



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: HRM3021

Course Title: Human Resource Management –Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

Introduction HR Executive (Duration: 4 Hours)

- Describe the roles and responsibilities of an HR Executive - Payroll and Employee Data Management.
- Explain the importance of the role.
- Explain organisation structure and various functions carried out in an organisation.
- Describe organisational, external agency and employee requirements for information.

Maintain employee records for compensation and benefits calculations (Duration: 15 Hours)

- List various data recording systems used in organisations to capture and process employee data.
- Record data manually in physical registers and files.
- List various sources of information related to payroll and employee data management.
- Describe various methods of taking attendance.
- Describe overtime and leave marking and approval process.
- List income tax-related investments and declaration form and evidence required with it.
- Describe various headers in a salary slip.
- List various information required to be maintained during the entire employee lifecycle in an organisation.
- Describe procedures for keeping data confidential and secure. Maintain records of new employees for details such as employee name, ID, team, salary, date of birth, address, etc.



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- Seek necessary details of new employees from relevant authorities/ departments in the organisation such as employee number, access card number, date of joining, salary break-up, bands/levels, etc.
- Obtain records of existing employees assigned to new roles, in a timely manner pertaining to new designations, salary hikes, changes in pay bands, salary structure, departments, etc.
- Update records of existing employees assigned to new roles, in the database to reflect changes accurately and in a timely manner.
- Update leave details of employees into the database.
- Record the leave without pay details of employees.
- Record the overtime details of employees (when applicable).
- Update the date of resignation of the employees as well as the employee status to indicate resignation.
- Obtain salary calculation that forms part of a full and final settlement.
- Obtain previous employment detail /salary details if required/applicable.
- Seek clarifications and supporting information to address gaps in information in a timely manner, from appropriate department/authority.
- State standards, policies and procedures followed in the company relevant to own employment and performance conditions.
- List the organisation's hierarchy, departments, authorised signatories and authorisation's procedures.
- State the organisation's policies for recording and storing data.
- State the organisation's procedures for maintaining the security and confidentiality of information.
- State the organisation's policies and procedures for resolving discrepancies.
- State the organisations' human resource policies.



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Process statutory entitlements for finalizing compensation and benefits (Duration: 15 Hours)

- Describe how to process statutory entitlements and deductions with respect to staff compensation and benefits.
 - State current rules relating to statutory payments and deductions.
 - State relevant concepts and terms regarding provident fund deduction such as employee's contribution, employer's contribution, minimum and maximum PF deduction allowed, government website through which payment is to be made, eligibility criteria, etc.
 - State relevant concepts and terms regarding ESI deduction such as employee's contribution, employer's contribution, minimum and maximum ESI deduction allowed, government website through which payment is to be made, the applicability of ESI provisions to employees with salary as limited by present rules, etc.
 - List statutory and regulatory authorities related to compensation and benefits.
 - List documentation to be maintained for statutory compliances for PF, ESIC, Professional Tax, Income Tax, etc.
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- Determine entitlement to statutory payments, provident fund (PPF), employees state insurance (ESI), professional tax, etc. for staff compensation and benefits.
 - Calculate any applicable pre-tax deductions and all relevant statutory and non-statutory deductions.
 - Identify the tax liabilities for various salary amounts and types.
 - Identify relevant concepts and terms regarding Provident Fund deduction such as employee's contribution, employer's contribution, minimum and maximum PF deduction allowed and government website through which payment is to be made, eligibility criteria, etc.
 - Calculate the amount of PF to be deducted individually from employees' salaries.
 - Process PF Nomination, PF-Withdrawal and PFTransfer documents.



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Detailed Syllabus – Third Semester

- Identify relevant concepts and terms regarding ESI deduction such as employee's contribution, employer's contribution, minimum and maximum ESI deduction allowed, government website through which payment is to be made, the applicability of ESI provisions to employees with salary as limited by present rules, etc.
- Calculate the amount of ESI to be deducted individually from employees' salaries.
- State organization's standards, policies, procedures, guidelines and service level agreements for dealing with queries and your role and responsibilities in relation to these.

Process salary packages in the payroll system (Duration: 15 Hours)

- Describe how to process salary packages in the payroll system.
- State key features of the legislation, regulations and taxation systems relevant to salary packaging arrangements and additional allowances.
- List benefits and costs to organisations and employees of salary packaging arrangements.
- Explain different models for salary packaging, including gross salary plus benefits, total employment costing.
- Describe external and organisational sources that can be accessed for additional information on salary packaging arrangements and additional allowances.
- Describe salary slip information.
- Prepare standard information for employees on available salary packaging options.
- Provide information to employees according to organisational policies and procedures
- Obtain employee information required to process salary packaging arrangements in line with organisational procedures.
- Determine tax and non-tax components of salary packaging arrangements.



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Detailed Syllabus – Third Semester

- Calculate the impact of additional allowances on employee's gross income in the payroll system.
- Maintain payroll records relating to employee salary packaging arrangements and additional allowances according to organisational policies and procedures
- State standards, policies, and procedures followed in the company relevant to own employment and performance conditions.

Process payroll data (Duration: 11 Hours)

- List different types of payroll systems.
- List the organisation's methods of salary and payroll disbursement.
- Describe operational work systems, equipment, management and site operating systems for payroll activities.
- Explain workplace procedures and policies for carrying out employee payroll activities.
- List documentation requirements for carrying out employee payroll activities.
- Explain problems that may occur and appropriate action that can be taken to resolve these problems.
- State regulations relevant to payroll activities.
- Describe workplace grading systems.
- Describe workplace leave and roster systems.
- Ensure all earnings are authorised and calculated in accordance with defined remuneration policies and workplace procedures.
- Maintain a record of leave entitlements; leave taken, loadings and allowances.
- Calculate gross pay and deductions accurately from information contained in relevant documents.
- Prepare payroll within designated timelines and in accordance with organisational policy and procedures.



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Detailed Syllabus – Third Semester

- Reconcile total wages for a pay period, check or correct irregularities or refer to designated persons for resolution.
- Make arrangements for payment in accordance with organisational and individual requirements.
- Produce payroll records in accordance with organisational policy and security procedures.
- Check the accuracy of payroll records in accordance with organisational policy and security procedures.
- Coordinate with accounts team for final salary payments by sharing accurate and timely information in required formats
- Follow security procedures for processing payroll and for maintaining payroll records.
- Respond to payroll enquiries in accordance with organisational and legislative requirements.
- Provide information in accordance with organisational and legislative requirements.
- State organisational policies and procedures across the full range of tasks for the required payroll processes.

Reference Books on Human Resource Management

- 1) Human Resource Management in India – Sage Publications India Pvt Ltd
- 2) Strategic Human Resource Management – Pearson India.
- 3) Human Resource Management in India – Excel Books
- 4) Human Resource Management in India – Tata Mc Grow Hill Education
- 5) Human Resource Management an Indian Context—Himalaya Publishing House
- 6) Human Resource Management in India—Thi Learning Pvt Ltd
- 7) Indian Ethos and Human Resource Management—Excel Books
- 8) Human Resource Management in India—Oxford University Press



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: HRM5021

Course Title: Human Resource Management –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

Communicating with Colleagues (Seniors, Peers and Subordinates) (Duration: 6 Hours)

- Identify job-related requirements, performance indicators and incentives by seeking clarification from reporting superior.
- Record work output, exceptions and any anticipated reasons for delays as per organisational requirements.
- Report work output, exceptions and any anticipated reasons for delays to supervisor as per organisational requirements.
- Seek and receive feedback on performance output and quality.
- Receive information and instructions from colleagues accurately getting clarification where required.
- Accurately pass on information to authorized persons who require it and within agreed timescale and confirm its receipt.
- Give information to others clearly, at a pace and in a manner that helps them to understand.
- State the common reasons for interpersonal conflict.
- Explain the importance of developing effective working relationships for professional success.
- Describe how to express and address grievances appropriately and effectively.
- Explain the importance and ways of managing interpersonal conflict effectively.
- Explain the importance of teamwork in organizational and individual success.
- Display helpful behaviour by assisting others in performing tasks in a positive manner, where required and possible.
- Consult with and assist others to maximize effectiveness and efficiency in carrying out tasks.
- State the various components of effective communication.
- Explain the importance of effective communication in the workplace.
- Display appropriate communication etiquette while working.
- Explain the key elements of active listening.



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Minor Course under Vocational Education & Training

Course Code: HRM5021

Course Title: Human Resource Management –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

- Explain the value and importance of active listening and assertive communication.
- Explain the barriers to effective communication.
- Explain the importance of tone and pitch in effective communication and how to use it.
- Use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism.
- Demonstrate responsible and disciplined behaviours at the workplace such as punctuality; completing tasks as per given time and standards; not gossiping and idling time; eliminating waste, honesty, etc. Interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work.
- Explain the importance of avoiding casual expletives and unpleasant terms while communicating professional circles.
- Explain the importance of discipline for professional success.
- State what constitutes disciplined behaviour for a working professional.

Communicating with Clients and Visitors (Duration: 6 Hours)

- Meet and greet visitors promptly, treating them politely and making them feel welcome.
- Ask questions politely to the visitors in order to identify them and their needs.
- Provide clear and accurate information visitors as per their requirement, while following organisation policies for information access and confidentiality.
- Listen actively in two-way communication.
- Display sensitivity to gender, cultural and social differences such as modes of greeting, formality, etc.



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Duration: 60 Hours

Detailed Syllabus – Fifth Semester

- State the various categories of people that one is required to communicate and coordinate within the organization.
- Identify customer dissatisfaction, the reason for dissatisfaction and address their complaints effectively.
- Ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers.
- Allow the visitors to complete what they have to say without interrupting them while they talk.
- Ensure to avoid negative questions and statements to the customers.
- Inform the customers on any issues or problems beforehand and also on the developments involving them.

Professional Development (Duration: 10 Hours)

- Develop personal and professional goals and objectives.
- Classify goal and objectives into various timelines such as short, medium and long-term.
- Explain the importance of developing personal and professional goals and objectives.
- Identify strengths and weaknesses in relation to goals and objectives.
- Explain the importance of identifying strengths and weaknesses in relation to goals and objectives.
- Evaluate own capacity to meet goals and objectives.
- Explain how to identify strengths and weaknesses and evaluate own capacity to meet goals and objectives.
- Determine personal development needs to perform role as per desired standards.
- Develop a professional development plan to enhance professional capabilities.



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Detailed Syllabus – Fifth Semester

- Explain the importance of continuous learning and developing a professional development plan.
- Document a professional practice plan designed to support the achievement of goals.
- Select and implement development opportunities to support continuous learning and maintain the currency of professional practice.
- Development opportunities to support continuous learning and maintain the currency of professional practice.
- Research developments and trends impacting on professional practice and integrate information into work performance.
- Explain how to source information on developments and trends impacting on professional practice and why is it important.
- Invite peers and others to observe, and provide feedback, on own performance and practices.
- Use feedback from colleagues and clients to identify and introduce, improvements in work performance.
- Explain the importance of taking and using feedback from colleagues and clients to identify and introduce, improvements in work performance.

Professional Practice (Duration: 10 Hours)

- Display appropriate professional appearance for the workplace.
- Explain the importance of displaying professional appearance behaviour at all times.
- Interact with team members, clients, vendors, visitors and other stakeholders in a Professional manner.
- Perform tasks to the required workplace standard.



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Detailed Syllabus – Fifth Semester

- Complete duties accurately, systematically and within required timeframes.
- Follow organisational policies while carrying out tasks.
- State reliable sources of information for finding out about organisation policies.
- Seek clarifications where organisational policies are not clear, from authorised and reliable sources.
- Protect the rights of the client and organisation when delivering services.
- State the nature of rights that clients and organisations have.
- Explain how the wrong actions can deny clients and organisations of their rights.
- Ensure services are delivered equally to all clients regardless of personal and cultural beliefs.
- Plan to meet team performance targets and standards.
- Monitor own and team performance as per agreed plan.
- Share all relevant information with stakeholders in agreed formats and as per agreed timelines.
- Work collaboratively with colleagues through sharing information and ideas and working together on agreed outcomes.
- Explain the importance of working collaboratively with colleagues through sharing information and ideas and working together on agreed outcomes.
- Recognise, avoid and/or address any conflict of interest.
- Explain the concept of conflict of interest and why it is important to recognise, avoid and/or address any conflict of interest.
- Use of conflict resolution and negotiation skills to identify critical points, issues, concerns and problems identify options for changing behaviours.
- Recognize and respond to inappropriate behaviour towards self or others in a professional manner and as per organisational policy. Explain types of inappropriate behaviours at the workplace such as violence, inappropriate language, verbal or physical abuse or bullying, insensitive verbal or physical behaviour in terms of



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Detailed Syllabus – Fifth Semester

cultural, racial, disability and gender-based insensitivities, dominant or overbearing behaviour, disruptive behaviour, non-compliance with safety instructions, unethical behaviour.

Labour Law (Duration: 28)

- Law relation to Labour relation and Trade union
- Law relation to Law welfare
- Factories Act
- Employee state insurance Act
- Payment of wages Act
- Minimum wage Act
- Payment of Bonus Act
- Workmen Compensation Act
- Trade union Act
- Industrial disputes Act

Reference Books on Human Resource Management

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- 2) Strategic Human Resource Management – Pearson India.
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Minor Course under Vocational Education & Training

Course Code: HRM6021

Course Title: Human Resource Management –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

Introduction Recruitment Executive – Human Resources (HR) (Duration: 3 Hrs.)

- Describe job roles and responsibilities of a 'Recruitment Executive – Human Resources (HR)'.
- List various sectors and industry.
- Describe various types of organizations and their purpose.
- Describe common types of classification used for various organizations such as size, sector, spread, registration type, etc.
- Describe common organizational structures and various functions carried out in an organization.
- List various departments in organizations and their key purpose.
- State the key tasks of the department for human resource management.

Gather job-related information from employer organizations (Duration: 15 Hrs.)

- Describe the products, services and reporting procedure of client organization, for whom the recruitment has to be done.
- List the targeted customer segments of the client organization.
- Identify client-end recruitment and selection process details through interactions with the client.
- Confirm the roles and number of positions that are required to be filled from the client(s).
- Determine the candidate specifications and the selection parameters by discussing with the client.
- Determine the degree of flexibility allowed for each selection parameter while selecting candidates.
- Confirm the specifications for each role with the client prior to undertaking recruitment as per organization procedures.



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Course Title: Human Resource Management –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

- Identify the extent of services required by the client, for items such as background verification, credential document verifications, salary negotiation, etc.
- Identify details such as costs, organizational procedures, anticipated time frames and other terms and conditions from the client contract.
- Create a well-developed job description and recruitment specifications summary.
- Prepare a recruitment plan for the positions to be recruited based on client preferences, nature of the jobs, organizational constraints and procedures, reporting requirements, etc.
- Modify and finalize the recruitment plan in discussion with the client.
- Describe methods of charging clients and the rates applicable for products and services.
- Maintain confidentiality of client information as per data privacy requirements.
- Explain importance of client satisfaction for business success.
- State data security and privacy policies of the organization.
- Describe organization processes related to recruitment.

Source candidates for recruitment based on client requirement (Duration: 15 Hrs.)

- List factors that enhance effectiveness in recruitment and selection.
- Explain industry and sector-specific recruitment practices, working conditions and terms of employment.
- Determine criteria for candidate search based on client-defined parameters.
- Write and place recruitment advertisements in relevant media as per job specifications, organizational policy and client permissions.
- Access candidate profiles from internally available sources such as organizational databases, candidate curriculum vitae, (cv) banks and assess fitment to applicable criteria.



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Course Title: Human Resource Management –Module 3

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Duration: 60 Hours

Detailed Syllabus – Sixth Semester

- Access candidate profiles from externally available sources online databases, recruitment sites, social media, references and assess fitment to applicable criteria.
- Evaluate applicant profiles for suitability to client requirements.
- Prepare a preliminary shortlist based on a desk review, and then prioritize candidates for direct contact based on fitment.
- Acquire current contact details of shortlisted potential candidates.
- State aspects of working conditions that commonly impact choice of a workplace by prospective employees.
- State the components of salary, related legislation and statutory provisions and guidelines.
- Describe work culture and common attributes related to different types of work culture.
- Describe common types of compensation, rewards and benefits.
- Develop a communication or contact plan for communicating with potential candidates.
- Communicate details of the offer to the candidate and seek an expression of interest.
- Evaluate information obtained from each candidate against specified selection criteria and note any additional influencing factors.
- Describe data security and privacy policies of the organization.
- Maintain confidentiality of candidate information as per data privacy requirements of client organization and the candidates.
- Conduct assessment and selection process in accordance with organizational policy, customer agreement and legislative requirements.
- Shortlist suitable candidates for the next stage of the recruitment and selection process.
- Describe the challenges and risks in recruitment and selections.



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Course Title: Human Resource Management –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

Coordinate between candidates and employer organizations for the selection process
(Duration:15 Hrs.)

- Describe the importance of timely communication to all during the recruitment process.
- Describe key information required by both parties for effective recruitment.
- Describe employer and candidate information required in relation to the recruitment and selection process, and the importance of recording it.
- List key recruitment parameters for employer organizations.
- List documentation required of candidates for recruitment and selection processes.
- Describe various modes of communication that can be used to connect with candidates and employers along with the advantages, disadvantages, risks and related considerations.
- Describe the importance of seeking effective feedback from both recruiters and candidates regarding their experience during various stages of the process.
- Describe the importance of reviewing the screening criteria continuously based on employer and candidate experiences and results of the recruitment efforts.
- Seek feedback from employer organizations regarding the suitability of shortlisted candidates.
- Seek clarifications from client organization for further streamlining the selection criteria.
- Confirm schedule of next steps for the recruitment and selection process to be undertaken.
- Adjust screening and short-listing process based on employer feedback, when candidates are not found suitable for selection.
- Apply modified criteria for selection to candidates already shortlisted to prune/modify the list.



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Course Title: Human Resource Management –Module 3

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Duration: 60 Hours

Detailed Syllabus – Sixth Semester

- Inform all candidates promptly and accurately of the selection decision made by the client.
- Explain the types of queries and guidance that can be provided to candidates to conduct themselves well in recruitment scenarios.
- Provide guidance and instructions to the candidate in preparation for undertaking the next steps in the recruitment and selection process.
- Follow-up with candidates for execution of next steps with timely reminders.

Execute post-selection recruitment processes and reviews (Duration: 12 Hrs.)

- Describe the various background and documentation checks conducted during recruitment.
- Conduct necessary checks as required by employer organization on the candidates finalized for selection.
- Describe employer and employee responsibilities to complete documentation and contracts related to recruitment.
- Verify candidate documentation as required for submission to the employer organization.
- Provide the candidate with necessary documentation from the employer and answer queries and provide clarification where required.
- Ensure delivery of on boarding services as per agreement with the client.
- Record candidate and client information and feedback on the recruitment database accurately.
- Complete records required by employer and client organization regarding the recruitment process accurately and in a timely manner.
- Update records of recruitment results and performance accurately, which could be successfully closed/failed, time to closure, salary level, client, number of positions, etc.



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Course Title: Human Resource Management –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

- Prepare documentation with required details to other departments such as accounts, for further processing.
- Explain the importance and process of conducting reviews.
- Describe performance metrics for recruitment executives.
- Describe the importance of reviewing one's own work and improving performance.
- List organization processes for follow-up documentation for processing payments and account updating, etc.
- Record service reviews with both clients and candidates to ensure continuous improvement.
- Review the recruitment assignment performance to assess effectiveness and productivity based on established metrics such as hit-miss ratio, calls made, CVs sourced per job, time metrics, feedback metrics, etc.
- Identify areas of improvement through comparing performance with organizational and industry standards, previous performance and peers.

Reference Books on Human Resource Management

- 1) Human Resource Management in India – Sage Publications India Pvt Ltd
- 2) Strategic Human Resource Management – Pearson India.
- 3) Human Resource Management in India – Excel Books
- 4) Human Resource Management in India – Tata Mc Grow Hill Education
- 5) Human Resource Management an Indian Context—Himalaya Publishing House
- 6) Human Resource Management in India—Thi Learning Pvt Ltd
- 7) Indian Ethos and Human Resource Management—Excel Books
- 8) Human Resource Management in India—Oxford University Press



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: MSR3021

Course Title: Medical Sales Representative –Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

Orientation Module (Duration: 4 Hrs.)

- Collect information of key persons at hospitals, pharmacies and dealers
- Summarize the healthcare ecosystem including relevant govt. scheme, social security benefits
- Gather information about health and other relevant standards and the possible company's tie up with various regulatory bodies and authorities
- Explain regulatory authorities and government policies, rules and regulations (CDSCO/NPPA/ MRTP Act) and their impact on business dynamics, relevant to Life Sciences industry.

Understand Role of MSR and Regulations for MSR (Duration: 6 Hrs.)

- Perform the occupation effectively as per company's standard guidelines
- Recall the organization structure and employment benefits in Life Sciences organizations
- Outline the role of MSR, required skills and knowledge (As per qualification pack) including its career path as well as identify the MCI code of conduct guidelines for MSR and UCP-MP Act
- Practice soft communication skills while communicating with doctors, physicians, pharmacists & cross functional colleagues.

Major Stakeholders and Sale & Distribution System in Pharma & Bio Pharma (Duration: 5 Hrs.)

- Follow-up with key persons at hospitals, pharmacies and dealers to ensure smooth coordination with product distribution related stakeholders
- Describe drug distribution system of pharmaceutical, vaccines, ayurvedic and homeopathic products and role of various stakeholders involved like CFA, distributor, stockist, and liasioning agents.



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Minor Course under Vocational Education & Training

Course Code: MSR3021

Course Title: Medical Sales Representative –Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

Understanding of Human Body: Anatomy and Physiology (Duration:12 Hrs.)

- Summarize technical/ scientific data presentations and briefings about product and market
- Use the basics of general anatomy, physiology, and various systems of the human body while performing the product presentation to healthcare professionals
- Correlate medical specialties and their common diseases.

English Speaking and Personality Development Part 1 (Duration: 33 Hrs.)

- Understanding the communication process.
- The different types of communication methods.
- Communicating in English.
- First Language (Mother Tongue) Interference.
- Importance of Listening when learning English.
- Time Management.

Reference Books on Medical Sales Representative

1. Community Pharmacy Handbook - Jon Waterfield
2. Essential of Pharmaceutical Chemistry - Donald Cairns
3. Pharmaceutical Innovation and Access to Medicines- OECD 2018
4. Essential of Human Physiology for Pharmacy- Laurie Kelly
5. Textbook of Organic Medicinal and Pharmaceutical Chemistry 11th edition- Wilson and Gisvold's
6. Review of Medical Physiology 26th Edition- Gannong
7. Soft Skill for everyone- Jeff Butterfeild



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: MSR5021

Course Title: Medical Sales Representative –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

Pharmaceutical Science Basics for MSR (Duration: 8 Hrs.)

- Use fundamentals of pharmacology by defining related terms and their significance and basics of drug metabolism while performing the product presentation to healthcare professionals
- Classify methods of drug administration and various routes of drug administration
- Classify the therapeutic drug classes & categories and their use in understanding the product
- Recall drug formularies and their relevance for product presentation
- Interpret technical/ scientific data presentations and briefings to deliver convincing presentations to doctors, pharmacists and other potential customers
- Summarize technical/ scientific data, presentations, briefings and clinical data supplied by company.

Organizational Policy & Internal Processes at Work (Duration: 4 Hrs.)

- Follow the company's guidelines, process and standard.
- Follow generic organizational policy & various internal process relevant for MS.

Market Research and Analysis and Retail Chemist Prescription Audit (Duration: 8 Hrs.)

- Gather information about competitor's products, selling and promotional activities, current market information on pricing, new products, delivery schedules, promoting techniques
- Use the techniques of market research.
- Identify needs of potential customers by going through the prescriptions given by the doctors to their patients in the defined geography
- Perform the data analysis for the information collected during RCPA.



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Detailed Syllabus – Fifth Semester

Pharmaceutical Marketing (Duration: 7 Hrs.)

- Identify the role of marketing across product lifecycle.
- Outline trends in life sciences marketing and implications of changing marketplace on promotional activities in Pharma/Biopharma/AYUSH sub sectors.

English Speaking and Personality Development Part 2 (Duration: 33 Hrs.)

- Organs of Speech.
- Vowels & Vowels Sounds practice.
- Consonants & Consonant Sounds practice.
- Pronunciation.
- Vocabulary.
- Work Ethic.

Reference Books on Medical Sales Representative

1. Community Pharmacy Handbook - Jon Waterfield
2. Essential of Pharmaceutical Chemistry - Donald Cairns
3. Pharmaceutical Innovation and Access to Medicines- OECD 2018
4. Essential of Human Physiology for Pharmacy- Laurie Kelly
5. Textbook of Organic Medicinal and Pharmaceutical Chemistry 11th edition- Wilson and Gisvold's
6. Review of Medical Physiology 26th Edition- Gannong
7. Soft Skill for everyone- Jeff Butterfeild



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: MSR6021

Course Title: Medical Sales Representative –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

Orientation with Pre-Sales Activities (Duration: 8 Hrs.)

- Arrange appointments with medical professionals
- Perform pre-sales activity in reference to communication strategies for products
- Deliver presentations to doctors, pharmacists and other potential customers/ healthcare professionals
- Practice basics of effective business communication and conduct effective business meetings
- Identify Patient-Physician relationship and Physician-MSR relationship
- Develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector.

Sales in Life Sciences (Duration:8 Hrs.)

- Sell and promote medical and pharmaceutical products and services using basics of selling process.
- Develop strategies to increase opportunities to meet and connect with contacts in the medical and healthcare sector
- Identify different sales approaches in life sciences sales
- Engage the potential customers using various methods, tools and approaches to convince him/her to prescribe your products
- Handle healthcare professional's objections by applying basics of emotional quotient (EQ) and product literature given by company
- Identify the target population and strategy to reach sales and collection targets
- Follow company's legal guidelines and pharmacovigilance process while selling products and providing after-sales service, including channeling queries through the company defined process understand importance of ethics, privacy and confidentiality for MSR



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Course Title: Medical Sales Representative –Module 3

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Duration: 60 Hours

Detailed Syllabus – Sixth Semester

Orientation on Pharmacovigilance for MSR (Duration:3 Hrs.)

- Follow company's legal guidelines and pharmacovigilance process
- Identify common terms used and their reference in pharmacovigilance system
- Outline national & international pharmacovigilance regulatory authorities
- Perform basic processing of a typical "pharmacovigilance case" through case studies as and when required

Organizing Medical Conferences and promotional events (Duration:4 Hrs.)

- Develop contact with maximum people within and outside the company to gather inputs on arranging the conference/ promotional event (CMEs)
- Use techniques for collaborating with other groups and divisions
- Outline ideas from the event related to business/ brand/ company in identifying partnering opportunities during meetings/ seminars and providing support for event management
- Manage events within the approved budget
- Cover all important aspects related to the topic of the conference in the agenda/ theme of promotional event and to plan and complete all logistical arrangements to execution
- Practice planning & organizing skills at work.

Core Skills and Professional Skills related to MSR (Duration: 4 Hrs.)

- Practice the required skill set and learn application of related Core Skills and Professional Skills to gather information about the product and competitors
- Practice the required skill set and learn application of related Core Skills and Professional Skills to promote and sell pharmaceutical/ biopharmaceuticals and AYUSH products to potential customers and for providing after sales service



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Duration: 60 Hours

Detailed Syllabus – Sixth Semester

- Practice the required skill set and learn application of related Core Skills and Professional Skills to organize medical conferences and promotional events (CMEs)

English Speaking and Personality Development Part 3 (Duration: 33 Hrs.)

- Speaking as a Language Skill.
- Business communication.
- Public Speaking and presentation Skills.
- Presentation by Trainees.
- Leadership
- personal responsibility

Reference Books on Medical Sales Representative

1. Community Pharmacy Handbook - Jon Waterfield
2. Essential of Pharmaceutical Chemistry - Donald Cairns
3. Pharmaceutical Innovation and Access to Medicines- OECD 2018
4. Essential of Human Physiology for Pharmacy- Laurie Kelly
5. Textbook of Organic Medicinal and Pharmaceutical Chemistry 11th edition- Wilson and Gisvold's
6. Review of Medical Physiology 26th Edition- Gannong
7. Soft Skill for everyone- Jeff Butterfeild



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: RSA3021

Course Title: Retail Sales Associate–Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

To process credit applications for purchases (Duration: 6 Hours)

- Identify the customer's needs for credit facilities.
- Clearly explain to the customer the features and conditions of credit facilities.
- Provide enough time and opportunities for the customer to ask for clarification or more information.
- Accurately fill in the documents needed to allow the customer to get credit.
- Successfully carry out the necessary credit checks and authorisation procedures.
- Promptly refer difficulties in processing applications to the right person.

To help keep the store secure (Duration: 6 Hours)

- Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of his/her responsibility and authority to do so.
- Follow company policy and legal requirements when dealing with security risks.
- Recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person.
- Use approved procedures and techniques for protecting personal safety when security risks arise.
- Follow company policies and procedures for maintaining security while working.
- Follow company policies and procedures for making sure that security will be maintained when he/she goes on breaks and when he/she finishes work.

To help maintain health and safety (Duration: 6 Hours)

- Follow company procedures and legal requirements for dealing with accidents and emergencies.
- Speak and behave in a calm way while dealing with accidents and emergencies.



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Minor Course under Vocational Education & Training

Course Code: RSA3021

Course Title: Retail Sales Associate–Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

- Report accidents and emergencies promptly, accurately and to the right person.
- Recognize when evacuation procedures have been started and follow company procedures for evacuation.
- Follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same.
- Promptly take the approved action to deal with risks if he/she is authorised to do so.
- Report risks promptly to the right person, if he/she does not have the authority.

To demonstrate products to customers (Duration: 9 Hours)

- Prepare the demonstration area and check that it can be used safely.
- Check whether the required equipment and products for demonstration are in place.
- Demonstrate products clearly and accurately to customers.
- Present the demonstration in a logical sequence of steps and stages.
- Cover all the features and benefits he/she thinks are needed to gain the customer's interest.
- Promptly clear away the equipment and products at the end of the demonstration and connect with the customer.

To help customers choose right products (Duration: 12 Hours)

- Find out which product features and benefits interest individual customers and focus on these when discussing products.
- Describe and explain clearly and accurately relevant product features and benefits to customers.
- Compare and contrast products in ways that help customers choose the product that best meets their needs.



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Course Code: RSA3021

Course Title: Retail Sales Associate–Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

- Check customers' responses to his/her explanations, and confirm their interest in the product.
- Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.
- Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.
- Constantly check the store for security, safety and potential sales whilst helping customers.
- Give customers enough time to evaluate products and ask questions.
- Handle objections and questions in a way that promotes sales and keeps the customer's confidence.
- Identify the need for additional and associated products and take the opportunity to increase sales.
- Clearly acknowledge the customer's buying decisions.
- Clearly explain any customer rights that apply.
- Clearly explain to the customer where to pay for their purchases.

To provide specialist support to customers facilitating purchases (Duration: 11 Hours)

- Talk to customers politely and in ways that promote sales and goodwill.
- Use the information given by the customer to find out what they are looking for.
- Help the customer understand the features and benefits of the products they have shown an interest in.
- Explain clearly and accurately the features and benefits of products and relate these to the customer's needs.
- Promote the products that give the best match between the customer's needs and the store's need to make sales.



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Minor Course under Vocational Education & Training

Course Code: RSA3021

Course Title: Retail Sales Associate–Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

- Spot and use suitable opportunities to promote other products where these will meet the customer's needs.
- Control the time he/she spends with the customer to match the value of the prospective purchase.
- Constantly check the store for safety, security and potential sales while helping individual customers.
- Find out if the customer is willing to see a demonstration.
- Set up demonstrations safely and in a way that disturbs other people as little as possible.
- Check whether he/she has everything needed to give an effective demonstration.
- Give demonstrations that clearly show the use and value of the product.
- Offer customers the opportunity to use the product themselves, where appropriate.
- Give customers enough chance to ask questions about the products or services he/she is demonstrating to them.
- Check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.

To maximize sales of goods & services (Duration: 10 Hours)

- Identify promotional opportunities and estimate their potential to increase sales.
- Identify promotional opportunities which offer the greatest potential to increase sales.
- Report promotional opportunities to the right person.
- Fill in the relevant records fully and accurately.
- Tell customers about promotions clearly and in a persuasive way.
- Identify and take the most effective actions for converting promotional sales into regular future sales.



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Minor Course under Vocational Education & Training

Course Code: RSA3021

Course Title: Retail Sales Associate–Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

- Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.
- Record clearly and accurately the results of promotions.

Reference Books on Retail Sales Associate

- 1) Retail Management - Charulata Publications
- 2) Retail Management - Gullybaba Publishing House Pvt. Ltd.
- 3) Retail Sales Associate - National Council of Educational Research and Training
- 4) Your Future is Retail - ICA Retail



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: RSA5021

Course Title: Retail Sales Associate –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

To provide personalised sales & post-sales service support (Duration: 12 Hours)

- Use available information in the client records to help prepare for consultations.
- Check whether the work area is clean and tidy and that all the required equipment is in hand before starting a consultation.
- Quickly create a rapport with the client at the start of the consultation.
- Talk and behave towards the client in ways that project the company image effectively.
- Ask questions to understand the client's buying needs, preferences and priorities.
- Tactfully check, where appropriate, how much the client wants to spend.
- Explain clearly to the client the features and benefits of the recommended products or services and relate these to the client's individual needs.
- Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.
- Make recommendations to the client in a confident and polite way and without pressurising them.
- Pace client consultations to make good use of the selling time while maintaining good relations with the client.
- Meet the company's customer service standards while dealing with the client
- Follow the company's procedures for keeping client records up-to-date.
- Record client information accurately and store it in the right places in the company's system.
- Keep client information confidential and share it only with people who have a right to it.
- Keep to clients' wishes as to how and when they may be contacted.
- Follow the company's policy and procedures for contacting clients.



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: RSA5021

Course Title: Retail Sales Associate –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

- Tell clients promptly and offer any other suitable products or services, where promises cannot be kept.

To create a positive image of self & organisation in the customers mind (Duration: 10 Hours)

- Meet the organisation's standards of appearance and behaviour.
- Greet customers respectfully and in a friendly manner.
- Communicate with customers in a way that makes them feel valued and respected.
- Identify and confirm customer's expectations.
- Treat customers courteously and helpfully at all times.
- Keep customers informed and reassured.
- Adapt appropriate behaviour to respond effectively to different customer behaviour.
- Respond promptly to a customer seeking assistance.
- Select the most appropriate way of communicating with customers.
- Check with customers to ensure complete understanding of their expectations.
- Respond promptly and positively to customers' questions and comments.
- Allow customers time to consider his/her response and give further explanation when appropriate.
- Quickly locate information that will help customers.
- Give customers the information they need about the services or products offered by the organisation.
- Recognise information that customers might find complicated and check whether they fully understand.
- Explain clearly to customers any reasons why their needs or expectations cannot be met.



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Minor Course under Vocational Education & Training

Course Code: RSA5021

Course Title: Retail Sales Associate –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

To resolve customer concerns (Duration: 10 Hours)

- Identify the options for resolving a customer service problem.
- Work with others to identify and confirm the options to resolve a customer service problem.
- Work out the advantages and disadvantages of each option for customers and the organisation.
- Pick the best option for customers and the organisation.
- Identify for customers, other ways that problems may be resolved if you are unable to help.
- Identify the options for resolving a customer service problem.
- Work with others to identify and confirm the options to resolve a customer service problem.
- Work out the advantages and disadvantages of each option for your customer and your organisation.
- Pick the best option for your customer and your organisation.
- Identify for your customer other ways that problems may be resolved if you are unable to help.
- Discuss and agree the options for solving the problem with customers.
- Take action to implement the option agreed with the customer.
- Work with others and the customer to make sure that any promises related to solving the problem are kept.
- Keep customers fully informed about what is happening to resolve problem.
- Check with customers to make sure the problem has been resolved to their satisfaction.
- Give clear reasons to customers when the problem has not been resolved to their satisfaction.

To organise the delivery of reliable service (Duration: 9 Hours)



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Minor Course under Vocational Education & Training

Course Code: RSA5021

Course Title: Retail Sales Associate –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

- Plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers.
- Organise what he/she does to ensure consistency in giving prompt attention to customers.
- Reorganise his/her work to respond to unexpected additional workloads.
- Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.
- Consistently meet customers' expectations.
- Balance the time he/she takes with customers with the demands of other customers seeking attention.
- Respond appropriately to customers when they make comments about the products or services being offered.
- Alert others to repeated comments made by customers.
- Take action to improve the reliability of his/her service based on customer comments.
- Monitor whether the action taken has improved the service given to customers.
- Record and store customer service information accurately following organisational guidelines.
- Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.
- Quickly locate information that will help solve a customer's query.
- Supply accurate customer service information to others using the most appropriate method of communication.

To improve customer relationship (Duration: 10 Hours)

- Select and use the best method of communication to meet customers' expectations.



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Minor Course under Vocational Education & Training

Course Code: RSA5021

Course Title: Retail Sales Associate –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

- Take the initiative to contact customers to update them when things are not going as per plan or when further information is required.
- Adapt appropriate communication to respond to individual customers' feelings.
- meet customers' expectations within the organisation's service offer.
- Explain the reasons to customers sensitively and positively when their expectations cannot be met.
- Identify alternative solutions for customers either within or outside the organisation.
- Identify the costs and benefits of these solutions to the organisation and to customers.
- Negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.
- Take action to satisfy customers with the agreed solution.
- Make extra efforts to improve his/her relationship with customers.
- Recognise opportunities to exceed customers' expectations.
- Take action to exceed customers' expectations within the limits of his/her authority.
- Gain the help and support of others to exceed customers' expectations.

To monitor and solve service concerns (Duration: 9 Hours)

- Respond positively to customer service problems following organizational guidelines.
- Solve customer service problems when he/she has sufficient authority.
- Work with others to solve customer service problems.
- Keep customers informed of the actions being taken.
- Check with customers that they are comfortable with the actions being taken.
- Solve problems with service systems and procedures that might affect customers before they become aware of them.
- Inform managers and colleagues of the steps taken to solve specific problems.



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Minor Course under Vocational Education & Training

Course Code: RSA5021

Course Title: Retail Sales Associate –Module 2

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

- Identify repeated customer service problems.
- Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.
- Work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation.
- Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.
- Action the agreed solution.
- Keep customers informed in a positive and clear manner of steps being taken to solve any service problems.
- Monitor the changes that have been made and adjust them if appropriate.

Reference Books on Retail Sales Associate

- 1) Retail Management - Charulata Publications
- 2) Retail Management - Gullybaba Publishing House Pvt. Ltd.
- 3) Retail Sales Associate - National Council of Educational Research and Training
- 4) Your Future is Retail - ICA Retail



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: RSA6021

Course Title: Retail Sales Associate –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

To promote continuous improvement in service (Duration: 9 Hours)

- Gather feedback from customers that will help identify opportunities for customer service improvement.
- Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.
- Discuss with others the potential effects of any proposed changes for customers and the organisation.
- Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change
- Organise the implementation of authorised changes.
- Implement the changes following organisational guidelines.
- Inform people inside and outside the organisation who need to know of the changes being made and the reasons for them.
- Monitor early reactions to changes and make appropriate fine-tuning adjustments.
- Collect and record feedback on the effects of changes.
- Analyse and interpret feedback and share the findings on the effects of changes with others. • Summarise the advantages and disadvantages of the changes.
- Use your analysis and interpretation of changes to identify opportunities for further improvement.
- Present these opportunities to somebody with sufficient authority to make them happen.

To work effectively in a retail team (Duration: 7 Hours)

- Display courteous and helpful behaviour at all times.
- Take opportunities to enhance the level of assistance offered to colleagues.



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: RSA6021

Course Title: Retail Sales Associate –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

- Meet all reasonable requests for assistance within acceptable workplace timeframes.
- Complete allocated tasks as required.
- Seek assistance when difficulties arise.
- Use questioning techniques to clarify instructions or responsibilities.
- Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.
- Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.
- Follow personal hygiene procedures according to organisational policy and relevant legislation.
- Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.
- Interpret, confirm and act on legal requirements in regard to antidiscrimination, sexual harassment and bullying.
- Ask questions to seek and clarify workplace information.
- Plan and organise daily work routine within the scope of the job role.
- Prioritise and complete tasks according to required timeframes.
- Identify work and personal priorities and achieve a balance between competing priorities.

To work effectively in your organisation (Duration: 7 Hours)

- Share work fairly with colleagues, taking account of own and others' preferences, skills and time available.
- Make realistic commitments to colleagues and do what has been promised.
- Let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives.



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Minor Course under Vocational Education & Training

Course Code: RSA6021

Course Title: Retail Sales Associate –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

- Encourage and support colleagues when working conditions are difficult.
- Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.
- Follow the company's health and safety procedures while working
- Discuss and agree with the right people goals that are relevant, realistic and clear.
- Identify the knowledge and skills needed to achieve his/her goals.
- Agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning.
- Regularly check his/her progress and, when necessary, change the way of working.
- Ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance.
- Encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide.
- Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.
- Give clear, accurate and relevant information and advice relating to tasks and procedures.
- Explain and demonstrate procedures clearly, accurately and in a logical sequence.
- Encourage colleagues to ask questions if they don't understand the information and advice given to them.
- Give colleagues opportunities to practice new skills, and give constructive feedback.
- Check that health, safety and security are not compromised when helping others to learn.



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Minor Course under Vocational Education & Training

Course Code: RSA6021

Course Title: Retail Sales Associate –Module 3

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Sixth Semester

Employability & Entrepreneurship (Duration: 37 Hours)

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs.

Reference Books on Retail Sales Associate

- 1) Retail Management - Charulata Publications
- 2) Retail Management - Gullybaba Publishing House Pvt. Ltd.
- 3) Retail Sales Associate - National Council of Educational Research and Training
- 4) Your Future is Retail - ICA Retail