Skills</li> <li>Skill to compare</li> <li>Analytical skill</li> <li>Classification skill</li> </ul>	<ul style="list-style-type: none"> <li>Differentiate between Customer and consumer</li> <li>Differentiate between various factors affecting customer needs, Need to understand the customer behavior</li> <li>recognise need of CRM differentiate customers manage customers</li> <li>identify various customer types classify the customers dealing with each customer type</li> </ul>	<ul style="list-style-type: none"> <li>Group Discussions</li> <li>Case study</li> <li>Visit a retail shop to observe the interaction including body language of sales persons and customers</li> <li>Role Play</li> <li>Role Play</li> <li>Group discussion</li> <li>Preparation of Chart</li> <li>Case analysis</li> <li>Brain storming</li> <li>Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Notes in the activity log</li> <li>Notes on evaluation chart</li> <li>Role-play process assessed</li> <li>Notes in the Activity Log</li> </ul>		

Unit : Customer Needs (60 periods)			
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Effective customer service</li> <li>Factors satisfying customer needs</li> <li>Customer Behaviour</li> <li>Effective ways of dealing Customers Skills</li> <li>Observation skill, Comparison skill</li> </ul>	<ul style="list-style-type: none"> <li>enlist factors affecting customer service</li> <li>Convince the customer with good presentation</li> <li>identify the different factors that satisfy the customer needs</li> <li>identify the ways for dealing with customers</li> </ul>	<ul style="list-style-type: none"> <li>Role play on convincing the customers in different situations</li> <li>Preparation of Chart</li> <li>Group discussion</li> <li>Visit to retail outlet and observe customer dealing by employees</li> </ul>	<ul style="list-style-type: none"> <li>Performance in Role Play</li> <li>Notes in the Activity Log</li> </ul>
<ul style="list-style-type: none"> <li>Responding to customer needs and requests</li> <li>Information and advice to customers</li> <li>Recognize the problems of Customers</li> <li>Skills: listening skill</li> <li>Inter personal Skill</li> <li>Communication skill</li> </ul>	<ul style="list-style-type: none"> <li>Handle the queries of customers empathetically</li> <li>Convince the customer with good presentation</li> </ul>	<ul style="list-style-type: none"> <li>Role play</li> <li>Preparation of Chart</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation of chart</li> <li>Notes in the Activity Log</li> </ul>

Unit : CRM In different Sectors (80 periods)			
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>CRM in Hotel Industry</li> <li>Strategy adopted in hotels</li> <li>Attributes to implement CRM</li> <li>Guest Relation Skills</li> <li>Guest Handling</li> <li>Communication</li> </ul>	<ul style="list-style-type: none"> <li>Describe the CRM practices adopted in hotels</li> </ul>	<ul style="list-style-type: none"> <li>Group discussion on Customer relation</li> <li>Visit to Front Office of a hotel</li> </ul>	<ul style="list-style-type: none"> <li>Notes in the Activity Log</li> <li>Participation</li> </ul>

**Module 1 : Customer Care Operations** **Unit : CRM In different Sectors (80 periods)**

<b>Ideas/Concepts/Skill</b>	<b>Learning Outcomes</b>	<b>Suggested Activities</b>	<b>Assessment</b>
<ul style="list-style-type: none"> <li>● CRM in Tourism Industries</li> <li>* Introduction</li> <li>- CRM in Travel &amp; Tourism</li> <li>- CRM &amp; Transport Agencies</li> <li>- CRM in Tourism Intermediaries</li> </ul>	<ul style="list-style-type: none"> <li>● Identify different greeting styles</li> <li>Carry out various Greeting styles with good manners</li> <li>Construct knowledge about different CRM strategies of tourism</li> </ul>	<ul style="list-style-type: none"> <li>● Role play</li> <li>Case study</li> <li>Interactive lecture</li> <li>Discussion</li> </ul>	<ul style="list-style-type: none"> <li>● Participation</li> <li>Notes in the Activity Log</li> </ul>
<ul style="list-style-type: none"> <li>● Communication</li> <li>Interactive</li> <li>● CRM in Hospitals</li> <li>Strategies for building relationship</li> <li>CRM types</li> <li>Skills</li> <li>Interpersonal skill</li> <li>Communication skill</li> <li>● CRM in Banking Sector</li> <li>CRM Application</li> <li>Benefits of implementing CRM</li> <li>Delivering Quality</li> <li>Service</li> <li>Skills</li> <li>● Interpersonal</li> <li>Communication</li> <li>● CRM in Insurance</li> <li>Advantages of Implementation</li> <li>CRM as a customer centric Process</li> <li>Insurance Ombudsman</li> <li>Skills</li> <li>● Interpersonal</li> <li>Communication</li> <li>● CRM in BPO/Call Sectors</li> <li>Customer service management in BPO/Call Centres</li> <li>Customer relationships</li> <li>Essentials of relationship</li> <li>Components of Success</li> <li>- Categorisation of CRM in BPO/Call centres</li> <li>Skills</li> <li>Inter personal</li> </ul>	<ul style="list-style-type: none"> <li>● Recognise the importance of CRM in hospitals</li> <li>● Organise knowledge about CRM strategies of hospitals</li> </ul>	<ul style="list-style-type: none"> <li>● Discussion</li> <li>Role play</li> <li>Case analysis</li> <li>Interactive lecture</li> </ul>	<ul style="list-style-type: none"> <li>● Participation</li> <li>Notes in the activity log</li> </ul>
<ul style="list-style-type: none"> <li>● CRM in Insurance</li> <li>Advantages of Implementation</li> <li>CRM as a customer centric Process</li> <li>Insurance Ombudsman</li> <li>Skills</li> <li>● Interpersonal</li> <li>Communication</li> <li>● CRM in BPO/Call Sectors</li> <li>Customer service management in BPO/Call Centres</li> <li>Customer relationships</li> <li>Essentials of relationship</li> <li>Components of Success</li> <li>- Categorisation of CRM in BPO/Call centres</li> <li>Skills</li> <li>Inter personal</li> </ul>	<ul style="list-style-type: none"> <li>● identify the application of CRM in banks</li> <li>● Deliver quality services to customers.</li> <li>● Analyse the use of CRM in banking</li> </ul>	<ul style="list-style-type: none"> <li>● field visit to banks</li> <li>Role play</li> <li>- Case study</li> </ul>	<ul style="list-style-type: none"> <li>● Participation</li> <li>Notes in the activity log</li> </ul>
<ul style="list-style-type: none"> <li>● CRM in Insurance</li> <li>Advantages of Implementation</li> <li>CRM as a customer centric Process</li> <li>Insurance Ombudsman</li> <li>Skills</li> <li>● Interpersonal</li> <li>Communication</li> <li>● CRM in BPO/Call Sectors</li> <li>Customer service management in BPO/Call Centres</li> <li>Customer relationships</li> <li>Essentials of relationship</li> <li>Components of Success</li> <li>- Categorisation of CRM in BPO/Call centres</li> <li>Skills</li> <li>Inter personal</li> </ul>	<ul style="list-style-type: none"> <li>● Identify various uses of CRM in insurance</li> <li>● Analyse the implementation of CRM</li> </ul>	<ul style="list-style-type: none"> <li>● General discussion</li> <li>● Case analysis</li> <li>● Brain storming</li> <li>● Chart preparation</li> </ul>	<ul style="list-style-type: none"> <li>● Notes in the activity log</li> <li>Evaluation of Chart</li> <li>Participation</li> </ul>
<ul style="list-style-type: none"> <li>● CRM in Insurance</li> <li>Advantages of Implementation</li> <li>CRM as a customer centric Process</li> <li>Insurance Ombudsman</li> <li>Skills</li> <li>● Interpersonal</li> <li>Communication</li> <li>● CRM in BPO/Call Sectors</li> <li>Customer service management in BPO/Call Centres</li> <li>Customer relationships</li> <li>Essentials of relationship</li> <li>Components of Success</li> <li>- Categorisation of CRM in BPO/Call centres</li> <li>Skills</li> <li>Inter personal</li> </ul>	<ul style="list-style-type: none"> <li>● State CRM requirements in BPO/Call Centres</li> </ul>	<ul style="list-style-type: none"> <li>● General discussion</li> <li>● Case analysis</li> <li>● Brain storming</li> <li>● Chart preparation</li> </ul>	<ul style="list-style-type: none"> <li>● Notes in the activity log</li> <li>Evaluation of Chart</li> <li>Participation</li> </ul>

Module 1 : Customer Care Operations				Unit : e-CRM (50 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment		
<ul style="list-style-type: none"> <li>• Introduction to e-CRM</li> <li>Meaning</li> <li>Importance</li> <li>Features</li> <li>Skills</li> <li>Observation skill,</li> <li>Comparison skill</li> <li>• e-CRM Process</li> <li>- Basic requirements</li> <li>- e- CRM soft wares</li> <li>- Application of e-CRM Skills</li> <li>Equipment operating skill</li> <li>Listening skill</li> <li>Analytical skill</li> <li>Responding skill</li> <li>• Benefits of e-CRM</li> <li>Direct Benefits to Business</li> <li>Indirect benefits to Business</li> <li>Benefits to Customers</li> <li>Continuity</li> <li>A contact point</li> <li>Personalization</li> <li>Skills: IT Skill</li> <li>• Implementation of e-CRM</li> <li>Customer Relation ship</li> <li>Develop a Plan</li> <li>Focus on Customers</li> <li>Save money</li> <li>Service and Support</li> <li>Skills</li> </ul>	<ul style="list-style-type: none"> <li>• describe meaning, importance and features of e-CRM.</li> <li>• Understand requirements of e-CRM</li> <li>• Operate CRM software</li> <li>• describe meaning, importance and features of e-CRM.</li> <li>• understand requirements of e-CRM</li> </ul>	<ul style="list-style-type: none"> <li>• Group discussion</li> <li>• Group discussion</li> <li>Role Play</li> <li>• Group discussion</li> <li>• Show video clippings</li> </ul>	<ul style="list-style-type: none"> <li>• Notes in the activity log</li> <li>• Notes in the activity log</li> <li>Participation</li> <li>Notes in the activity log</li> <li>• Notes in the activity log</li> <li>Participation</li> <li>• Notes in the activity log</li> <li>Participation</li> </ul>		

Module 1 : Customer Care Operations			
Unit : e-CRM (50 periods)			
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Technologies in e-CRM</li> <li>Data warehousing</li> <li>Customer profiling</li> <li>Decision support</li> <li>Voice Portal</li> <li>Web phones</li> <li>BOTs</li> <li>Skills</li> <li>Observation skill,</li> <li>Comparison skill</li> <li>Role of Social media in CRM</li> <li>Meaning and Importance of Social Media</li> <li>Various Social Media Sites</li> <li>Use of Social Media</li> <li>Interacting with social media</li> <li>Combating negativity in social media</li> </ul>	<ul style="list-style-type: none"> <li>operate CRM software</li> <li>categorize the technologies of CRM</li> <li>Discover technologies different from those of CRM</li> <li>Categorize the technologies of CRM</li> </ul>	<ul style="list-style-type: none"> <li>Pictorial presentation of CRM cycle</li> <li>Preparation of Chart</li> <li>Pictorial chart</li> <li>Group Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Notes in the activity log</li> <li>Participation</li> <li>Notes in the activity log</li> </ul>

Module 1 : Customer Care Operations		Unit : Communication for Customer Relations (90 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Soft skills – Personality Development</li> <li>Grooming</li> <li>Behavior</li> <li>Combat stage freight</li> <li>Professionalism</li> <li>Skills:</li> <li>Communication skill</li> <li>Communication Techniques –</li> <li>Methods:</li> <li>Verbal</li> <li>Non Verbal</li> <li>Body Language</li> <li>Eye contacts</li> <li>Postures</li> <li>Skills:</li> <li>Communication skill</li> <li>Communication Techniques –</li> <li>Channels &amp; Importance</li> <li>Sender</li> <li>Receiver</li> <li>Purpose</li> <li>Oral and Group communication</li> <li>Presentation</li> <li>Speech</li> <li>Dialogue</li> <li>Skills: Communication</li> <li>Business Applications of communication</li> <li>Letter writing</li> <li>Use of language</li> <li>Skills:</li> <li>Letter drafting skill</li> </ul>	<ul style="list-style-type: none"> <li>describe how to introduce one self greet others in required manner</li> <li>identify the characteristics of communication</li> <li>communicate using proper language</li> <li>explain modern communication technology</li> <li>differentiate internal and external communication</li> <li>identify and differentiate elements of communication</li> <li>handle business correspondences</li> </ul>	<ul style="list-style-type: none"> <li>Role Play</li> <li>Preparation of Charts</li> <li>Group Discussion</li> <li>Group Disussion</li> </ul>	<ul style="list-style-type: none"> <li>Notes in the activity log</li> <li>Notes in the activity log</li> <li>Discussion Point Discussion Notes Presentation</li> <li>Discussion Point Discussion Notes Presentation</li> </ul>

### PRACTICAL ACTIVITIES

1. Visualisation of video clippings related to customer care and developing the concept and the purpose of CRM.
2. Reading magazines ,news paper articles etc. regarding customer needs
3. Role play on various topics
4. Field visit to nearby offices, retail shops etc.
5. Audio presentation of various topics
6. Letter writing
7. Basic operations in MS Word for drafting official letters, personal letters, semi-official letters and other business correspondence.
8. Preparation of charts on various topics
9. Practice conversation to improve communication skill.
10. Data collection on “how the nearby shopkeepers handle their customers? “from nearby business houses.
11. Experience sharing from students on the various methods of customer relations made by the telecom service providers or DTH companies.(Write up )

### OVERVIEW OF MODULE - 2

The module Computer Applications for Customer Care focus on training the students in advanced features of software applications commonly used in the 21st century workplace including word processing, electronic worksheets, database management, presentation graphics, web development, ICT based business communication skills, installation of software and troubleshooting computers. The Information and Communications Technology has revolutionised the entire spectrum of life and living. In this current scenario, there is enormous scope for skilled man power. This module leads the students to the exciting world of IT and associated services. It helps the students to learn and understand the basics of computer applications as well as the advanced features of some software applications. It also addresses the need to understand the world of business and the world of computer applications in an organised way. The main objective of this module is to develop professionals to meet the requirement of Office Automation and electronic data processing. Special importance is provided to understand the practical usage in specific work areas of computers.

#### MODULE 2

#### COMPUTER APPLICATION FOR CUSTOMER CARE

Periods: 340

Unit No.	Name of units	Periods
2.1	Information Technology	80
2.2	Computer Hardware and Operating system	50
2.3	Office automation	70
2.4	Linux and Open Office	50
2.5	Internet and Malayalam Computing	50
2.6	E-Commerce and CRS	40
	<b>TOTAL PERIODS</b>	<b>340</b>

Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE			
Unit : Information Technology (80 periods)			
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Introduction to Information Technology Computer</li> <li>Data processing</li> <li>Data presented inside a computer</li> <li>Characteristics of computers</li> <li>History of computers</li> <li>Evolution of computers</li> <li>Classification of computers</li> <li>Hard wired programming and stored program concept</li> </ul>	<ul style="list-style-type: none"> <li>Explain the characteristics of a computer</li> <li>Distinguish between Data, Information and Knowledge</li> <li>Describe the storage capacity of a computer system</li> <li>Describe the growth and development of computers in different stages</li> <li>Identify different computer generations</li> <li>Classify the computers as Micro, Mini, Mainframe and Super computer.</li> <li>Identify the major parts of a computer.</li> <li>Identify the various functions of the units</li> <li>Recognise the various units of a computer through a block diagram</li> <li>Identify different components such as motherboard, chipset, bus and expansion slot.</li> <li>Connect the various devices to the appropriate port</li> <li>Recognise various microprocessor such as Intel and AMD</li> <li>Compare the characteristics of the microprocessor, Intel and AMD.</li> <li>Describe memory organisation structure of a computer</li> <li>Acquire knowledge on different types of memory elements</li> <li>Distinguish between primary and secondary memory</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> <li>Field visit</li> <li>Collection of materials relating to history</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log/AlumChart</li> </ul>
<ul style="list-style-type: none"> <li>Computer Organisation</li> <li>Computer as a data processing machine</li> <li>Basic computer operations</li> <li>Functional units</li> <li>System components</li> <li>Input/ Output ports (I/O ports)</li> <li>Microprocessor</li> </ul>	<ul style="list-style-type: none"> <li>Identify the major parts of a computer.</li> <li>Identify the various functions of the units</li> <li>Recognise the various units of a computer through a block diagram</li> <li>Identify different components such as motherboard, chipset, bus and expansion slot.</li> <li>Connect the various devices to the appropriate port</li> <li>Recognise various microprocessor such as Intel and AMD</li> <li>Compare the characteristics of the microprocessor, Intel and AMD.</li> <li>Describe memory organisation structure of a computer</li> <li>Acquire knowledge on different types of memory elements</li> <li>Distinguish between primary and secondary memory</li> </ul>	<ul style="list-style-type: none"> <li>Demonstration of system components</li> </ul>	<ul style="list-style-type: none"> <li>Arrange exhibition of hardware components.</li> </ul>
<ul style="list-style-type: none"> <li>The Memory</li> <li>Memory organisation</li> <li>Types of memory</li> <li>Advanced portable storage devices</li> <li>Memory hierarchy</li> </ul>	<ul style="list-style-type: none"> <li>Describe memory organisation structure of a computer</li> <li>Acquire knowledge on different types of memory elements</li> <li>Distinguish between primary and secondary memory</li> </ul>	<ul style="list-style-type: none"> <li>Interactive lecturer</li> <li>Discussion</li> <li>Demonstration about the importance of memory in daily life.</li> <li>List out the features of different memories used in computers</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log</li> </ul>

Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE		Unit : Information Technology (80 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Input/ Output devices Input devices Output devices Computer Software</li> <li>Software Classification of software Malicious Software Copyright Software piracy Licensing Free software philosophy</li> </ul>	<p>Identify different RAM and ROM technologies Differentiate between sequential access and direct access device Identify various secondary storage devices Identify various portable storage devices.</p> <ul style="list-style-type: none"> <li>Describe different input devices Explain the use of each device and its significance Describe different output devices Describe the use of each device and its significance.</li> <li>Identify the relevance of software Acquire knowledge on software classification Explain the use, functions and types of operating system Describe the stages of computer development of computer languages Classify programming languages in different categories Distinguish between different types of translators Identify different types of malicious software Judge the aspects of “Free software Philosophy” and software piracy.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrating various Input output devices</li> <li>PPT presentation Discussion on types of software used in computers</li> </ul>	<ul style="list-style-type: none"> <li>Photographs Notes in activity log</li> <li>Notes in activity log</li> </ul>

Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE				Unit : Information Technology (80 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment		
<ul style="list-style-type: none"> <li>Application of Information Technology Communication Business Medicine and Health care Entertainment E-Governance Education Engineering manufacturing Science IT policy in Kerala state. E-commerce M-commerce Online trading Net-Banking</li> </ul>	<ul style="list-style-type: none"> <li>Explain the basics of Information technology Describe the roles of IT in various areas of our lives Explain e-commerce and m-commerce.</li> </ul>	<ul style="list-style-type: none"> <li>Discussion Presentation Field visit With the help of internet describe the application of IT</li> </ul>	<ul style="list-style-type: none"> <li>Report preparation</li> </ul>		

Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE		Unit : Computer Hardware and Operating system (50 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Components of a personal Computer</li> <li>Parts of a personal computer</li> <li>Booting</li> <li>BIOS</li> <li>POST</li> </ul>	<ul style="list-style-type: none"> <li>Describe the hardware components present inside CPU cabinet</li> <li>Explain the functions of various components of CPU cabinet</li> <li>Identify activities in the booting process</li> <li>Recognise the concept of BIOS and POST.</li> </ul>	<ul style="list-style-type: none"> <li>Observation</li> <li>Discussion</li> <li>Practice</li> </ul>	<ul style="list-style-type: none"> <li>Assignment</li> <li>Notes in activity log</li> </ul>
<ul style="list-style-type: none"> <li>Disk operating system</li> <li>Microsoft Disk Operating System (MS DOS)</li> </ul>	<ul style="list-style-type: none"> <li>Execute commands such as Date, Time etc</li> <li>Explain the file structure of DOS</li> <li>Create and modify files using DOS commands</li> </ul>	<ul style="list-style-type: none"> <li>Interactive lecture with the help of computer</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log</li> </ul>
<ul style="list-style-type: none"> <li>Windows 7 operating system</li> <li>Windows 7</li> <li>Basic file and folder operations</li> <li>Accessories</li> </ul>	<ul style="list-style-type: none"> <li>Identify the components of operating system</li> <li>Create and manage files and folders</li> <li>Work with some basic applications that comes with Windows.</li> <li>Install device driver</li> <li>Install windows 8 Operating system</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> <li>Practice</li> <li>Comparison with previous versions</li> </ul>	<ul style="list-style-type: none"> <li>Lab assessment</li> </ul>
<ul style="list-style-type: none"> <li>Installing and managing Windows 7</li> <li>Installing windows7</li> <li>Steps to install Windows 7</li> <li>Hard drive preparation</li> <li>Formatting</li> <li>Device Driver</li> <li>Installing a printer driver</li> <li>Changing file views in windows7</li> <li>Control panel</li> <li>User creation and rights</li> <li>Trouble shooting</li> <li>Creating start-up disk</li> <li>Sharing files</li> </ul>	<ul style="list-style-type: none"> <li>Install various application software</li> <li>Describe the steps to setup an internet connection</li> <li>Explain control panel, firewall and troubleshooting.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstration</li> <li>Discussion</li> <li>Installing windows</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log</li> <li>Lab assessment</li> </ul>

Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE				Unit : Computer Hardware and Operating system (50 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment		
Internet connection and Firewall Windows Explorer Installing MS office Installing DTP software Installing TALLY <ul style="list-style-type: none"> <li>Maintaining of Computer system</li> <li>Transferring computer data</li> <li>Maintaining computer software.</li> </ul>	<ul style="list-style-type: none"> <li>Transfer data from one computer to another</li> <li>Write data to a CD or DVD</li> <li>Install and use antivirus software</li> <li>Clean cookies</li> <li>Defragment disk</li> </ul>	<ul style="list-style-type: none"> <li>Interactive lecture</li> <li>PPT presentation</li> <li>Discussion with the help of computer</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log</li> </ul>		

**Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE**

**Unit : Office automation (70 periods)**

Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Office Automation basics</li> <li>Concept of office</li> <li>Nature of work in office</li> <li>Need for office automation</li> <li>MS Office</li> <li>Starting MS word</li> <li>User interface of MS word</li> <li>Creating a document</li> <li>Insert header and footer</li> <li>Changing rows height and columns width</li> <li>MS Excel</li> <li>Starting MS Excel User interface of MS Excel</li> <li>The work sheet</li> <li>Formulae</li> <li>Sorting</li> <li>Working with chart</li> <li>MS Power point</li> <li>Launching MS power point</li> <li>Creating presentation in different ways</li> <li>Inserting a new slide</li> <li>Adding themes</li> <li>Saving a presentation</li> <li>Set up the show</li> <li>MS Access</li> <li>Advantages of DBMS</li> <li>Data Models</li> <li>Terminologies used in RBDMS</li> <li>MS Access</li> <li>Creating a query in the query design option</li> <li>Creating a form using Form wizard</li> <li>Reports</li> <li>Import</li> </ul>	<ul style="list-style-type: none"> <li>Describe the concept of office</li> <li>Explain nature of works in an office</li> <li>Identify the needs for office automation</li> <li>Launch MS word</li> <li>Identify components of MS word</li> <li>Format text paragraph</li> <li>Insert tables, graphics, word art, clip art etc</li> <li>Use tools like mail merge, spell check and grammar etc</li> <li>Start MS Excel</li> <li>Identify the components of MS Excel user interface</li> <li>Create workbook and work sheets</li> <li>Insert formulae and functions</li> <li>Sort and filter data in tables</li> <li>Launch Microsoft power Point</li> <li>Create a presentation using blank template and custom template</li> <li>Insert and format objects</li> <li>Add transitions to slides</li> <li>Save a presentation</li> <li>Set up slide show</li> <li>Identify the advantages of data base</li> <li>Recognise different types of data base system</li> <li>Identify the terminologies related with RDBMS</li> <li>To start MS Access, Create, Edit and Manipulate data in a data base</li> <li>Apply sorting, filtering on data</li> <li>Create query using query wizard</li> <li>Create reports using report wizard</li> <li>Import and export data</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> <li>Field visit</li> <li>Preparation of greeting card, leave letter, marriage invitation card, bio data</li> <li>Preparation of invitation letter and add address using mail merge</li> <li>Preparation of brochure about the school</li> <li>Mark list preparation</li> <li>Preparation of rank list by collecting name and mark of 10 students in a subject (use sorting)</li> <li>Preparation of chart using sales data</li> <li>Preparation of slide show about Kerala, India etc.</li> <li>Prepare database of students in the class</li> <li>Prepare shop details</li> <li>Prepare price list, customer details</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log</li> <li>Lab assessment</li> <li>Chart</li> <li>Notes in activity log</li> <li>Lab assessment</li> <li>Notes in activity log</li> </ul>

## Unit : Linux and Open Office (50 periods)

## Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE

Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Introduction to Linux History of Linux Advantages of GNU Linux Linux file system structure Linux Kernel Login and logout in Linux Linux commands</li> <li>Open office.org Introduction to Open office Apache Open Office System requirement Starting Open Office writer.</li> <li>Advanced features of open office writer Character Formatting Background Colour Paragraph Formatting Bullets and Numbering Indents</li> <li>Creating an index of a document. Open Office calc Open office Calc Selecting cells Cell formatting Inserting Rows/Columns Built in functions Charts in Calc Addressing Cells Data Range Work sheets Auto fill Filter Data Sorting Totals and sub totals Protection</li> </ul>	<ul style="list-style-type: none"> <li>Distinguish between free and property software. List the salient features of Linux Explain the Linux file structure Identify the basic Linux commands and practice them</li> <li>Describe GNU General public license Identify Apache open office 4 Identify the general features of Open Office Package Explain the features of Open office writer. Format fonts Give background colour for the text Format paragraphs Set indents and spacing and set different tabs Create index</li> <li>Describe the various of features of Calc Enter and edit data in cells Enter formulae in cells Format cells Insert rows/columns/sheets Describe absolute and relative referencing Give names ranges Add, rename and delete worksheets To apply autofill to data sequence Apply filter Sort data To find totals and sub totals Identify cell protection.</li> </ul>	<ul style="list-style-type: none"> <li>Discussion on the previous knowledge in school level Preparation of reports regarding the various commands used in Linux</li> <li>Computer practical lab Discussion</li> <li>PPT presentation Demonstration Discussion Designing letters</li> <li>Interactive lecture Lab activity Preparing work sheets of market survey, graphs sales quota, invoice, debit note credit note, Pay details of salesmen etc</li> </ul>	<ul style="list-style-type: none"> <li>Short Answers Assignments – Submission of report of commands used in Linux</li> <li>Lab Assessment</li> <li>Notes in activity log</li> <li>Lab assessment</li> </ul>

Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE		Unit : Linux and Open Office (50 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Open office Impress</li> <li>Important features of impress</li> <li>Bringing different objects into slides</li> <li>Adding Text</li> <li>Different views</li> <li>Adding New Slides to Your Presentation</li> <li>Background</li> <li>Slide Transition</li> <li>Animating objects in a slide</li> <li>Watching slide show</li> <li>Saving your presentation.</li> </ul>	<ul style="list-style-type: none"> <li>Identify important features of impress</li> <li>List various window components of Open office into slides</li> <li>Analyze the need of grouping objects</li> <li>Demonstrate inserting and cropping images</li> <li>Identify the need of slide transition</li> <li>Apply and remove transition effects to slides</li> <li>Apply and remove animation effects to an object</li> <li>List the steps required for playing and saving presentations.</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> <li>Demonstration</li> <li>Preparing marketing related presentations, like product features, marketing mix and sales promotion etc</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log</li> </ul>

**Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE Unit : Internet and Malayalam Computing (50 periods)**

<b>Ideas/Concepts/Skill</b>	<b>Learning Outcomes</b>	<b>Suggested Activities</b>	<b>Assessment</b>
<ul style="list-style-type: none"> <li>Computer Networks</li> <li>Computer network</li> <li>LAN Topologies</li> <li>Protocols</li> <li>Connectivity devices</li> <li>Windows 7</li> <li>Fire wall settings</li> <li>Internet and e-mail</li> <li>History of the Internet</li> <li>Connecting Computer to Internet</li> <li>Types of Internet Connection</li> <li>World Wide Web (WWW)</li> <li>Web Browser</li> <li>Search Engines</li> <li>Email (Electronic mail)</li> <li>Creating and using free email account with gmail</li> </ul>	<ul style="list-style-type: none"> <li>Identify the need of network</li> <li>Identify different topologies</li> <li>List various protocols</li> <li>Identify different connectivity devices</li> </ul>	<ul style="list-style-type: none"> <li>Discussion</li> <li>Demonstration of various topology</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log</li> </ul>
<ul style="list-style-type: none"> <li>Windows 7</li> <li>Fire wall settings</li> <li>Internet and e-mail</li> <li>History of the Internet</li> <li>Connecting Computer to Internet</li> <li>Types of Internet Connection</li> <li>World Wide Web (WWW)</li> <li>Web Browser</li> <li>Search Engines</li> <li>Email (Electronic mail)</li> <li>Creating and using free email account with gmail</li> </ul>	<ul style="list-style-type: none"> <li>Describe firewall settings</li> <li>Describe the advantages of Internet and website</li> <li>Identify the use of web browser</li> <li>Describe the benefits of e mail</li> <li>Create email account, compose email and send email.</li> </ul>	<ul style="list-style-type: none"> <li>Discussion Experiment</li> <li>Familiarising internet through practicals</li> </ul>	<ul style="list-style-type: none"> <li>Notes in activity log</li> <li>Lab assessment</li> </ul>
<ul style="list-style-type: none"> <li>Web page designing HTML</li> <li>Starting with HTML</li> <li>Attributes of &lt;HTML&gt; tag</li> </ul>	<ul style="list-style-type: none"> <li>Identify basic HTML tags</li> <li>Differentiate tag and attribute</li> <li>Write HTML code to create simple web pages</li> <li>Create different types of lists</li> <li>Use anchor tag</li> <li>Create table, frameset and forms</li> <li>Create simple websites</li> <li>Recognise with Malayalam computing concepts</li> <li>Analyze the efforts done so far to strengthen our mother tongue using the possibilities provided by Information and Communication Technologies</li> </ul>	<ul style="list-style-type: none"> <li>Discussion Experiment</li> <li>Creating marketing page of a product using HTML</li> </ul>	<ul style="list-style-type: none"> <li>Lab assessment</li> </ul>
<ul style="list-style-type: none"> <li>Malayalam Computing</li> <li>Malayalam through Computers</li> <li>Free Software and Language Computing</li> <li>Malayalam and Technology</li> <li>Malayalam digital Technology</li> <li>Unicode</li> <li>Malayalam Using Transliteration</li> <li>Malayalam Word Processing</li> </ul>	<ul style="list-style-type: none"> <li>Recognise with Malayalam computing concepts</li> <li>Analyze the efforts done so far to strengthen our mother tongue using the possibilities provided by Information and Communication Technologies</li> <li>Identify Malayalam fonts in Unicode</li> <li>Identify the various Malayalam fonts in word processor</li> <li>Download and install Malayalam Fonts</li> <li>Familiarize with using Malayalam in word processor</li> </ul>	<ul style="list-style-type: none"> <li>Practice Demonstration</li> <li>Discussion</li> </ul>	<ul style="list-style-type: none"> <li>Lab assessment</li> <li>Notes in activity log</li> </ul>

Module 2 : COMPUTER APPLICATION FOR CUSTOMER CARE				Unit : Internet and Malayalam Computing (50 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment		
<ul style="list-style-type: none"> <li>• Downloading and Installing Malayalam Fonts</li> <li>• Installing Fonts in Windows</li> <li>• How to enable Malayalam in Web Browsers?</li> <li>• Malayalam in UBUNTU</li> <li>• Malayalam keyboard and typing</li> <li>• Ethical and Social issues in information system</li> <li>• Ethics and Information systems</li> <li>• Ethical analysis</li> <li>• Information right: Privacy and freedom in the internet age</li> <li>• Intellectual property right and information system.</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehend the ethical and social issues related to information systems</li> <li>• Identify the key technology trends that raise ethical issues</li> <li>• Recognize the information rights like privacy and freedom in the Internet age</li> <li>• Identify terms like intellectual property, accountability and liability in relation to information systems</li> </ul>	<ul style="list-style-type: none"> <li>• PPT presentation</li> <li>• Discussion</li> </ul>	<ul style="list-style-type: none"> <li>• Charts</li> <li>• Assignment</li> </ul>		

## Practical Activities

### Familiarisation of Word Processing Advanced Version

Exploring new features of MS Word - Starting Microsoftword - Exploring the user interface of MS Word - understand mini tool bar - familiar key tips and screen tips - exploring tabs in ribbon - understand home tab - insert tab page layout tab - no reference tab- mailing tab - review tab - view tab - Design tab

Creating and saving a document - saving the document in compactable format - saving document as pdf file - creating a blank document - create a document based on template - opening an existing document - closing the document - quitting from MS Word

### Working with first document in MS word 2010

Preparing the first document - setting the page margin - changing the page size - changing the page orientation -

#### working with text

Adding text in a document - editing text - creating bulleted and numbered list - applying text format - changing font and font size text - applying bold/italic/underline - applying strike through, subscript and superscript - changing the color of the text, copying and clearing format

#### Creating and AutoCorrect and auto text entry

Creating AutoCorrect entries from existing text and images- modifying an AutoText entry - deleting AutoText and AutoCorrect entry

#### Setting intent for paragraph

Adding a paragraph border - changing the page background - applying a background color - add, built-in watermark - creating and applying custom watermark - adding a page border

#### Inserting an equation

Familiar with equation, Tools, Design tab - Saving equations in the gallery - Inserting header and footer- Changing the document view - creating, modifying and deleting footnotes and end notes -

#### Printing the document

Previewing a document - setting print options - proof reading a document - performance, spelling, grammar check- using the word count feature - working with the auto correct option, restricting editing in a document inserting and removing commands

#### Reviewing document

Tracking changes - Accepting and rejecting changes - changing the color and format of tracked changes - tracking changes by author - saving a final copy

#### Working with picture

working with graphical object - inserting picture, clip art and shape - inserting smart art graphic - inserting a word art - creating a drawing - changing the drawing object order - re-sizing a drawing object - grouping drawing object

### **Advance operatin on graphicaal object**

Cropping a picture - removing aback ground of apicure - changing bright ness or contracxt of a pitcure - setting height and width of a picutre -wrapping text

### **Working with table**

Creating a table using table icon - drawing/ inserting a table- modifying the layout of a table /changing the table size- splitting and merging cells - adding raws and coloumns in an existing table - changing raw heights and coloumns width - merging and spitting cells , splitting a table

### **Text positioning and directioning**

sorting a table - converting text to a table - side by side table - changing cell margins and cell spacing - inserting formula adding borders and shadings - speed practice to maintain speed @ 30 wpm using computer key board

### **Using mail merge envelopes and lablels**

Creating a docoument using mail merge - setting the environment for mail merge - adding and editing receipinant - inserting merge field previewing and finishing mail merge -creating envelopes and lablesPrinting envelops and lables

### **Creating a document for formating**

Inserting a reference - using a place holder - managing sources - inserting a bibliography - intexing, table of content , field - creating a concordance file

### **Speed practice Starting from 20wpm to 40 wpm in computer key board**

### **Malayalam Key Board Practice using ISM**

#### **Practice the installation of ISM Soft ware -**

Usee of ISM Software in Malayalam - Selecting script as Malayalam - Key board either inscript orTypewriter - setting the tune etc.

Type Simple Paragraphs - Formating various letters in Malayalam - Preparation of other documets in malayalam

### **Understand HTML Tags**

Use of HTML Tags - Use Structure tags of HTML - Uses breaks and paraagrapahs - change font, color and size of the text - draw horizontal tool - create lists - insert images in to the web page.

### **Use HTM Tags for creating simple web page:**

Create simple web page - apply background color of the page - create list - unordered list - ordered list - definition list - nested list - create table in html - create link internal and external - create forms and frames

### **Working with MS Excel**

Create a new work bookd - insert ,merge and delete rows, coloumns and cellsusing formatting tools, special and conditional formating using formulas - inser charts, pictures, tables

### **Working with Ms power point**

Create new slide - formating slide - insert tables and charts - creatng a slide show using slide trasition and animation effects - running the slide show

## List of experinments

Identify internal hardware - eripheral components - familiarising with operating system along with file mangagement command like create copy, move, delete and rename files and folders - preapare and pront biodata with a coveing letter using word procoessor/ templates

Calculation of total marks, grade bases on bountry cnditions for n numbers of students using spread sheet

Experinments for burning the content into optical disk - preparation of presentation with trasition and animatioons, insertion of scanned images and internet contents

e-mail id creation - senting and receaving an email with attachments

## Proofreading Introduction

### Course: Keyboarding Applications

Learner will able to

- a. improve composition and editing skills.
- b. demonstrate good editing skills.
- c. Recognize and use proofreader's marks
- d. Identify and correct Errors

Time Duration:25 minutes

(The first 10 minutes of class will be a warm up activity. Lesson will take approximately 20-25 minutes and remaining class time will be used for keyboarding drill and practice.)

Overview:This lesson is an overview of proofreading marks and how they are used to indicate corrections on documents.

Materials:Proofreading Marks page for each student, Proofreading Marks PowerPoint

Activities and Procedures:

1. Warm-up
2. Pass out a proofreading marks page to each student.
3. Project Proofreading Marks PowerPoint on a SmartBoard, Interwrite Board, or white board.
4. Go through slides giving an explanation for each proofreading mark, how and when it should be used.
5. Invite students to volunteer to come up to the board and draw the proofreading mark on the board in the appropriate places in the example.
6. Discuss any additional proofreading marks indicated on the proofreading marks page.
7. Allow the students to work on their drill and practice software for the rest of the class period.

Other Activities: Create short excerpts from a children's story book with errors on them. Pass them out to the students a let them practice using the proofreading marks to show the corrections needed.

### Proofreading Marks Page

Mark	Meaning	Example
	Paragraph or Enter	Start a new paragraph or move text down
	Delete	<del>The the</del> keyboard
	Close up, no space	The key board
	Delete and close up	The micro-processor
	Insert Space	<del>Call</del> forwarding
	Insert word or letter	Call for <del>ward</del> ing
	Transpose	Frequencies <del>travle</del>
	Insert comma	The keyboard, when
	Insert period	Set up the keyboard.
	Insert apostrophe	The keyboard's location
	Insert colon	Collect the following:
	Insert semicolon	The keyboard; however
	Insert quotation mark	<del>V</del> A "feature" phone
	Lower case	<del>The</del> Microphone
	Capitalize	<u>The</u> microphone
	Insert parentheses	The two <del>parts</del> (microphones and speakers) are
	Spell Out	Where <u>O</u> u?
	Align	Microphone Keyboard Speaker
	Move left	Microphone [
	Move right	Microphone ]

**Model 1**

Apply proofreading marks to correctly revise the memo below.  
You should find 15 errors that need to be marked for correction.

TO: SuzanneHamlin

FROM: Elizabeth A. ross

DATE: August 6, 2006

**SUBJECT:MACBETH QUOTE**

I enjoyed our visit last week at the class reunion. How quickly time passes; it seems like only yester day that we gradauted. Of course a class reunion is a quick reminder that it wasnt yesterday

I was able to find the quote that we discussed with the group on friday. Your memory definitly serves you better than mine; it was a quote from George Bernard Shaw. However, he was referring to shakespeare's Macbeth. Here is the exact quote by Shaw: Life is not a briefcandle. It is a splendid torch that I want to as brightly as possible make burn before handing it on to future generations.

I was glad to to see that so many of our classmates are living lives as "splendid torches" rather than as "brief candles."

**Solution 1.**

Name	KEY	Period
------	-----	--------

TO: SuzanneHamlin

FROM:Elizabeth A. ross

DATE: August 6, 2006

**SUBJECT: MACBETH QUOTE**

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## Practical 2

### Keyboarding Lessons

#### Unit 1:

The home row of the keyboard is the most important to the touch?typist.

When at rest the typist's fingers are positioned, lightly, on the A?S?D?F keys for the left hand, and the J?K?L?;

keys for the right hand.

- o The left index finger will control the F and G keys, the right index finger will control the J and H keys.
- o The left middle finger will control the D key, the right middle finger will control the K key.
- o The left ring finger will control the S key; the right ring finger will control the L key.
- o The left little finger will control the A key, the right little finger will control the ; key.
- o The spacebar is controlled by the right thumb.

#### Lesson 1

##### Exercises:

##### Exercise 1:

asdfg hjkl; asdfg hjkl; ;lkjh gfdsa asdfg hjkl; ;lkjh gfdsa ;lkjh gfdsa

##### Exercise 2:

ah had lag slag ah had lag slag ah had ah had lag slag

##### Exercise 3:

Please type

hash flash ask has hash flash ask has hash hash flash ask hash

##### Exercise 4:

Please type

dash gash lash dash gash lash dash gash lash dash gash lash

##### Exercise 5:

Please type

lad sash flag lad sash flag lad sash flag lad sash flag lad sash

##### Exercise 6:

Please type

fall gall hall lass fall gall hall lass fall fall gall hall lass fall

**Exercise 7:**

Please type

glass alfalfa adds glass alfalfa adds glass alfalfa adds glass alfalfa

**Exercise 8:**

Please type

sad shall salad sad shall salad sad shall salad sad shall

**Exercise 9:**

Please type

ash glad alas ash glad alas ash glad alas ash glad alas

**Exercise 10:**

Please type

all flask half all flask half all flask half all flask half

**Lesson 2:**

The third row of the keyboard is the Q?W?E?R?T?Y row.

- o The left index finger will control the R and T keys, the right index finger will control the Y and U keys.
- o The left middle finger will control the E key, the right middle finger will control the I key.
- o The left ring finger will control the W key, the right ring finger will control the O key.
- o The left little finger will control the Q key, the right little finger will control the P key.

**Lesson 2****Exercises:****Exercise 1:**

Please type

qwerty uiop qwerty uiop ; poiuy trewq poiuy trewq qwerty uiop qwerty

**Exercise 2:**

Please type

till quail tight yell; will those feat lake hash till quail tight yell; will

**Exercise 3:**

Please type

re this flay queue; there rail sale gypsy is wire this flay queue; there

Exercise 4:

Please type

usher wake yaw tide; quash their light rash that usher wake yaw tide;

Exercise 5:

Please type

slit guide tale rage; the depth quest your these slit guide tale rage;

Exercise 6:

Please type

tale trash slide day; take urge wages wake typist tale trash slide day;

Exercise 7:

Please type

play rest jaw quail; why fell its well peat two play rest jaw quail; why

Exercise 8:

Please type

typed sure peep sill; ogre rate quell paw yap use typed sure peep sill;

Exercise 9:

Please type

if do pit dug wary; quaff law stop lair gate here if do pit dug wary;

Exercise 10:

Please type

go her with hit; fight tug quill day saw yippee go her with hit; fight tug

**Lesson 3:**

Once you have mastered the first row first row of the keyboard, the Z?X?C?V?B row, you will have learned all

the alpha keys on the keyboard, the most popular punctuation keys. We will also introduce capitals letters in

this lesson.

Your keyboard should have two shift keys, one to the left, one to the right. The typist will use the little finger

of their inactive hand to work one of the shift keys when capitals are needed.

So, if you are to type a capital R, you will strike the R key with the index finger of your left hand while

depressing the shift key with the little finger of your right hand.

The left index finger will control the V and B keys, and the right index finger will control the N and M keys.

- o The left middle finger will control the C key, and the right middle finger will control the , key.
- o The left ring finger will control the X key, and the right ring finger will control the . key.
- o The left little finger will control the Z key, and the right little finger will control the / key.
- o The left shift key is controlled by the left little finger and the right shift key is controlled by the right little finger

#### Lesson 4:

In our first three lessons we covered the first three rows of the keyboard. This being our fourth lesson, we

cover the fourth row. The number row.

- o The left index finger will control the 4 and 5 keys, the right index finger will control the 6 and 7 keys.
- o The left middle finger will control the 3 key, the right middle finger will control the 8 key.
- o The left ring finger will control the 2 key, the right ring finger will control the 9 key.
- o The left little finger will control the 1 key, the right little finger will control the 0 key.

### Practical 3 Word Processing

#### EXERCISE 1

##### PROCEDURE TO CREATE PERSONAL LETTER:

1. Open MS Office 2003 - MS Word - File - New.
2. Go to Tool-Letters and mailings-Letter Wizard- Under Letter Format tab tick Date Line- Select the Date Format- a Page Design and Letter Style.
3. Click on Recipient Info Tab-Enter the Recipient's name (and Address if necessary) - Select Informal Option.
4. Click Sender Info Tab- Enter the Sender's Name (and address if necessary) - click ok.
5. Now you will get Date, Recipient name and Sender's name along with a selected text "Type your text here"- Start writing your message in this area.
6. If you want to align Date to the right of the page then select the date and click Align right button in the standard tool bar.

**EXERCISE 2****PROCEDURE TO CREATE COMPANY LETTER HEAD:**

1. Open MS Office-MS Word - File - New.
2. Go to View- Header and Footer- Type the complete address of a company.
3. Select the Text and click align right on the standard tool bar.
4. In order to insert the company logo (create a logo using paint software and save it or use the existing one) inside the header go to Insert- Picture-From File-and browse for the required Picture/file/logo where you have saved - click Insert.
6. After inserting the logo/image resize the logo to fit the top left corner of the page by right clicking on the logo, go to Format Picture - select Layout tab - select the Wrapping Style to Infront of text- click ok.
7. To insert a Line go to Insert- picture- Auto shapes- Select the line and draw below the Logo and the address inside the header.
8. Format the line by Right clicking and selecting Format Auto shape select the Color and Line tab- chose your style- click ok.
9. Then go to the footer- Insert and format a line as did for header.
10. Type the text inside the footer and below the line.
11. Go to Format-Background-Printed Watermark-Picture Mark-Click Select Picture- Browse for the required background- click Washout- Apply- Ok

**EXERCISE 3****PROCEDURE TO CREATE SIMPLE NEWS LETTER:**

1. Open MS Office-MS Word - File - New - Type the heading
2. When ever you want to change the number of columns then go to Insert - Break - Select the section break type as continuous - Click OK
3. Go to Format - Column - select the number of columns u want and click ok.
4. Type news and when ever you need curser in the next column then go to Insert - Break- now select Column Break - click Ok.
5. If you want picture to be inserted then go to Insert- Picture-From file and browse for the required picture/file-then click Insert
6. Format the text by changing the font size and color by selecting the required text and chose font size, style and color in the formatting tool bar below the menu.
7. Formatting text can also be done by selecting the text and applying the Wordart. For that go to Insert- Picture-Wordart- then chose the style u Want and click Ok. To change the color of the wordart text, right click on the text and go to Format Wordart.

## DETAILED UNIT ANALYSIS

### Customer Care Operations

#### Unit 1.1 Fundamentals of CRM

##### Unit Detailing

Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<ul style="list-style-type: none"> <li>Introduction to CRM</li> <li>Customer Service</li> <li>Concept of CRM</li> <li>History of CRM</li> <li>Purpose of CRM</li> <li>Components of CRM</li> <li>Skills: Observation skill</li> <li>Planning skill</li> </ul> <ul style="list-style-type: none"> <li>Customer Service</li> <li>Teacher initiates a discussion by asking needs of human being.</li> <li>Expected Points: Air, Water, Food, Clothing</li> <li>From the points teacher asks to mention the points you consider while buying clothing.</li> <li>Fashion, Selection, Quality, Prize and Service</li> <li>Display a Video relating to Customer Service</li> <li>Learner is asked to respond to the video</li> <li>While making presentation supplements are to be done when situations demands</li> <li>Teacher Conclusion</li> <li>Customer satisfaction is important for the success of a business. This is achieved through customer relations.</li> </ul>	<ul style="list-style-type: none"> <li>On Completion of this module learner will be able to:</li> <li>Identify Customer</li> <li>describe the concept of CRM</li> <li>explain the development stages of CRM</li> <li>list the need of CRM</li> <li>list the need of CRM</li> </ul>	<ul style="list-style-type: none"> <li>Group discussion about the term customer, needs and satisfaction.</li> <li>Visualise the importance of CRM through a Video relating to customer Relations</li> <li>Group discussion on the importance of CRM</li> </ul>	<ul style="list-style-type: none"> <li>Discussion note prepared</li> <li>Participation in discussion</li> <li>Notes in the activity log</li> </ul>

## LIST OF TOOLS AND EQUIPMENTS

Computer @ one per Learner

Internet Connection (separately for lab/extension to lab)

Soft wares including Front Office and Customer Relations software like Fidalio, SIEBEL, Oracle, People Soft, My SAP, Clarify etc.

Telephone, Intercom & Head Phone

### List of Text Books

1. Customer Relationship Management: Getting It Right by Judith W. Kincaid
2. Performance Driven CRM: How to Make Your Customer Relationship Management Vision A Reality by Stanley A. Brown
3. The CRM Handbook: A Business Guide to Customer Relationship Management by Jill Dyché
4. Collaborative Customer Relationship Management: Taking CRM to the Next Level  
by Alexander H. Kracklauer , D. Quinn Mills , Dirk Seifert
5. Foundation of Contemporary Marketing Strategy by Roger J. Baran and Robert J. Galka