

## Digital Cataloguer SYLLABUS/ CURRICULUM

This Programme is aimed at training candidates for the job of “Digital Cataloguer”, in the “Retail” Sector/Industry and by the end of the program aims at building the following key competencies amongst the learner:

1	List products and map SKUs accurately to cater to product category and customer needs	2	Adhere to quality standards for creating and maintaining catalogues and digital pages
3	Adhere to company policies and statutory regulations relevant to sales and service	4	Update self on basics of category management
5	Liaise with internal and external stakeholders for accurate product listings		

This course encompasses 5 / 5\_NOS of “Digital Cataloguer” - RAS/Q0302, Qualification Pack issued by RASCI.

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
1.	List products and map SKUs accurately to cater to product category and customer needs		<b>Performance Criteria</b> The learners will be able to: <ul style="list-style-type: none"> <li>• study online customer attitudes towards the merchandise / brands</li> <li>• understand customer needs with respect to merchandise category</li> <li>• suggest methods to communicate the merchandise in an online platform</li> <li>• update self on comparative features and benefits of merchandise from other e-commerce players</li> <li>• update self on competitors online product presentations</li> <li>• coordinate with teams to ensure development of accurate product descriptions as per category norms</li> <li>• ensure listing and mapping of products in a manner that improves ease of navigation and search</li> <li>• ensure accuracy of products against uploaded images in pages/leaves created</li> <li>• periodic updates to existing product listings for prices, offers, quantity etc.</li> <li>• correct mapping of listed products/SKUs to listed vendors</li> </ul>	RAS / N0308

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>mapping additional SKUs to listed products</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>categories of products being sold</li> <li>industry and market information about products being sold</li> <li>marketing plans and promotions within the organization</li> <li>possible errors in listing of products and how to prevent them</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>consumer attitudes towards online navigation and online shopping</li> <li>best practices in digital cataloguing</li> <li>creation of a new document in MS Word and how to modify, format and append the same</li> <li>most commonly used photo-editing software's</li> </ul>	
2.	Adhere to quality standards for creating and maintaining catalogues and digital pages		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>ensure correct mapping of products and product descriptions to the photographs being showcased/displayed</li> <li>understand and explain photographic nuances that enhance the aesthetic aspects of the merchandise and increase impact and movement on the page</li> <li>recommend usage of editing software's that impacts photo quality</li> <li>work closely with category teams to conform to brand and sales requirements</li> <li>explain the concepts of visual communication being used in the catalogue/digital pages</li> <li>conduct timely product audit on the digital marketplace</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>categories of products being sold</li> <li>concept of digital visual communication</li> </ul>	RAS / N0309

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>availability of content and digital capabilities within the organization</li> <li>quality parameters involved in digital cataloguing</li> <li>possible errors in listing of products and how to prevent the same</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>consumer behaviour towards merchandise categories</li> <li>photo editing software's used to enhance information being shared by vendors</li> <li>elements of visual communication and application of the same</li> <li>process of mapping listed products</li> <li>computer proficiency in excel and word</li> </ul>	
3.	Adhere to company policies and statutory regulations related to sales and service		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>collect desired layout of products and relevant descriptions as required by buyer and category manager</li> <li>share photographs, descriptions and other relevant information with respect to products as received from sellers/ vendors</li> <li>validate photographs, descriptions and other relevant information with respect to company and brand policies</li> <li>validate the updated information with concerned stake holders and get the same uploaded on the website</li> <li>seek approval from concerned stake holders on digital pages as well as pages/leaves in the online catalogue</li> <li>collect feedback in an accurate manner and get the same addressed by all concerned</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>categories of products being sold</li> <li>policies with respect to data transfer to and from business partners</li> <li>availability of content and digital capabilities within the organization</li> </ul>	RAS / N0310

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>page/leave creation/product listing on the website</li> <li>business policies with respect to listing/adding vendors</li> <li>specifications with respect to product images</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>photo editing software's used to enhance information being shared by vendors</li> <li>process of mapping SKUs to listed products</li> <li>computer proficiency in excel and word</li> </ul>	
4.	Update self on basics of category management		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>understand category specifications with respect to grouping and sub grouping of products</li> <li>group products correctly as per their sub-categories and hierarchies</li> <li>explain the features, advantages and benefits of products</li> <li>identify the importance of features, advantages and benefits in customer buying decision</li> <li>relate to strategies of comparative brands with respect to catalogues/page designs and site lay-out</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>concept of category management</li> <li>categories of products being sold</li> <li>industry and market information about products being sold</li> <li>policies with respect to data transfer to and from business partners</li> <li>availability of content and digital capabilities within the organization</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>computer proficiency in excel and word</li> <li>categories and subcategories of products</li> <li>features, advantages and benefits of products</li> </ul>	RAS / N0311
5.	Liaise with internal		<p><b>Performance Criteria</b></p>	RAS / N0312

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
	and external stakeholders for accurate product listings		<p>The learners will be able to:</p> <ul style="list-style-type: none"> <li>interact with category managers to understand specified listing structure</li> <li>interact with category managers to identify products to be displayed as per specified structure</li> <li>identify internal processes that need to be followed for listings to go live</li> <li>interact with various internal departments to ensure product listings go live</li> <li>co-ordinate with vendors to ensure information is available in the desired form and in accurate formats</li> <li>co-ordinate with vendors for products, product descriptions and supporting documents</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b></p> <p>The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>categories of products being sold</li> <li>marketing plans and promotions within the organization</li> <li>possible errors in listing of products and how to prevent the same</li> <li>policies with respect to data transfer to and from business partners</li> <li>availability of content and digital capabilities within the organization</li> <li>page/leaf creation/product listing on the site</li> <li>business policies with respect to listing/adding vendors</li> </ul> <p><b>Technical Knowledge:</b></p> <p>The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>process of mapping vendors to listed products</li> <li>process of adding new vendors to listed products</li> <li>computer proficiency in excel and word</li> </ul>	
<b>Core Skills / Generic Skills</b>				
6.	Writing Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>collate simple data when required</li> <li>populate documents related to listing of products</li> <li>draft reports related to quality and impact of catalogue on the page/leaf</li> <li>prepare necessary documentation related to</li> </ul>	All 5 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>uploads for validation from stakeholders</li> <li>populate documents indicating status with respect to exchange of catalogue related data within the organization</li> <li>populate documents indicating status with respect to exchange of catalogue related data with sellers /vendors</li> </ul>	
7.	Reading Skills		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>read documents related to listing of products</li> <li>read documents indicating status with respect to exchange of catalogue related data within the organization</li> <li>read documents with respect to exchange of catalogue related data with sellers /vendors</li> <li>read documents related to brand/product requirements and specifications</li> <li>read documents with respect to guidelines for exchange of catalogue related data within the organization</li> <li>read documents with respect to guidelines status with respect to exchange of catalogue related data with sellers /vendors</li> <li>read information on products with respect to their features, advantages and benefits</li> </ul>	All 5 NOSs
8.	Oral Communication (Listening and Speaking skills)		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>follow instructions accurately</li> <li>explain organization and technical requirements to vendors with respect to catalogue related data</li> <li>communicate with internal teams to explain and understand relevant information to ensure an efficient and aesthetically appealing online catalogue/digital pages</li> <li>use gestures or simple words to communicate where language barriers exist</li> <li>display courteous behaviour at all times</li> </ul>	All 5 NOSs
<b>Professional Skills</b>				
9.	Decision Making		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>make appropriate decisions within the purview of responsibilities of the job role</li> </ul>	
10.	Plan and Organise		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>organize product images to be mapped accurately to the right products</li> <li>organize and upload product images in an accurate manner relevant to the product description</li> <li>organize documentation such as product descriptions, photographs for the purpose of</li> </ul>	All 5 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			validation <ul style="list-style-type: none"> <li>organize necessary work processes for smooth integration to digital platform</li> </ul>	
11.	Customer Centricity		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>build customer relationships and use customer centric approach</li> <li>prepare a catalogue/digital page keeping in mind customer convenience and ease of navigation</li> <li>design and develop a visual communication keeping the customer buying behaviour in mind</li> <li>position the products and the importance of features, advantages and benefits so as to impact customer buying decision</li> <li>keep customer needs, preferences and interest in mind while co-ordinating with stakeholders for product listings</li> </ul>	All 5 NOSs
12.	Problem Solving		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>identify problems immediately and take up solutions quickly to resolve delays</li> <li>think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)</li> </ul>	All 5 NOSs
13.	Analytical Skills		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>interpret and infer data</li> <li>analyse relevant portals/leaves and corresponding data to identify consumer behaviour with respect to logic adopted for the layout</li> <li>break down complex problems into single and manageable components within his/her area of work</li> </ul>	All 5 NOSs
14.	Critical Thinking		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action</li> </ul>	All 5 NOSs

*(This syllabus/ curriculum has been approved by RASCI)*