



Global Business Foundation Skills (GBFS) 2.0

Powered by: Accenture, Convergys, Deloitte, Dell, Genpact, IBM and Infosys BPO

Program Brief

Global Business Foundation Skills (GBFS) Program

Objective of the Initiative

To facilitate the development of basic skills in students, to help enhance their employability at the entry level in the BPM companies.

Scope of Work

In order to help enhance the employability of the student pool, NASSCOM suggests the following program to be run as an add-on program for the students:

- Basic Skills / Foundation Skills for BPM: Global Business Foundation Skills (GBFS)

The idea behind the initiative is, that going forward, Universities /colleges will consider making these programs compulsory for students or integrate the development of these skills into the teaching learning program by allocating credits to these programs.

Eligibility

The course is targeted at pre-final / final year students across all undergraduate streams of universities.

Program Duration

The program offers a blended learning solution. This comprises of a mix of guided learning or instructor-led training, tutorials and practical exercises. It is designed as a ~160 hours program, to be delivered over 20-24 weeks, 3-5 days a week, 2-3 hours per day.

Program Flow in Brief:

- The course structure put together by the members of the NASSCOM's BPM Skills Council in the 'Outcomes Based Format'¹ will be shared with the University/college interested in taking enabling these skills in their students.
- The detailed Facilitator Guide and Student Handbook for the program are to be sourced by the University/college from NASSCOM.
- This will be followed by Train-the-Trainer (TTT) programs for select University faculty by NASSCOM / BPM Skills Council members.
- Post the TTT, the first batch of student training shall be launched in the University /affiliated colleges at identified centers.
- Identified students, are pre-tested with the NAC–Diagnostic, subsequently trained by the trained faculty and finally accessed via the NAC-Final.
- NAC–Final scores will be forwarded to BPM companies for the first step towards employment.
- An analysis of pre and post NAC scores will facilitate impact analysis w.r.t. skill transference, from the teacher to the taught.
- Feedback to the University /college will aim to improve the teaching- learning methodology towards the development of these life skills and increased employability of the students concerned; it will also facilitate scaling faculty capacity;

¹ 'Outcomes Based Format' for curricula re-design has been advocated by NASSCOM and captures the 'Inputs', 'Processes' and 'Outcomes' for each of the programs. OBF can be obtained from <http://www.nac.nasscom.in/#Training>

GBFS Modules Outline

Module I: BPM Industry Awareness: 8 Hours

| S. No | Course Content | Hours |
|-------|---|-------|
| 1 | BPO: An Overview | 2 |
| 2 | What is business process out sourcing? | |
| 3 | BPO to BPM | |
| 4 | Sub segments of BPO | 2 |
| 5 | Why do companies outsource | |
| 6 | Kinds of services offered by BPOs | |
| 7 | Countries that outsource | 2 |
| 8 | Preferred destinations for outsourcing | |
| 9 | Competencies required for working in a BPO | |
| 10 | Why is India a preferred BPO (outsourcing) destination? | 2 |
| 11 | Common BPO services provided by India | |
| 12 | Current challenges for India | |
| 13 | Evaluation Test | |

Module II A: Business Communication - Oral: 40 Hours

| S. No | Course Content | Hours |
|-------|--|-------|
| 1 | Introduction to VnA Voice and Accent in the BPO industry Globally Comprehensive Accent | 2 |
| 2 | Introduction to Phonetics | 2 |
| 3* | Consonant Sounds Plosives | 2 |
| 4* | Consonant Sounds Fricatives | 2 |
| 5* | Consonant Sounds Affricates Nasals Semi Vowels | 2 |
| 6* | Consonant Sounds Lateral Consonants Practice | 2 |
| 7* | Vowel Sounds | 4 |
| 8* | Diphthongs | 4 |
| 9* | Phonic Rules | 2 |
| 10* | Minimal Pairs | 2 |
| 11* | Syllable Stress | 4 |

| | | |
|-----|-----------------------|---|
| 12* | Intonation | 2 |
| 13* | Pacing and Chunking | 4 |
| 14* | Fluency | 2 |
| 15* | Indianism | 2 |
| 16* | Interview Interaction | 2 |

* Time allotted only for concept sharing. Practice to be a continuous process throughout the training period.

Module II B: Business Communication - **Grammar**: 24 Hours

| S. No | Course Content | Hours |
|-------|--|-------|
| 1 | English Written Vs Spoken Basics of Grammar | 2 |
| 2 | Nouns | 2 |
| 3 | Pronouns | 2 |
| 4 | Adjectives Adverbs | 2 |
| 5 | Preposition | 2 |
| 6 | Conjunctions | 2 |
| 7 | Verbs | 2 |
| 8 | Subject Verb Agreement | 4 |
| 9 | Determiners and Modifiers | 2 |
| 10 | Tenses | 4 |

Allotted time is for content sharing only. Grammar to be constantly corrected during the training period

Module II C: Business Communication - **Written**: 16 Hours

| S. No | Course Content | Hours |
|-------|-----------------------------|-------|
| 1 | Email Writing- Introduction | 2 |
| 2 | Email Format | 6 |
| 3 | Creative Writing | 2 |
| 4 | Email Etiquette | 2 |
| 5 | Punctuation | 2 |
| 6 | Evaluation | 2 |

Module II D: Business Communication - **RC, Attention to Detail and Aptitude Tests**: 10 Hours

| S. No | Course Content | Hours |
|-------|---------------------|-------|
| 1 | Attention to Detail | 2 |
| 2 | Aptitude | 4 |
| 3 | Reading | 4 |

Hours allotted for content sharing only. Practice test papers to be done outside of training hours

Module III A: Customer Management - Customer Service & Soft Skills: 30 Hours

| S. No | Course Content | Hours |
|-------|---|-------|
| 1 | Customer Service Need or Want Expectations of Customers Moment of Truth Customer Service VS Customer Delight | 4 |
| 2 | Role of a CSR Job Responsibilities Essential Skill sets for a CSR | 2 |
| 3 | Business Phone Etiquette Using your Voice well Answering a Call Placing on Hold Call Transfer Closing a call Taking down Phone Messages Dead air on call Average call handling time | 4 |
| 4 | Structure of a Call Opening Developing Proposing Gaining Agreement Closing | 4 |
| 5 | Essential Skills- Customer Service Rapport Building Empathy Paraphrasing Probing Listening Skills Active Listening | 8 |
| 6 | Dealing with difficult customers | 4 |
| 7 | Customer Complaints | 2 |
| 8 | Customer service through Email and Chat Support | 2 |

Module III B: Customer Management - Culture: 8 Hours

| S. No | Course Content | Hours |
|-------|----------------|-------|
| 1 | Culture- USA | 4 |
| 2 | Culture- UK | 4 |

Module IV: PC and Data Skills: 14 Hours

| S. No | Course Content | Hours |
|-------|-----------------|-------|
| 1 | Computer Basics | 2 |
| 2 | MS Excel | 4 |
| 3 | MS Word | 4 |
| 4 | MS PPT | 4 |

Keyboard Skills to be developed outside class hours on a Typing Tutor software

Module V: Corporate Etiquette: 4 Hours

| S. No | Course Content | Hours |
|-------|-----------------------------------|-------|
| 1 | Understanding Corporate Etiquette | 4 |
| 2 | Workplace Etiquette | |
| 3 | Business Introduction | |
| 4 | Corporate Dressing | |
| 5 | Personal Hygiene | |
