

Detailed Syllabus
For
ITeS – BPO (Customer care &
Banking)
To
Improve the employability of the rural youth
belonging to women SC/ST & Minority
communities



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DOEACC Society
An Autonomous Scientific Society of Department of Information Technology
Ministry of Communications and Information Technology
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Structure of Course in ITeS-BPO for Customer Care & Banking

1. TITLE : Course in ITeS-BPO for IT & Banking

2. OBJECTIVE :

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

3. COURSE STRUCTURE :

Sr. No.	SUBJECT	TOTAL HOURS			HOURS PER WEEK		EXAMINATION SCHEME (MAX. MARKS)	
		L	P+T	H	L	P+T	Th	Pr
01	02	03	04	05	06	07	08	09
01	IT Skills	50	50	100	1.5	2.0	30	30
02	Soft Skills	25	25	50	1.5	2.0	30	30
03	English Skills	15	15	30	3.0	4.0	40	40
04	Banking	40	20	60	2.0	1.0	50	-
05	Finance	40	20	60	2.0	1.0	50	-

4. DURATION : Six Months (300 Hrs)

5. ELIGIBILITY : 10 + 2 Pass

6. EXAMINATIONS :

6.1 Frequency of Examination:

Examinations are generally conducted twice a year, in Dec/Jan/Feb and Jun/Jul/Aug

6.2 No. of Subject Papers:

There shall be two theory papers and one practical examination of two/three hours duration and maximum marks of 100 each, as given below :

			Examination Scheme (Max. Marks)	
Sr. No.	Paper No.	Subject	Theory	Practical
01	02	03	04	05
01	I	IT Skill	30	30
02	I	Soft-Skill	30	30
03	I	English Skill	40	40
Total			100	100
01	II	Banking	60	--
02	II	Finance	60	--
Total			100	--

The candidate is required to pass all the papers in the same attempt / examination.

7. CAREER OPPORTUNITIES:

Customer Care Executive / Sr. Executive in Call Centre / BPO for undertaking front end jobs in Banking Sector.

Syllabus

Course Outline

Objective of the Course : Course in ITES-BPO Banking Vertical has been designed for 10+2 pass or undergraduates students to acquire elementary knowledge of working with computers, communication skills in English and basic knowledge of computer applications. Having acquired the same the course would offer elementary skills in niche areas of domain such as Banking.

Course in ITES-BPO for IT & Banking

Course Duration : 400 hrs.

Paper I : Soft Skills, English Skills, Computing Skills(IT Skills) (180 hrs.)

Section A Computing Skills (IT Skills) 100hrs.
 Section B Soft Skills 50 hrs.
 Section C English Skills 30hrs.

Paper II : Banking & Finance (120 hrs.)

Section A Basics of Banking 60 hrs.
 Section B Basics of Finance 60 hrs.

Paper I Detailed Syllabus – IT Skills, English and Soft Skills

Sr No.	Course Modules	Duration	Total Duration
Section A	COMPUTING SKILLS(IT Skills):		100 Hours
1	Introduction to ITES/ Call Centre	2 Hours	
2	Introduction to Computer Fundamentals 1 Components of a Computer/Input & Output Devices/Memory Devices/ Storage Devices 2 Operating System Graphical User Interface e.g. MS Windows XP/2000 + Linux 3 Using MS EXCEL as Class Journal	6 Hours	
3	Internet 1 Searching (e.g. google.com) 2 Web mail (e.g. Yahoo mail) 3 News Groups (e.g. Yahoo groups)	4 Hours	
4	Office Automation Tools: MS Office + OpenOffice 1 MS-WORD + Writer 2 Word Processor & its uses 3 Exploring the Word Processor 4 Document template & Formatting the document 5 Table handling 6 Mail merge 7 Setting up pages for printing	20 Hours	
5	Office Automation Tools: MS Office + OpenOffice 1 MS-EXCEL + Calc 2 Introduction to Spreadsheet 3 Exploring the Workbook Window 4 Formatting Cells/ Worksheet 5 Working with formula & Function 6 Working with Charts 7 Filtering Data & Printing Worksheet	24 Hours	

6	Office Automation Tools: MS Office + OpenOffice 1 MS-POWERPOINT + Presentation 2 Introduction to Power Point 3 Exploring Power Point 4 Planning & creating a Presentation 5 Adding Transitions 6 Previewing & Printing Presentations	20Hours	
7	Common Utilities 1 Introduction to Virus & its effects 2 Removing Virus using Anti Virus Software 3 Taking backup & Checking storage devices 4 Concept of Multimedia 5 Introduction to Macromedia Flash	4 Hours	
8	Communication using PC 1 Fundamentals of Networking 2 Introduction to Domains & Addresses 3 Configuring TCP/IP parameters 4 Methods of Internet access 5 Introduction Client server	6 Hours	
9	MS-Access + MySQL 1 DBMS Concepts 2 SQL Concepts	8 Hours	
10	Basics of Information Security 1 Physical & Logical Security 2 Desktop Security: Do's and Don'ts	6 Hours	
Section B	Soft Skills		50 Hours
1	Communication Skills & Call Handling Skills 1 Introduction 2 Common Communication styles 3 Telephone etiquette, Confidence over phone 4 EPABX handling 5 Call/ Telephone handling 6 Inbound/ Outbound calling 7 Cycle of Calls 8 Active listening 9 Script writing 10 Customer Service & Sales Technique 11 Presentation Skills 12 Clarity 13 Oral, written, Body language 14 Making customer understand 15 Understanding the customer 16 American English 17 Team Player/ Leadership skills	20Hours	
2	Corporate culture 1 Introduction	6Hours	

	<ul style="list-style-type: none"> 2 Professionalism 3 Youthfulness, Dynamism, Goal oriented 4 Employee- most valuable asset 5 Employee evaluation, motivation 6 Training policies 7 Professional advancements - loyalty 8 Interesting assignments & opportunities 9 Physical health & leisure time 		
3	<p>CRM Concepts</p> <ul style="list-style-type: none"> 1 Management Model 2 Customer & Centre of Activity 3 Self assessment 4 Viewing customer needs 5 Commitment to customers 	6Hours	
4	<p>Selling skills</p> <ul style="list-style-type: none"> 1 The psychology & principles of selling 2 Appointment making 3 How to create positive first impressions 4 Building trust & rapport with your customers 5 Using questions to uncover customer needs 6 Listening skills 7 Understanding features and selling benefits 8 Identifying buying signals 9 Understanding & handling objections with ease 10 Closing the sale 	6Hours	
5	<p>Behavioral Skills</p> <p>Time Management</p> <ul style="list-style-type: none"> 1 Identifying Time Stealers 2 Interruptions – telephone 3 Interruptions – personal visitors & meetings 4 Tasks you should have delegated 5 Procrastination and indecision 6 Acting with incomplete information 7 Dealing with team members 8 Crisis management (fire fighting) 9 Unclear communication 10 Inadequate technical knowledge 11 Unclear objectives & priorities 12 Lack of planning 13 Stress & fatigue 14 Inability to say “No” 15 Desk management & personal disorganization 16 Management of priorities 17 Increasing of work effectiveness & productivity 18 Managing a more balanced lifestyle 	6Hours	

	19 Feeling more in control of the daily activities 20 Reducing the stress which results from a lack of effective time planning		
6	<ul style="list-style-type: none"> • <u>Behavioral Skills</u> Stress Management 1 What is pressure & what is stress 2 The three stages of pressure 3 Recognizing your own stressors 4 Personality types & reactions to stress 5 How your believes & perceptions cause stress 6 Managing yourself 7 Does your job cause stress? 8 What ails causes stress 9 Developing strategy for stress management 10 Self management 11 Managing change 12 Relaxation techniques 13 Assertiveness skills 14 Planning your next steps 	6 Hours	
Section C	English Skills		30Hours
1.	Vocabulary Development 1. Word building (Word Builders) 2. Formation of words in context	2	
2.	Pronunciation 1. Emphasis on syllables in words 2. Emphasis on words in sentences 3. Importance of Modulation 4. Reading aloud to help pronunciation 5. Recitation of poetry 6. Use of language tools for learning pronunciation and corrections	5	
3.	Reading 1. General Reading 2. Instructions 3. Letters of Enquire, Complaint 4. Reports 5. e-mail 6. Memos 7. Messages	5	
4.	Listening And Speaking 1. Listening to Presentations 2. Group Communication 3. Listening to Radio	3	
5.	Writing 1. Expansion of Ideas 2. Forming and Composing Messages	5	

	3. Notes , Letters, Messages 4. E-mails (receiving and sending mails) 5. Report		
6.	Integrated Skills 1. Fundamentals of Presentation 2. Making Oral and Written Presentation 3. Thinking in English	3	
7.	Non-Verbal Communication 1. Introduction 2. Non-Verbal Communication a) Definition and Meaning b) Role of Non-Verbal Communication 3 Components of Non-Verbal Communication (a) Posture (b) Gestures © Facial Expression (d) Eye Contact (e) Space Distancing (f) Personal Appearance (g) Paralinguistics 4. Role Play	7	

Paper II : Detailed Syllabus of BANKING & FINANCE :

Sr No.	Course Modules	Duration	Total Duration
Section A	Basics of Banking		60 Hours
1	Meaning and Objectives of Banking / Banks – Intermediation – Savings – Credit – Types of Banking Institutions – Principles of Banking	6 Hours	
2	Structure of Banking – Evolution, Ownership, size, structure and composition of the industry - Global Banking - Recent trends	6 Hours	
3	Legal aspects of banking	6 Hours	
4	Regulatory provisions/enactments governing banks	6 Hours	
5	Overview of Banking Operations – Various Products / Services	6 Hours	
6	KYC principles -Nature of the business – Banker Customer Relationship/CRM	6 Hours	
7	Deposits : types - account opening & operating /closing procedures	6 Hours	
8	Lending : Principles of Lending - Categories of Loans and Borrowers	6 Hours	

9	An Overview of Negotiable Instrument Act – Electronic Funds Transfer (EFT)	6 Hours	
10	Other Services : An Overview of Non-fund based activities - Agency Functions – Letters of Credit / Guarantees	6 Hours	
Section B	Basics of Finance		60 Hours
1.	Nature and purpose of accounting/principles - Accounting standards and its definition and Scope - Accounting in a computerized environment	6 Hours	
2.	Basic Accountancy Procedures - Maintenance of Cash/ Subsidiary books and Ledger	6 Hours	
3.	Record keeping basics –account categories – debit and credit concepts - Account and columnar accounting mechanics – journalizing	6 Hours	
4.	Writing cash books - Bank reconciliation statement	6 Hours	
5.	Trial Balance - Adjusting and Closing entries -Capital & Revenue Expenditure/Depreciation	6 Hours	
6.	Preparation of day book /general ledger/preparation of P&L account - Balance Sheet Structure – categories - Assets, Liabilities and Net Worth Components	6 Hours	
7.	Preparation of final accounts – final accounts of Banking Companies	12 Hours	
8.	Introduction to Balance sheet Analysis	12 Hours	