

Marketing and Sales Management LEVEL – IV



TVET CURRICULUM

Based on December 2021(V- 1) Occupational
standard (OS)

MARCH, 2022
Addis Abeba, ETHIOPIA

Preface

The reformed TVET-System is an outcome-based system. It utilizes the needs of the labor market and occupational requirements from the world of work as the benchmark and standard for TVET delivery. The requirements from the world of work are analyzed and documented – taking into account international benchmarking – as occupational standards (OS).

In the reformed TVET-System, curricula and curriculum development play an important role with regard to quality driven comparable TVET-Delivery. The Curricula help to facilitate the training process in a way, that trainees acquire the set of occupational competences (skills, knowledge and attitude) required at the working place and defined in the occupational standards (OS).

This curriculum has been developed by a group of professional experts from different Regional TVET Bureaus, colleges, Industries, Institutes and universities based on the occupational standard for **Marketing & Sales Management Level IV**.

The curriculum development process has been actively supported and facilitated by **Ministry of Labor and Skills**.

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TVET-Program Design

1.1. TVET-Program Title: Marketing & Sales Management Level IV

1.2. TVET-Program Description

The Program is designed to develop the necessary knowledge, skills and attitude of the trainees to the standard required by the occupation. The contents of this program are in line with the occupational standard. The Trainees who successfully completed the Program will be qualified to work as a Marketing and sales supervisor with competencies elaborated in the respective OS. Graduates of the program will have the required qualification to work in the labor and social affairs sector in the field of **Marketing and Sales Management**.

The prime objective of this training program is to equip the Trainees with the identified competences specified in the OS. Graduates are therefore expected to__Analyze Consumer Behavior for Markets, Conduct Market Research, Monitor Advertising , Present, Secure and Support Sales Solutions , Plan and market goods and services at international level, Conduct Online Transactions , Implement Customer Service Standards, Organize the Importing and Exporting of Goods, Manage Financial Resources, Determine price for goods and services, Manage distribution Channel , Monitor Implementation of Work Plan and Identify and Apply Risk Management in accordance with the performance criteria and evidence guide described in the OS.

1.3. TVET-Program Training Outcomes

The expected outputs of this program are the acquisition and implementation of the following units of competences:

- LSA MSM4 01 2021 Analyze Consumer Behavior for Markets**
- LSA MSM4 02 2021 Conduct Market Research**
- LSA MSM4 03 2021 Monitor Advertising**
- LSA MSM 4 04 2021 Present, Secure and Support Sales Solutions**
- LSA MSM4 05 2021 Plan and market goods and services at international level**
- LSA MSM4 06 2021 Conduct Online Transactions**
- LSA MSM4 07 2021 Implement Customer Service Standards**
- LSA MSM4 08 2021 Organize the Importing and Exporting of Goods**
- LSA MSM4 09 2021 Manage Financial Resources**
- LSA MSM4 10 2021 Determine price for goods and services**
- LSA MSM4 11 2021 Manage distribution Channel**
- LSA MSM4 12 2021 Monitor Implementation of Work Plan**
- LSA MSM4 13 2021 Identify and Apply Risk Management**

1.4. Duration of the TVET-Program

The Program will have duration of **1,070 hours** including the on school/ Institution training and on-the-job practice or cooperative training time. Such cooperative training based on realities of the industry, nature of the occupation, location of the TVET institution, and other factors will be considered in the training delivery to ensure that trainees acquire practical and workplace experience.

S.no	Unit competency	TVET Institution training		Cooperative training	Total hours	Remarks
		Theory	Practical			
1.	Analyze Consumer Behavior for Markets	30	21	49	100	
2.	Conduct Market Research	36	25	59	120	
3.	Monitor Advertising	12	10	20	42	
4.	Present, Secure and Support Sales Solutions	26	20	24	70	
5.	Plan and market goods and services at international level	27	19	44	90	
6.	Conduct Online Transactions	36	25	59	120	
7.	Implement Customer Service Standards	24	22	16	50	
8.	Organize the Importing and Exporting of Goods	27	19	44	90	
9.	Manage Financial Resources	30	21	49	100	
10.	Determine price for goods and services	32	12	18	62	
11.	Manage distribution Channel	27	23	26	76	
12.	Monitor Implementation of Work Plan	22	12	16	50	
13.	Identify and Apply Risk Management	30	21	49	100	
	Total	359	249	462	1,070	

1.5. Qualification Level and Certification

Based on the descriptors elaborated on the Ethiopian National TVET Qualification Framework (NTQF) the qualification of this specific TVET Program is Level IV.

The trainee can exit after successfully completing the modules in one level and will be awarded the equivalent institutional certificate on the level completed. However, only institutional certificate of training accomplishment will be awarded.

1.6. Target Groups

Any citizen **with or without disability** who meets the entry requirements under items and capable of participating in the training activities is entitled to take part in the Program.

1.7 Entry Requirements

The prospective participants of this program are required to possess the requirements or directive of the Ministry of Labor and Skills.

1.8 Mode of Delivery

This TVET-Program is characterized as a formal Program on middle level technical skills. The mode of delivery is co-operative training. The time spent by the trainees in the real work place/ industry will give them enough exposure to the actual world of work and enable them to get hands-on experience.

The co-operative approach will be supported with school-based lecture-discussion, simulation and actual practice. These modalities will be utilized before the trainees are exposed to the industry environment.

Hence based on the nature of the occupation, location of the TVET institutions, and interest of the industry alternative mode of cooperative training such as apprenticeships, internship and traineeship will be employed. In addition, in the areas where industry is not sufficiently available the established production and service centers/learning factories in TVET institutions will be used as cooperative training places. The Training-Institution and identified companies have forged an agreement to co-operate with regard to the implementation of this program.

1.9. TVET-Program Structure

Unit of Competence		Module Code & Title		Training Outcomes	Duration (In Hours)
LSA MSM4 01 1221	Analyze Consumer Behavior for Markets	LSA MSM4 M01 0322	Analyzing Consumer Behavior for Markets	<ul style="list-style-type: none"> • Confirm product or service market • Assess the reasons for existing levels of consumer interest • Recommend a focus of appeal for marketing strategies for a product or service 	100
LSA MSM4 02 1221	Conduct Market Research	LSA MSM4 M 02 0322	Conducting Market Research	<ul style="list-style-type: none"> • Conduct desk research to gather background market information • Develop research methodology and objectives • Recruit respondents • Gather data and information from respondents • Analyze research information • Prepare research reports 	120
LSA MSM4 03 1221	Monitor Advertising	LSA MSM4 M03 0322	Monitoring Advertising	<ul style="list-style-type: none"> • Oversee pre-production work • Oversee production processes • Monitor post-production processes 	42

			<ul style="list-style-type: none"> • Produce monitoring reports 		
LSA MSM4 04 1221	Present, Secure and Support Sales Solutions	LSA MSM4 M04 0322	Presenting, Securing and Supporting Sales Solutions	<ul style="list-style-type: none"> • Prepare for a sales presentation • Present a sales solution • Respond to buyer signals • Negotiate and finalize the sale • Support post-sale activities 	70
LSA MSM4 05 1221	Plan and market goods and services at international level	LSA MSM4 M05 0322	Planning and marketing goods and services at international level	<ul style="list-style-type: none"> • Evaluate the most appropriate transport method, route and protection/security options • Review shipping and airfreight services available • Evaluate packing, marking and stowage requirements • Calculate international freight and other shipment costs • Identify cargo insurance and claim requirements for goods 	90
LSA MSM3 06 1221	Conduct Online Transactions	LSA MSM3 M06 0322	Conducting Online Transactions	<ul style="list-style-type: none"> • Identify and investigate online service provider • Perform online transactions 	120

			<ul style="list-style-type: none"> • Maintain records of online transactions • Review online transactions 		
LSA MSM4 07 1221	Implement Customer Service Standards	LSA MSM4 M07 0322	Implementing Customer Service Standards	<ul style="list-style-type: none"> • Contribute to quality customer service standards • Implement customer service systems • Implement team customer service standards 	50
LSA MSM4M 08 1221	Organize the Importing and Exporting of Goods	LSA MSM4M M08 0322	Organizing the Importing and Exporting of Goods	<ul style="list-style-type: none"> • Follow organizational systems and processes for organizing the importation and exportation of goods • Contribute to cost calculations • Assist in completing required documentation • Communicate with carriers 	90
LSA MSM4 09 1221	Manage Financial Resources	LSA MSM4 M09 03212	Managing Financial Resources	<ul style="list-style-type: none"> • Control costs • Control budget. • Propose expenditure. • Maintain store accounting systems. • Prepare store sales budgets. • Negotiate budgets 	100

LSA MSM4 10 1221	Determine price for goods and services	LSA MSM4 M10 0322	Determining price for goods and services	<ul style="list-style-type: none"> • Confirm market research and forecasts. • Set price for goods or services. • Announce price for goods or services. • Establish trading terms for the business. 	62
LSA MSM4 11 1221	Manage distribution Channel	LSA MSM4 M11 0322	Managing distribution Channel	<ul style="list-style-type: none"> • Manage purchasing agreements with business customers • Monitor supply arrangements with business customers. • Introduce product range. • Monitor quality control of supply and distribution. 	76
LSA MSM4 12 1221	Monitor Implementation of Work Plan	LSA MSM4 M12 0322	Monitoring Implementation of Work Plan	<ul style="list-style-type: none"> • Monitor and improve workplace operations • Plan and organise workflow • Maintain workplace records • Solve problems and make decisions 	50
LSA MSM4 13 1221	Identify and Apply Risk Management	LSA MSM4 M13 0322	Identifying and Applying Risk Management	<ul style="list-style-type: none"> • Identify risks • Analyse and evaluate risks • Treat risks • Monitor and review effectiveness of risk treatment/s 	100

*The time duration (Hours) indicated for the module should include all activities in and out of the TVET institutio

1.10 Institutional Assessment

Two types of evaluation will be used in determining the extent to which training outcomes are achieved. The specific training outcomes are stated in the modules. In assessing them, verifiable and observable indicators and standards shall be used.

The *formative assessment* is incorporated in the training modules and form part of the training process. Formative evaluation provides the trainee with feedback regarding success or failure in attaining training outcomes. It identifies the specific training errors that need to be corrected, and provides reinforcement for successful performance as well. For the teacher, formative evaluation provides information for making instruction and remedial work more effective.

Summative Evaluation the other form of evaluation is given when all the modules in the program have been accomplished. It determines the extent to which competence have been achieved. And, the result of this assessment decision shall be expressed in the term of institutional Assessment implementation guidelines..

Techniques or tools for obtaining information about trainees' achievement include oral or written test, demonstration and on-site observation.

1.11 TVET Teachers Profile

The teachers conducting this particular TVET Program are A Level and who have satisfactory practical experiences or equivalent qualifications.

LEARNING MODULE 01	
TVET-PROGRAMME TITLE: Marketing & Sales Management Level – IV	
MODULE TITLE : Analysing Consumer Behaviour for Specific Markets	
MODULE CODE : LSA MSM4 M01 0322	
NOMINAL DURATION : 100 Hours	
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to analyse consumer behaviour to target marketing to specific markets and specific customer needs and better satisfying customer requirements.	
LEARNING OUTCOMES	
At the end of the module the trainee will be able to:	
LO1: Confirm product or service market	
LO2 :Assess the reasons for existing levels of consumer interest	
LO3:Recommend a focus of appeal for marketing strategies for a product or service	
MODULE CONTENTS:	
LO1. Confirming product or service market	
1.1 Marketing concept	
1.2 Gathering market information	
1.3 Consumer behavior for the market	
1.4 Product or service knowledge	
LO2. Assessing the reasons for existing levels of consumer interest	
2.1 Consumer need	
2.2 Analyzing consumer responses	
2.3 Marketing communication concepts	
LO3. Recommending a focus of appeal for marketing strategies for a product or service	
3.1 Marketing strategies	
3.2 Knowledge of relevant legislation	

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ provide tutorial support 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ provide tutorial support 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ provide tutorial support

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process ❖ 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ ❖ 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ 	

Assessment Criteria

LO1. Confirm product or service market

- Information on the market or market segment is gathered for a product or service in accordance with the marketing plan
- Consumer attributes are identified for the market or market segment from the market profile or existing customer data
- Features of the product or service are identified and tested in accordance with the marketing plan

LO2. Assess the reasons for existing levels of consumer interest

- Consumer need is investigated for the product or service through analysis of trends and past performance
- Past marketing or positioning of a product or service is reviewed in relation to the effectiveness of its focus of appeal
- The impact of individual, social and lifestyle influences is assessed, tested and estimated on consumer behavior for a product or service
- Consumer responses are analyzed to previous marketing communications
- Organizational behavior capability to respond quickly to consumer demand is assessed for products or services in accordance with the marketing plan

LO3. Recommend a focus of appeal for marketing strategies for a product or service

- Marketing strategies are ensured to address innate and acquired needs of consumers and appeal to the motives that influence decision making
- A rationale is presented for the focus of appeal that outlines how influences on consumer behavior will be used to target effective marketing strategies
- The focus of appeal ensured to meet legal and ethical obligations and the budgetary requirements of the marketing plan

Annex/resource requirements

LSA MSM4 M01 0322 Analysing Consumer Behaviour for Specific Markets				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainers	25	1:1
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler , 14edition	5	1:5
3.2	ABC of selling	Stephen Charles Futrel 2 nd edition, 2005	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m *1.90m	1	1:25
3	Library	12m*15m		
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2	Paper A4	Packed	25	1:25
3	Paper A3	Pieces	5	1:5
4	Flip chart	5 pieces	1	1:25
5	Duster	Pieces	1	1:25
6	Marker	Packed	1	1:25
D. Tools and equipment's				
1.	Computer	Disk top	5	1:5
2	Projector	LCD	1	1:25
3	Printer	Cannon	1	1:1

LEARNING MODULE 02	
TVET-PROGRAMME TITLE: Marketing & Sales Management Level – IV	
MODULE TITLE : Conducting Market Research	
MODULE CODE : LSA MSM4 M02 0322	
NOMINAL DURATION : 120 Hrs	
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to conduct market research using different marketing data collection methodologies (not specialist statistical design and analysis) and to report on findings.	
LEARNING OUTCOMES	
At the end of the module the trainee will be able to:	
LO1 : Conduct desk research to gather background market information	
LO2: Develop research methodology and objectives	
LO3 :Recruit respondents	
LO4 :Gather data and information from respondents	
LO5 :Analyze research information	
LO6: Prepare research reports	
MODULE CONTENTS:	
LO1. Conducting desk research to gather background market information	
1.1 Desk research	
1.2 Information collection and collation	
1.3 Reporting research findings	
LO2. Developing research methodology and objectives	
2.1 Developing hypotheses and research objectives	
2.2 Market research principles and practices	
2.3 Market research methodology	
LO3. Recruiting respondents	
3.1 Interpreting market research plan	
3.2 Identifying and recruiting respondents	
LO4. Gathering data and information from respondents	
4.1 Gathering data and information	
4.2 Storing survey information and data	
LO5. Analyzing research information	

- 5.1 Checking collected data
- 5.2 Designing software file for entering data
- 5.3 Processing data
- 5.4 Data interpretation

LO6. Preparing research reports

- 6.1 Collating findings
- 6.2 Preparing research reports
- 6.3 Communicating research findings

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees ❖ ❖ ❖ ❖ 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop ❖
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up
Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers

	<ul style="list-style-type: none"> ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ 	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ ❖ 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ 	

Assessment Criteria

LO1. Conduct desk research to gather background market information

- Initial desk research is conducted using appropriate sources to gather background market information
- Options are identified for information collection and collation tools and methods
- Approval is determined and sought for reporting formats for market research documentation
- Initial research findings are reported in approved formats in accordance with organizational procedures

LO2. Develop research methodology and objectives

- Hypotheses and research objectives are developed for market research
- Options are identified for quantifying data
- Market research methodology is identified and required survey tools determined, developed, tested and amended
- Methods of data extraction, collation and analysis are determined and tested

LO3. Recruit respondents

- Market research plans are interpreted to identify potential respondents and their requirements
- Respondents are identified in line with research and organizational requirements
- Respondents are recruited in line with the agreed research methodology and organizational requirements

LO4. Gather data and information from respondents

- Resources for data gathering are prepared and arranged
- Data and information are gathered using survey tools
- Data and information gathered are recorded in approved formats, in accordance with organizational procedures
- Survey information and data are stored and safeguarded in accordance with organizational procedures

LO5. Analyze research information

- Checks are conducted on quality of data and information collected
- Appropriate techniques are selected to summarize data and information
- Software files are designed for entering data and information
- Data is processed using a method appropriate to research design
- Data and information including categorization are interpreted and aggregated, to provide observations relevant to research objectives

LO6. Prepare research reports

- Findings are collated and assessed for relevance and usefulness to research objectives
- Research reports are prepared
- Research findings are communicated to relevant personnel and stakeholders in accordance with organizational procedures

Annex: Resource Requirements

Item No	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainer	1	1:25
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler, 14 edition	5	1:5
3.2	Sales Management, Strategy, technology	Shanon H. Ship, William C. Moncrieff	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
5	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2	Paper A4	Packed	25	1:25
3	Paper A3	Pieces	5	1:5
4	Flip chart	5 Pieces	1	1:25
5	Duster	Pieces	1	1:25
6	Marker	Packed	4	4:25
D. Tools and equipment's				
1.	Computer	Disk top	5	1:5
2	Projector	LCD	1	1:25
3	Printer	Cannon	1	1:1

LEARNING MODULE 03	
TVET-PROGRAMME TITLE: Marketing and Sales Management Level –IV	
MODULE TITLE: Monitoring Advertising	
MODULE CODE: LSA MSM4 03 0322	
NOMINAL DURATION: 42 Hours	
MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to monitor and report on pre-production, production and post-production work for advertisements.	
LEARNING OUTCOMES	
At the end of the module the trainee will be able to:	
LO1. Oversee pre-production work	
LO2. Oversee production processes	
LO3. Monitor post-production processes	
LO4. Produce monitoring reports	
MODULE CONTENTS:	
LO1. Overseeing pre-production work	
1.1 Production activities	
1.2 Confirmation specifications for production activities	
1.3 Principles of advertising	
1.4 Monitoring pre-production activities	
LO2. Overseeing production processes	
2.1 Monitoring progress and identifying variations	
2.2 Gaining approvals	
LO3. Monitoring post-production processes	
3.1 Monitoring post-production activities and reporting variations	
LO4. Producing monitoring reports	
3.1 Monitoring reports on production process	

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up
Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers

	<ul style="list-style-type: none"> ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ 	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process ❖ 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ ❖ 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ 	<ul style="list-style-type: none"> ❖

ASSESSMENT CRITERIA:

LO1. Oversee pre-production work

- Printing, print production, electronic production specifications, schedule, budget, supplier/s and resource requirements are confirmed for pre-production activities.
- Pre-production activities are monitored against scheduling and budgetary requirements and likely overruns are reported for action and approval in accordance with organizational policies and procedures
- The effect of a delay is estimated in pre-production and recommendations are made to re-schedule activities to meet the pre-production schedule in accordance with organizational policies and procedures

LO2. Oversee production processes

- Specifications, production schedule, budget, supplier/s and resource requirements are confirmed
- Progress is monitored against production schedule and likely variations are identified in accordance with organizational policies and procedures
- Approvals are gained from relevant persons for schedule variations to production budget allocations in accordance with organizational policies and procedures if required

LO3. Monitor post-production processes

- Specifications, schedule, budget, supplier/s and resource requirements are confirmed for post-production activities
- Post-production activities are monitored against scheduling and budgetary requirements and variations are reported likely for action and approval in accordance with organizational policies and procedures

LO4. Produce monitoring reports

- Monitoring reports which contain details of progress are produced for pre-production, production and post-production activities
- Monitoring reports which meet organizational requirements are produced in terms of language, format, content, and level of detail
- Monitoring reports are provided within the required timeframe

Annex: Resource Requirements

LSA MSM2 03 0322 Monitoring Advertising				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainer	1	1:25
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler	5	1:5
3.2	Operation management and strategy	2 nd Edition E, clow; PhD. David L. Kurtz, Phd	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	Library	12m*15m	1	1:25
3	White bored black bored	1.10m*1.90m	1	1:25
C. Consumable Materials				
1.	Cha[k	Packed	1	1:25
2	Paper A4	Pieces	25	1:25
3	Paper A3	Pieces	5	1:5
4	Flip chart	10 Pieces	1	1:25
5	Duster	Pieces	1	1:25
6	Marker (white and jamboo)	Packed	4	4:25
D. Tools and equipment's				
1.	Computer	Desk top	5	1:5
2	Projector	LCD	1	1:25
3	Printer	Cannon	1	1:1

LEARNING MODULE 04	
TVET-PROGRAMME TITLE: Marketing and Sales Management Level IV	
MODULE TITLE: Presenting, Securing and Supporting Sales Solutions	
MODULE CODE: LSA MSM4 M04 0322	
NOMINAL DURATION: 70 hours	
<p>MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to present sales solutions that respond to the specific buying needs of a client, and to use sales processes associated with securing prospect commitment to proceed with a sale up to post sales activities.</p>	
<p>LEARNING OUTCOMES</p> <p>At the end of the module the trainee will be able to:</p> <p>LO1. Prepare for a sales presentation</p> <p>LO2. Present a sales solution</p> <p>LO3. Respond to buyer signals</p> <p>LO4. Negotiate and finalize the sale</p> <p>LO5. Support post-sale activities</p>	
<p>MODUCONTENTS:</p> <p>LO1. Preparing for a sales presentation</p> <ul style="list-style-type: none"> 1.1. Product knowledge 1.2. Assessing sales tactic 1.3. Identifying sales aids 1.4. Identifying and assessing alternatives for prospects <p>LO2. Presenting a sales solution</p> <ul style="list-style-type: none"> 2.1 Sales presentation 2.2 Communication skills 2.3 Time -management skills 2.4 Processing sales transactions <p>LO3. Responding to buyer signals</p> <ul style="list-style-type: none"> 3.1 Identifying buyer signals 3.2 Buyer resistance 3.3 Selecting the strategy 3.4 Using trial closes 	

LO4. Negotiating and finalizing the sale

- 4.1 Sales closing techniques
- 4.2 Buying process
- 4.3 Preparing sales documents
- 4.4 Identifying cross –selling opportunities

LO5. Supporting post-sale activities

- 5.1 After–sales service /support
- 5.2 Using feedback solicitation methods
- 5.3 Manage conflict and customer dissatisfaction
- 5.4 Developing client loyalty strategy

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipments/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up
Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers

	<ul style="list-style-type: none"> ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT METHODS:				
Interview		<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Ensure or conform whether the proper communication was conducted with the trainee through the service of the sign language interpreter ❖ Use short and clear questioning ❖ Time extension 	<ul style="list-style-type: none"> ❖ Speak loudly ❖ Using sign language interpreter if necessary 	<ul style="list-style-type: none"> ❖ Use written response as an option for the trainees having speech challenges
Written test	<ul style="list-style-type: none"> ❖ Prepare the exam in large texts ❖ Use interview as an option if necessary ❖ Prepare the exam in audio format ❖ Assign human reader (if necessary) ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers ❖ Avoid essay writing ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, true or false, matching and short answers if necessary. 	<ul style="list-style-type: none"> ❖ Use oral response as an option to give answer for trainees having severe upper limb impairment ❖ Time extension for trainees having severe upper limb impairment
Demonstration/ Observation	<ul style="list-style-type: none"> ❖ Brief the instruction or provide them in large text ❖ Time extension 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Brief on the instruction of the exam ❖ Provide activity-based/ practical assessment method ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Brief on the instruction of the exam ❖ Use loud voice ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Conduct close follow up ❖ Time extension

ASSESSMENT CRITERIA:

LO.1 Prepare for a sales presentation

- Products, ideas and services are obtained and organized for use within a sales presentation
- Product information is reviewed to ensure familiarity with products
- Sales tactic options are identified, assessed and chosen in terms of their ability to meet the needs and preferences of the prospect
- A variety of sales solutions is considered and prepared to meet buyer needs
- Sales aids are identified and selected
- Alternatives are identified for prospects and assessed in relation to anticipated buyer needs

LO2. Present a sales solution

- Gestures, posture, body language, facial expressions and voice are used to create a supportive selling environment
- Listening skills and open-ended questions are used to identify buyer needs, preferences, motives and objections
- Presentation is adjusted to match the needs and preferences of the buyer
- Persuasive communication techniques are used to secure buyer interest
- The presentation is ensured to demonstrate and communicate the key features of the product and emphasizes benefits in relation to identified buyer needs
- Proof of benefits is obtained and presented through product purchase
- Sales aids are used to build buyer understanding of how the product is aligned with needs

LO3. Respond to buyer signals

- Verbal and non-verbal buying signals are identified and assessed
- Probing is used to identify source of buyer resistance
- The strengths and limitations of buyer resistance strategies are identified
- A strategy is selected and implemented for managing buyer resistance
- Trial closes are used strategically during different stages of the sales process

LO4. Negotiate and finalize the sale

- Formal close is initiated to the sales process following one or more trial closes
- A strategy is selected to close the sale and supportive and confirming language are used to support the closure of the sales process
- Conditions of the agreement, outline a summary of the agreement are negotiated to the buyer, and the buyer's decision confirmed

- Advice on financing arrangements is provided if required
- Sales documents, and process are prepared and completed and client order is monitored
- Cross-selling opportunities are identified and presented to the buyer.

LO5 : Support post-sale activities

- Ensure contact is made with the buyer post-sale to ensure agreed expectations have been met
- Technical assistance or advice is provided and clients are assisted to access appropriate after-sales support
- Feedback solicitation methods are used on the sales process and product satisfaction
- Service problems and difficulties identified are addressed and resolved through feedback
- Client loyalty strategies are developed and implemented to secure buyer loyalty and ongoing contact is facilitated
- Additional sales solutions and benefits are offered and implemented to clients when opportunities arise

Annex: Resource Requirements

LSA MSM4 M04 0322 Presenting, Securing and Supporting Sales Solutions				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainer	1	1:25
2.	Reference Books			
2.1	Principles of Marketing	Philip Kotler 14 edition	5	1:5
2.2	Operation management and strategy	2 nd Edition E, clow ; PhD. David L. Kurtz, PhD	5	1:5
3.	Journals/Publication/Magazines	----	-----	---
B. Learning Facilities & Infrastructure				
1.	Class room	7m*8m	1	1:25
2.	White / Black board	1.10m*1.90m	1	1:25
3	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Marker	Packed	4	1:25
2.	Paper	A3	5	1:5
3.	Paper	A4	25	1:1
4	Duster	Pieces	1	1:25
5	Flip chart	Pieces	1	1:25
D. Tools and Equipment				
1.	Computer	Disk top	25	1:1
2	Projector	LCD	1	1:25

LEARNING MODULE 05	
TVET-PROGRAMME TITLE: Marketing & Sales Management Level – IV	
MODULE TITLE : Planning and marketing goods and services at international level	
MODULE CODE : LSA MSM4 M05 0322	
NOMINAL DURATION : 90 Hours	
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to effectively plan for the international trade of goods by considering all factors to involve in international trade.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: LO1. Evaluate the most appropriate transport method, route and protection/security options LO2. Review shipping and airfreight services available LO3. Evaluate packing, marking and stowage requirements LO3. Calculate international freight and other shipment costs LO3. Identify cargo insurance and claim requirements for goods	
MODUCONTENTS: LO1. Evaluating the most appropriate transport method, route and protection/security options 1.1 Cargo movement 1.2 Choosing appropriate transport modes 1.3 Problem-solving skills 1.4 Evaluating risks of different routes 1.5 Utilizing resources LO2. Reviewing shipping and airfreight services available 2.1 Identifying airlines and air cargo services 2.2 Shipping services and types of ocean vessels in Ethiopia 2.3 Comparing aircraft , shipping services and ocean vessels LO3. Evaluating packing, marking and stowage requirements 3.1 Preparing protection and presentation requirements	

3.2 Evaluating range of containers

3.3 Packing and storing of goods for transportation

LO4. Calculating international freight and other shipment costs

4.1 Examining principles and methods of rating cargo

4.2 Taking variations into account

4.3 Calculating and comparing costs of shipping by ocean service

4.4 Applying principles and methods of rating cargo

4.5 Explaining variations in calculating airfreight charges

4.6 Calculating and comparing costs of shipping by air cargo service

4.7 Investigating and communicating rating principles and methods

4.8 Total cost concept

LO5. Identifying cargo insurance and claim requirements for goods.

5.1 Evaluating the need for cargo insurance

5.2 Investigating the standard types of cover arrangements

5.3 Completing documents to be lodged

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees ❖ ❖ ❖ ❖ 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop ❖
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support ❖ (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support ❖ (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support ❖ (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process ❖ 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ ❖ 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ 	<ul style="list-style-type: none"> ❖

ASSESSMENT CRITERIA:

LO1. Evaluate the most appropriate transport method, route and protection/security options

- Business context of cargo movement is ascertained.
- Factors to be considered in route/mode selection are examined.
- Conditions and risks of different routes are evaluated in relation to delivery requirements.
- Resources are utilized to provide information on the current service status of particular transport routes.

LO2. Review shipping and airfreight services available

- Airlines and air cargo services operating are identified in and out of Ethiopia.
- Configuration and carrying capacity of different types of aircraft are compared.
- Shipping services and types of ocean vessels operating are identified in and out of Ethiopia.
- Different types of shipping services are compared.
- Configurations and carrying capacities of different types of ocean vessels are compared.

LO3. Evaluate packing, marking and stowage requirements

- Protection, presentation and preservation requirements are analyzed and prepared.
- Range of containers available for international cargo are analyzed and evaluated for use.
- Marking requirements are evaluated and correct marking advice is prepared.
- Risk factors are identified in relation to packing and storing of goods for transportation and appropriate options selected.

LO4. Calculate international freight and other shipment costs

- Types of rates, volume-to-weight ratio factors, volume rules including rounding off and allowable projections, principles and methods of rating cargo are examined and applied for international carriage by sea.
- Variations are taken into account in calculating shipping charges caused by such charges and other variants.
- Costs of shipping a variety of goods are calculated and compared by the several types of ocean service.
- Types of rates, volume-to-weight ratio factors, volume rules including rounding off, principles and methods of rating cargo are examined and applied for international carriage by air.
- Variations are explained in calculating airfreight charges caused by the applicability of

tact rates, fuel such charges, other variants, and exchange rates.

- Costs of shipping a variety of goods are calculated and compared by different air cargo services.
- Postal and courier freight rates and size/weight factors and limitations are investigated and communicated,
- Rates and costs associated with chartering vessels and aircraft are investigated and communicated.
- Rating principles and methods used in domestic, sea, road, rail and air transport are investigated and communicated.
- All standard and extraordinary ancillary shipment costs on a door-to-door basis applicable in each mode are investigated.
- The total cost concept and other factors are investigated and communicated that may determine whether cargo is carried by air or sea, or a combination of both (multimodal transport).

LO5. Identify cargo insurance and claim requirements for goods.

- The need for cargo insurance is evaluated.
- The standard types of cover arrangements used by underwriters are investigated.
- Documents to be lodged with carriers, forwarders, insurance underwriters and customs in cargo loss or damage situations are identified and completed for a hypothetical situation.

Annex: Resource Requirements

LSA MSM3 M05 0322 Planning and marketing goods and services at international level				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainer	1	1:25
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler ,14 edition	5	1:5
3.2	Operation management and strategy	2 nd Edition, Elwood S. Bowersox ; PhD. David L. Kurtz, PhD	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m *1.90m	1	1:25
3.	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2.	Paper A4	Pieces	100	4:25
3.	Paper A3	Pieces	5	1:5
4.	Flip chart	Pieces	1	1:25
5.	Duster	Pieces	1	1:25
6.	Marker	Packed		4:25
D. Tools and Equipment				
1.	Computer	Disk top	5	1:5
2.	Projector	LCD	1	1:25
3.	Printer	Cannon	1	1:1

LEARNING MODULE 06	
TVET-PROGRAMME TITLE: Marketing & Sales Management Level – IV	
MODULE TITLE : Conducting Online Transactions	
MODULE CODE : LSA MSM4 M06 0322	
NOMINAL DURATION : 120 Hours	
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to undertake a range of online transactions, including banking, buying and selling products and services at international business dealing.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: LO1 : Identify and investigate online service provider LO2:Perform online transactions LO3:Maintain records of online transactions LO4:Review online transactions	
MODUCONTENTS: LO1. Identifying and investigating online service provider 1.1 Undertaking online research 1.2 Using online security considerations 1.3 Identification and selection of appropriate services LO2. Performing online transaction 2.1 Confirming organizational requirements 2.2 Using appropriate online functions 2.3 Reporting difficulties 2.4 Completing transaction LO3. Maintaining records of online transactions 3.1 Recording transactions 3.2 Comparing organizational records with online records LO4. Reviewing online transactions 4.1 Reviewing products/services rendered 4.2 Making recommendations on future use of online service	

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

Assessment Criteria

LO1. Identify and investigate online service provider

- Online research is undertaken to identify suppliers required products/services.
- Service provider confidentiality, security and privacy facilities are assessed in accordance with individual and organizational requirements.
- Potential products/services are assessed for authenticity.

LO2. Perform online transactions

- Organizational requirements are confirmed for products/services to be obtained.
- Authentication information is secured in accordance with organizational requirements.
- Appropriate online functions are used to obtain required products/services.
- Any difficulties are reported in accessing or using online facilities to the service provider.
- Transaction is completed and ensured to products/services received in accordance with terms of online transaction.

LO3. Maintain records of online transactions

- Records of transactions are maintained in accordance with organizational policy, procedures and level of authority.
- Organizational records are compared with online records and irregularities dealt according to organizational policy and procedures.

LO4. Review online transactions

- Obtained products/services rendered are reviewed to determine quality, timeliness and level of customer service in relation to advertised profile.
- Recommendations regarding continued or future use of online service provider are made as supported by transaction history.

Annex/resources

LSA MSM4 M06 0322 Conducting Online Transactions				
Item No	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainer	1	1:25
2.	Reference Books			
2.1	Principles of Marketing	Philip Kotler	5	1:5
2.2	Marketing management, International edition	DR. Varma & Aggarwal Fifth edition	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
5	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2.	Paper A4	pieces	25	1:25
3.	Paper A3	Pieces	5	1:5
4.	Flip chart	Pieces	1	1:25
5.	Duster	Pieces	1	1:25
6.	Marker	Packed	4	4:25
D. Tools and equipment				
1.	Computer	Disk top	5	1:5
2.	Projector	LCD	1	1:25
3.	Printer	Cannon	1	1:1

LEARNING MODULE 7

Occupational Standard: Marketing and sales management Level IV

MODULE TITLE: Implementing Customer Service Standards

MODULE CODE: LSA MSM4 M07 0322

NOMINAL DURATION: 50 Hrs.

MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to contribute and support personnel to implement customer service standards and systems in providing standard service to customers.

LEARNING OUTCOMES:

At the end of the module the trainee should be able to:

LO 1 Contribute to quality customer service standards

LO 2 Implement customer service systems

LO 3 Implement team customer service standards

MODULE CONTENTS:

LO 1. Contributing to quality customer service standards

1.1. Concept of *customer service*

1.2. Knowledge of customer service models

1.3. Improving customer service

LO2. Implementing customer service systems

2.1 Implement customer service systems

2.2 Reviewing and improving customer feedback

2.3 Identifying customer service problems

2.4 Communicating in service delivery adjustments

LO 3. Implementing team customer service standards

3.1 Planning and implementing team work activities

3.2 Identifying resources to undertake team tasks

LEARNING METHODS:				
For None Impaired Trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision and Blind	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video & in Brail format ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points ❖ 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop

<p>Demonstration</p>	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation ❖ 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ provide tutorial support ❖ (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ provide tutorial support(if necessary)
<p>Individual assignment</p>	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text/Brail ❖ Encourage the trainees to prepare and submit the assignment in large texts/Brail ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖
<p>ASSESSMENT METHODS:</p>				

Interview	❖	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Ensure or conform whether the proper communication was conducted with the trainee through the service of the sign language interpreter ❖ Use short and clear questioning ❖ Time extension 	<ul style="list-style-type: none"> ❖ Speak loudly ❖ Using sign language interpreter if necessary 	<ul style="list-style-type: none"> ❖ Use written response as an option for the trainees having speech challenge
Written test	<ul style="list-style-type: none"> ❖ Prepare the exam in large texts/Brail ❖ Use interview as an option if necessary ❖ Prepare the exam in audio format ❖ Assign human reader (if necessary) ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers ❖ Avoid essay writing ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers if necessary. 	<ul style="list-style-type: none"> ❖ Use oral response as an option to give answer for trainees having severe upper limb impairment ❖ Time extension for trainees having severe upper limb impairment
Demonstration/Observation	<ul style="list-style-type: none"> ❖ Brief the instruction or provide them in large text/Brail ❖ Time extension 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Brief on the instruction of the exam ❖ Provide activity-based/ practical assessment method ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Brief on the instruction of the exam ❖ Use loud voice ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Conduct close follow up ❖ Time extension

ASSESSMENT CRITERIA:

LO1 Contribute to quality customer service standards

- Customer service standards are accessed, interpreted,
- applied and monitored in the workplace according to organizational standards, policies and procedures
- Contributions are made to the development, refinement and
- improvement of customer service standards, policies and processes

LO2. Implement customer service systems

- All personnel are encouraged to consistently implement customer service systems
- Customer feedback is reviewed in consultation with appropriate personnel and analysed when improving work practices
- Customer service problems are identified and adjustments made to ensure continued service quality
- Adjustments in service delivery are communicated to all those involved, within appropriate timeframes
- Delivery of services and products is coordinated and managed to ensure they effectively and efficiently meet agreed quality standards

LO3. Implement team customer service standards

- Team and work activities are planned and implemented
- meet customer needs and expectations, and to minimise inconvenience
- Resources required to undertake team tasks are identified while meeting required customer service levels

Annex: Resource Requirements

Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A.	Learning Materials			
1.	TTLM	Prepared by the trainer	1	1:25
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler 14 edition	5	1:5
3.2	Marketing management, International edition,	DR. Varma & Aggarwal Fifth edition	5	1:5
4.	Journals/Publication/Magazines			
B.	Learning Facilities & Infrastructure			
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3.	Library	12m*15m	1	1:25
C.	Consumable Materials			
1.	Chock	Packed	1	1:25
2.	Paper A4	pieces	25	1:25
3.	Paper A3	Pieces	5	1:5
4.	Flip chart			
5.	Duster	Pieces	1	1:25
6.	Marker	Packed	4	4:25

LEARNING MODULE 08	
TVET-PROGRAMME TITLE: Marketing & Sales Management Level – IV	
MODULE TITLE : Organizing Importing and Exporting of goods	
MODULE CODE : LSA MSM4 M08 0322	
NOMINAL DURATION : 90 Hours	
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to provide general assistance to senior staff in organising the importing and exporting of goods while business activities are undertaken.	
LEARNING OUTCOMES	
At the end of the module the trainee will be able to:	
LO1. Follow organizational systems and processes for organizing the importation and exportation of goods	
LO2. Contribute to cost calculations	
LO3. Assist in completing required documentation	
LO4. Communicate with carriers	
MODULE CONTENTS:	
LO1. Following organizational systems and processes for organizing the importation and exportation of goods	
1.1 Providing assistance in the process of both importing and exporting goods	
1.2 Identifying regulations and permits	
1.3 Researching import or export requirements	
LO2. Contributing to cost calculations	
2.1 Cost calculations of importing or exporting goods	
LO3. Assisting in completing required documentation	
3.1 Collation of document for international movement of goods	
3.2 Forwarding documents	
3.3 Filing copies of documents	
LO4. Communicating with carriers	

- | |
|---|
| 4.1 Providing assistance in documentation and communicating with carriers |
| 4.2 Identifying problems |
| 4.3 Communication skills |

LEARNING METHODS:				
For None Impaired Trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision and Blind	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video & in Brail format ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop

Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ provide tutorial support(if necessary)
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text/Brail ❖ Encourage the trainees to prepare and submit the assignment in large texts/Brail ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	
ASSESSMENT METHODS:				

Interview		<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Ensure or conform whether the proper communication was conducted with the trainee through the service of the sign language interpreter ❖ Use short and clear questioning ❖ Time extension 	<ul style="list-style-type: none"> ❖ Speak loudly ❖ Using sign language interpreter if necessary 	<ul style="list-style-type: none"> ❖ Use written response as an option for the trainees having speech challenges
Written test	<ul style="list-style-type: none"> ❖ Prepare the exam in large texts/Brail ❖ Use interview as an option if necessary ❖ Prepare the exam in audio format ❖ Assign human reader (if necessary) ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers ❖ Avoid essay writing ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers if necessary. 	<ul style="list-style-type: none"> ❖ Use oral response as an option to give answer for trainees having severe upper limb impairment ❖ Time extension for trainees having severe upper limb impairment
Demonstration/ Observation	<ul style="list-style-type: none"> ❖ Brief the instruction or provide them in large text/Brail ❖ Time extension 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Brief on the instruction of the exam ❖ Provide activity-based/ practical assessment method ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Brief on the instruction of the exam ❖ Use loud voice ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Conduct close follow up ❖ Time extension



ASSESSMENT CRITERIA:

LO1. Follow organizational systems and processes for organizing the importation and exportation of goods

- Goods to be imported or exported are detailed according to characteristics.
- Regulations and permits relating to international movement of specific goods are identified and accessed with assistance of manager, supervisor or more senior personnel.
- Required processes are researched and documented to import or export specific goods as assigned by and under direction of manager, supervisor or more senior personnel.
- Assistance is sought as required to research import or export requirements.

LO2. Contribute to cost calculations

- Components of costs of importing or exporting specific goods are discussed and recorded with supervisor or manager.
- A determination of components of costs is made.
- Assistance in assigned tasks related to calculate costs is sought as required for international movement of goods.
- Costs for international movement of goods are documented in accordance with workplace procedures.
- Cost calculation and completeness are checked for accuracy prior to forwarding to supervisor or manager.
- Any revisions are finalized and rechecked to calculations by self and supervisor or manager.

LO3. Assist in completing required documentation

- Required documentation is completed and collated for international movement of goods.
- Assistance is sought as required in completing and checking documentation.
- Required documents are checked and forwarded for further checking by supervisor or manager.
- Documents are finalized and submitted or lodged with relevant parties.
- Copies of required documents are identified and filed in accordance with workplace procedures.

LO4. Communicate with carriers

- Customs licensed places and transportation services are identified to be used in the international movement of goods with assistance of supervisor, manager or more senior personnel.
- Communication facilitates arrangements are ensured to move goods within required time lines.
- Problems are identified and actions taken as required to facilitate resolution.
- Arrangements are followed through for transportation of goods including arrangements with overseas representatives of carriers to finalization, including arrival of goods at intended destination and settlement effected to complete the contract.
- Assistance is sought as required in communicating with carriers.

Annex: Resource Requirements

LSA MSM3 M08 0322 Organizing Importing and Exporting of Goods				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainer	25	1:1
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler 14 edition	5	1:5
3.2	Physical Distribution Management, Sales and Distribution	K. Kanna 2 nd edition	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3.	Library	12m*15m	1	1:1
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2	Paper A4	Pieces	25	1:25
3	Paper A3	Pieces	5	1:5
4	Flip chart	Pieces	1	1:25
5	Duster	Pieces	1	1:25
6	Marker	Packed	4	4:25
D. Tools and equipment				
1.	Computer	DISKTOP	5	1:5
2.	Projector	LCD	1	1:25
3.	Printer	Cannon	1	1:1

LEARNING MODULE 09	
TVET-PROGRAMME TITLE: Marketing & Sales Management Level – IV	
MODULE TITLE : Managing Financial Resources	
MODULE CODE : LSA MSM4 M09 0322	
NOMINAL DURATION : 100 Hours	
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to develop and implement financial control systems. It involves controlling cost and budget, maintaining store accounting systems and developing and negotiating budget allocations relating to marketing activities.	
<p>LEARNING OUTCOMES At the end of the module the trainee will be able to:</p> <p>LO1. Control costs</p> <p>LO2. Control budget</p> <p>LO3. Propose expenditure</p> <p>LO4. Maintain store accounting systems.</p> <p>LO5. Prepare store sales budgets.</p> <p>LO6. Negotiate budgets.</p>	
<p>Module Contents:</p> <p>LO1. Controlling costs</p> <p>1.1 Implementing cost reduction measures</p> <p>1.2 Assessing and interpreting information</p> <p>1.3 Encouraging team members actively</p> <p>1.4 Communicating recommendations</p> <p>LO2. Controlling budget</p> <p>2.1 Monitoring and maintaining expenditure</p> <p>2.2 Comparing actual income and expenditure</p> <p>2.3 Monitoring gross profit , loss and net profit figures</p> <p>2.4 Analyzing stock turnover figures</p> <p>2.5 Informing relevant personnel</p> <p>2.6 Taking prompt corrective actions</p> <p>2.7 Negotiating necessary changes or allocations</p> <p>2.8 Authorizing modifications to existing budgets</p> <p>LO3. Proposing expenditure</p>	

- 3.1 Supporting estimates of costs and benefits
- 3.2 Indicating recommendations
- 3.3 Comparing estimates to actual costs and benefits

LO4. Maintaining store accounting systems.

- 4.1 Managing store policy and procedures
- 4.2 Maintaining store systems

LO5. Preparing store sales budgets.

- 5.1 Comparing, analyzing and reporting store budget,
- 5.2 Maintaining accurate records on past sales budgets or targets
- 5.3 Presenting proposed budgets or targets
- 5.4 Justifying variations to proposed targets and report

LO6. Negotiating budgets.

- 6.1 Conducting budget negotiations
- 6.2 Ensuring budget negotiations
- 6.3 Presenting proposals

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO1. Control costs

- Cost reduction measures are implemented according to store policy and procedures.
- Information on costs and resource allocation are assessed and interpreted.
- Team members are encouraged actively to control costs in their areas of responsibility.
- Recommendations are promptly implemented for improving cost reduction or communicated to relevant personnel.

LO2. Control budget

- Expenditure is monitored and maintained within budget targets according to store policy.
- Actual income and expenditure are compared to budget targets at regular intervals, according to store policy.
- Gross profit and loss figures are monitored and analyzed by department or section and store, and compared with budget targets.
- Net profit figures, including floor space profitability are monitored and analyzed according to budget targets.
- Stock turnover figures are monitored and analyzed according to budget targets.
- Relevant personnel are promptly informed where potential occurs for budget under or overspend.
- Prompt corrective action is taken where significant deviations from budget occur.
- Necessary changes or allocations to agreed budget are negotiated in advance of requirement.
- Modifications to existing budgets are authorized according to store policy.

LO3. Propose expenditure

- Estimates of costs and benefits are supported by valid, relevant information.
- Final recommendations are supported by realistic alternatives and contain accurate, clear proposals.
- Recommendations have clearly indicated net benefits over designated timeframe and related changes in operations.
- Contentious issues are clarified by further explanation.

- Estimates to actual costs and benefits are compared to improve future proposals.

LO4. Maintain store accounting systems.

- Store policy and procedures are managed and maintained in regard to record-keeping systems.
- Store systems are monitored and maintained for recording sales figures, revenue and expenditure.
- Systems are monitored and maintained for recording and retrieving financial, personnel and payroll information as required by store policy.

LO5. Prepare store sales budgets.

- Store policy and procedures are maintained in regard to preparation of budget or target figures.
- Budget and actual sales revenue and expenditure figures are compared, analyzed, documented and reported according to budget targets and store policy.
- Accurate records on past sales budgets or targets are maintained according to store policy.
- Proposed budgets or targets are presented accurately and concisely.
- Variations to proposed targets and report are justified according to store policy.

LO6. Negotiating budgets.

- Budget negotiations are conducted within a set timeframe and in a manner likely to promote good relationships.
- Budget negotiations are ensured to reflect the overall store policies and objectives relevant to the manager's area of responsibility.
- Clarification is sought where areas of uncertainty or disagreement occur.
- All relevant personnel are informed promptly of budget decisions.
- Proposals are presented clearly, concisely, in an appropriate form, and emphasizing benefits to store operation.

Annex: Resource Requirements

Item No	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainer	25	1:1
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler 14 edition	5	1:5
3.2	Marketing Research methodological foundations	Gilbert A. Chur, Chill, Jr Dawn Lacobucci, 8 th ed & 9 th ed	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3.	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2	Paper A4	Pieces	25	1:25
3	Paper A3	Pieces	5	1:5
4	Flip chart	Pieces	1	1:25
5	Duster	Pieces	1	1:25
6	Marker	Packed	4	4:25
D. Tools and equipment				
1.	Computer	DISKTOP	5	1:5
2.	Projector	LCD	1	1:25
3.	Printer	Cannon	1	1:1

LEARNING MODULE 10	
TVET-PROGRAMME TITLE: Marketing and Sales Management Level IV	
MODULE TITLE: Determining price for goods and services	
MODULE CODE: LSA MSM4 M10 0322	
NOMINAL DURATION: 62 hours	
<p>Module description This module describes the performance outcomes, skills and knowledge required to establish prices for products or services to ensure business targets are achieved according to identified market trends and business targets and agreed trading terms.</p>	
<p>LEARNING OUTCOMES</p> <p>At the end of the module the trainee will be able to:</p> <p>LO1. Confirm market research and forecasts</p> <p>LO2. Set price for goods or services</p> <p>LO3. Announce price for goods or services</p> <p>LO4. Establish trading terms for the business</p>	
<p>MODUCONTENTS:</p> <p>LO1. Confirming market research and forecasts</p> <ul style="list-style-type: none"> 1.1 Market research and forecasts 1.2 Fundamentals supply and demand in the marketplace 1.3 Market penetration <p>LO2. Setting price for goods or services</p> <ul style="list-style-type: none"> 2.1 Determining cost of providing products and services. 2.2 Factors influencing prices and profit margins 2.3 Analyzing margins and risk. 2.4 Reviewing future market and business objectives 2.5 Pricing policies 2.6 Setting price. <p>LO3. Announcing price for goods or services</p> <ul style="list-style-type: none"> 3.1 Assessing mechanisms for communicating current and future prices 3.2 Considering future price trends and information 3.3 Determining best alternatives to communicate and secure prices. 3.4 Calculating variable cost 	

LO4. Establishing trading terms for the business

- 4.1 Analyzing profitability and parameters
- 4.2 Analyzing long term forecasted impact of trading terms
- 4.3 Confirming processes for approving trading terms.
- 4.4 Establishing supplier trading terms
- 4.5 Finalizing business customer trading terms
- 4.6 Finalizing direct customer trading terms
- 4.7 Approving trading terms

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipments/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO.1 Confirm market research and forecasts

- Analyze market research and forecasts to ascertain supply and demand for products and services.
- Assess fundamentals affecting supply and demand in the marketplace.
- Review historical data and current forecasts.
- Determine opportunity for products or services to penetrate new markets.

LO2. Set price for goods or services

- Determine cost of providing products and services.
- Determine prices and profit margins.
- Apply relevant business policy and procedures to manage changes to prices.
- Analyze margins and risk.
- Review future market and business objectives and performance indicators.
- Consider impact of government, taxation and financial market trends prior to setting price.
- Set price.

LO.3 Announce price for goods or services

- Assess mechanisms for communicating current and future prices.
- Consider future price trends and information relevant to the specific market prior to announcing new price structures.
- Determine best alternatives to communicate and secure prices.
- Calculate variable cost

LO4. Establish trading terms for the business

- Analyze profitability and parameters for shaping trading terms.
- Analyze long term forecasted impact of trading terms established with individual customers.
- Confirm processes for approving trading terms.
- Establish supplier trading terms.
- Finalize business customer trading terms.
- Finalize direct customer trading terms.
- Approve trading terms according to business policy and procedures.

Annex: Resource Requirements

LSA MSM4 M10 0322 Determining price for goods and services				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	Prepared by the trainer	25	1:1
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler 14 edition	5	1:5
3.2	Managing distribution and change	Lou E. Pelton, D. Strutton 2 nd edition	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3.	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2	Paper A4	Pieces	25	1:25
3	Paper A3	Pieces	5	1:5
4	Flip chart	Pieces	1	1:25
5	Duster	Pieces	1	1:25
6	Marker	Packed	4	4:25
D. Tools and equipment				
1.	Computer	DISKTOP	5	1:5
2	Projector	LCD	1	1:25

LEARNING MODULE 11	
TVET-PROGRAMME TITLE: Marketing and Sales Management Level -IV	
MODULE TITLE: Managing Distribution Channel	
MODULE CODE: LSMMSM4 M11 0322	
NOMINAL DURATION: 76 Hours	
MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to manage distribution relationships to ensure supply from a retail or wholesale business meets operational and customer requirements.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: LO1. Manage purchasing agreements with business customers LO2. Monitor supply arrangements with business customers. LO3. Introduce product range. LO4. Monitor quality control of supply and distribution.	
MODULE CONTENTS: LO1. Managing purchase agreements with business customers 1.1 Reviewing distribution and supply agreements 1.2 Communicating supply and distribution licenses LO2. Monitoring supply arrangements with business customers 2.1 Setting measures and determinants of effective supplier relationships 2.2 Monitoring ability of retail or wholesale business 2.3 Determining satisfaction of customers 2.4 Investigating customer complaints and removing root causes LO3. Introducing product range 3.1 Informing managers and staff of new product ranges 3.2 Implementing staff training in product knowledge 3.3 Displaying new product ranges LO4. Monitoring quality control of supply and distribution. 4.1 Establishing merchandise quality standards 4.2 Monitoring and quality of merchandise 4.3 Recording stock return figures and analyzing against target figure	

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees ❖ ❖ ❖ ❖ 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop ❖
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support ❖ (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support ❖ (if necessary) ❖ ❖ 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipments/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support ❖ (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process ❖ 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ ❖ 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ 	<ul style="list-style-type: none"> ❖

ASSESSMENT CRITERIA:

LO1. Manage purchasing agreements with business customers

- Review distribution and supply agreements with business Customers to ensure they are legally enforceable.
- Amend existing supply and distribution agreements to meet agreed business customer and end consumer needs.
- Negotiate new supply and distribution agreements according to business policy and procedures and legal requirements.
- Implement supply and distribution agreements to achieve agreed business and customer objectives.
- Communicate supply and distribution licenses and agreements to relevant personnel

LO2. Monitor supply arrangements with business customers.

- Set measures and determinants of effective supplier Relationships between the retail or wholesale business and Customers.
- Monitor ability of retail or wholesale business to meet Obligations under supply and distribution agreements.
- Determine satisfaction of customers with supply and Distribution of retail or wholesale products and services.
- Investigate customer complaints or reported problems with Supply and distribution systems.
- Resolve reported problems or customer complaints with Supply and distribution systems and remove root causes.

LO3. Introduce product range.

- Inform managers and staff of new product ranges and advise of preferred location of merchandise.
- Implement staff training in product knowledge to introduce Product range.
- Demonstrate or display new product ranges to staff According to business merchandising plan

LO4. Monitor quality control of supply and distribution.

- Establish merchandise quality standards with suppliers
- According to legal requirements, customer requirements and Business policy.
- Monitor and ensure quality of merchandise during supply, Manufacture and delivery processes.
- Record stock return figures and analyses against target Figures.

Annex: Resource Requirements

LSA MSM4 M11 0322 Producing Market and Sales Documents				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	TTLM prepared by the trainer	25	1:1
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler 14 edition	25	1:2
3.2	Strategic Marketing Channel	Donald J. Bowers ox, M. 2 nd edition	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3.	Library	12m*15m		
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2	Paper A4	Pieces	25	1:25
3	Paper A3	Pieces	5	1:5
4	Flip chart	Pieces	1	1:25
5	Duster	pieces	1	1:25
6	Marker	Packed	4	4:25
D. Tools and Equipment				
1.	Computer	DISKTOP	5	1:5
2	Projector	LCD	1	1:25

LEARNING MODULE 12

Occupational Standard: Marketing and Sales management Level IV

MODULE TITLE: Monitoring Implementation of Work plan/Activities

MODULE CODE: LSA MSM 04 M12 0322

NOMINAL DURATION: 50 Hrs.

MODULE DESCRIPTION: This module covers competence required to oversee and monitor the quality of work operations within an enterprise, monitor and improve workplace operations, planning and organising workflow activities and maintaining workplace records to solve problems and make decisions to create sustainable and productive work environment.

LEARNING OUTCOMES:

At the end of the module the trainee should be able to:

LO1 Monitor and improve workplace operations

LO2 Plan and organize workflow

LO3 Maintain workplace records

LO4 Solve problems and make decisions

MODULE CONTENTS:

LO1 Monitoring and improving workplace operations

- 1.1 Monitoring work
- 1.2 Identifying quality problems and making adjustments
- 1.3 Changing procedures and systems
- 1.4 Consulting colleagues

LO2 Planning and organizing workflow

- 2.1 Assessing current workload
- 2.2 Scheduling work
- 2.3 Delegating work
- 2.4 Time management
- 2.5 Assessing workflow and assisting colleagues
- 2.6 Providing input to management

LO3 Maintaining workplace records

- 3.1 Completing and submitting workplace records

3.2 Delegating and monitoring completion of records

LO4 Solve problems and make decisions

4.1. Identifying and considering workplace problems

4.2. Assessing potential solutions

4.3. Encouraging team members

4.4. Taking Follow up action

LEARNING METHODS:				
For None Impaired Trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision and Blind	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video & in Brail format ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ provide tutorial support(if necessary)

Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text/Brail ❖ Encourage the trainees to prepare and submit the assignment in large texts/Brail ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	
ASSESSMENT METHODS:				
Interview		<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Ensure or conform whether the proper communication was conducted with the trainee through the service of the sign language interpreter ❖ Use short and clear questioning ❖ Time extension 	<ul style="list-style-type: none"> ❖ Speak loudly ❖ Using sign language interpreter if necessary 	<ul style="list-style-type: none"> ❖ Use written response as an option for the trainees having speech challenges
Written test	<ul style="list-style-type: none"> ❖ Prepare the exam in large texts/Brail ❖ Use interview as an option if necessary ❖ Prepare the exam in audio format ❖ Assign human reader (if necessary) ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers ❖ Avoid essay writing ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers if necessary. 	<ul style="list-style-type: none"> ❖ Use oral response as an option to give answer for trainees having severe upper limb impairment ❖ Time extension for trainees having severe upper limb impairment
Demonstration/ Observation	<ul style="list-style-type: none"> ❖ Brief the instruction or provide them in large text/Brail ❖ Time extension 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Brief on the instruction of the exam ❖ Provide activity-based/ practical assessment method ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Brief on the instruction of the exam ❖ Use loud voice ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Conduct close follow up ❖ Time extension

ASSESSMENT CRITERIA:

LO1 Monitor and improve workplace operations

- Monitor Efficiency and service levels on an ongoing basis.
- Operations in the workplace support overall enterprise goals and quality assurance initiatives.
- Identify and make adjustments Quality problems and issues promptly
- Change Procedures and systems in consultation with colleagues to improve efficiency and effectiveness.
- Consult Colleagues about ways to improve efficiency and service levels

LO2 Plan and organize workflow

- Assess Current workload of colleagues accurately
- Schedule Work in a manner which enhances efficiency and customer service quality.
- Delegate Work to appropriate people in accordance with principles of delegation.
- Assess Workflow against agreed objectives and timelines.
- Assist Colleagues in prioritisation of workload.
- Provide Input to appropriate management regarding staffing needs.

LO3 Maintain workplace records

- Complete and submit Workplace records accurately within required timeframes.
- Delegate and monitor where appropriate completion of records prior to submission.

LO4 Solve problems and make decisions

- Identify and consider Workplace problems promptly from an operational and customer service perspective.
- Initiate Short term action to resolve the immediate problem where appropriate.
- Analyse Problems for any long term impact and potential solutions are assessed and actioned in consultation with relevant colleagues.
- Encourage team members where problem is raised by them, to participate in solving the problem.
- Take Follow up action to monitor the effectiveness of solutions in the workplace.

Annex: Resource Requirements

Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A.	<i>Learning Materials</i>			
1.	TTLM	Prepared by the trainer	25	1:1
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler 14 edition	5	1:5
3.2	Strategic Marketing Channel	Donald J. Bowers ox, M. 2 nd edition	5	1:5
4.	Journals/Publication/Magazines			
B.	<i>Learning Facilities & Infrastructure</i>			
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3	Library	12m*15m	1	1:25
		Standard		
C.	<i>Consumable Materials</i>			
1.	Chock	Packed	1	1:25
2	Paper A4	Pieces	25	1:25
3	Paper A3			
4	Flip chart	Pieces	1	1:25
5	Duster	Pieces	1	1:25

LEARNING MODULE 13	
TVET-PROGRAMME TITLE: Marketing & Sales Management Level – IV	
MODULE TITLE : Identifying and Applying Risk Management Processes	
MODULE CODE : LSA MSM4 M13 0321	
NOMINAL DURATION : 100 hrs	
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to identify risks and to apply established risk management processes to a subset of an organisation or project's operations that are within the person's own work responsibilities and companies operation.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: LO1. Identify risks LO2. Analyze and evaluate risks LO3. Treat risks LO4. Monitor and review effectiveness of risk treatment/s	
Module Contents : LO1. Identifying risks 1.1 Risk management 1.2 Problem-solving skills LO2. Analyzing and evaluate risks 2.1 Analyzing and documenting risks 2.2 Undertaking risk categorization and determining level of risk 2.3 Documenting analysis processes and outcomes LO3. Treating risks 3.1 Determining risk controlling measures 3.2 Identifying control measures 3.3 Referring risks 3.4 Implementing risk treatment plans LO4. Monitoring and reviewing effectiveness of risk treatment/s 4.1 Reviewing implemented treatment 4.3. Providing assistance to auditing risk 4.4. Monitoring and reviewing management of risk	

LEARNING METHODS:				
For None Impaired Trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision and Blind	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video & in Brail format ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ provide tutorial support(if necessary)

Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text/Brail ❖ Encourage the trainees to prepare and submit the assignment in large texts/Brail ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	
ASSESSMENT METHODS:				
Interview		<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Ensure or conform whether the proper communication was conducted with the trainee through the service of the sign language interpreter ❖ Use short and clear questioning ❖ Time extension 	<ul style="list-style-type: none"> ❖ Speak loudly ❖ Using sign language interpreter if necessary 	<ul style="list-style-type: none"> ❖ Use written response as an option for the trainees having speech challenges
Written test	<ul style="list-style-type: none"> ❖ Prepare the exam in large texts/Brail ❖ Use interview as an option if necessary ❖ Prepare the exam in audio format ❖ Assign human reader (if necessary) ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers ❖ Avoid essay writing ❖ Time extension 	<ul style="list-style-type: none"> ❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers if necessary. 	<ul style="list-style-type: none"> ❖ Use oral response as an option to give answer for trainees having severe upper limb impairment ❖ Time extension for trainees having severe upper limb impairment
Demonstration/ Observation	<ul style="list-style-type: none"> ❖ Brief the instruction or provide them in large text/Brail ❖ Time extension 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Brief on the instruction of the exam ❖ Provide activity-based/ practical assessment method ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Brief on the instruction of the exam ❖ Use loud voice ❖ Time extension 	<ul style="list-style-type: none"> ❖ Provide activity based assessment ❖ Conduct close follow up ❖ Time extension

Assessment Criteria

LO1. Identify risks

- The context is identified for risk management
- Risks are identified using tools, ensuring all reasonable steps have been taken to identify all risks
- Identified risks are documented in accordance with relevant policies, procedures and legislation

LO2. Analyze and evaluate risks

- Risks are analyzed and documented in consultation with relevant stakeholders
- Risk categorization is undertaken and level of risk determined
- Analysis processes and outcomes are documented

LO3. Treat risks

- Appropriate control measures are determined for risks and assessed for strengths and weaknesses
- Control measures are identified for all risks
- Risks relevant to whole of organization or having an impact beyond own work responsibilities and area of operation are referred to others as per established policies and procedures
- Control measures are chosen and implemented for own area of operation and/or responsibilities
- Treatment plans are prepared and implemented

LO4. Monitor and review effectiveness of risk treatment/s

- Implemented treatment/s is/are regularly reviewed against measures of success
- Review results are used to improve the treatment of risks
- Assistance is provided to auditing risk in own area of operation
- Management of risk is monitored and reviewed in own area of operation

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3	Paper A3	Pieces	5	1:5
4	Flip chart	Pieces	1	1:25
5	Duster	Pieces	1	1:25
6	Marker	Packed	4	4:25
D. Tools and equipment				
1.	Computer	DISKTOP	5	1:5
2	Projector	LCD	1	1:25

Acknowledgement

The **Ministry of Labor and Skills** wishes to thank and appreciation for the trainers who donated their effort and time to develop this outcome based curriculum for the TVET Program **marketing and sales management Level IV**.

We also thank all regional Labor and Skill/TVET Bureaus, Ministry of labor and skills coordinators, all instructors who developed this curriculum for active facilitation of this curriculum development.

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The trainers who developed the curriculum

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