

Competency Standards for National Skill Certificate –3 in Commercial Content Writing (Social Media Content) of ICT Sector

Course Structure

SL No	Unit Code and Title		UoC Level	Nominal (Hours)
The Generic Competencies				20
1	GU009L3V1	Practice negotiation skill	3	20
The Sector Specific Competencies				105
1	SUICT002L2V1	Operate office application software	2	25
2	SUICT003L3V1	Access information using internet and electronic mail	3	15
3	SUICT004L4V1	Comply to ethical standards in ICT workplace	3	15
4	SUICT005L3V1	Interpret Fundamentals of Content writing	3	50
The Occupation Specific Competencies				215
1	OUCW001L3V1	Collect & Compile Information	3	30
2	OUCW002L3V1	Perform Research	3	50
3	OUDM003L3V1	Prepare Caption	3	50
4	OUCW004L3V1	Prepare Media Copy	3	85
Total Nominal Learning Hours				340

Units & Elements at a Glance

The Generic Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU009L3V1	Practice negotiation skill	<ol style="list-style-type: none"> 1. Plan negotiations 2. Participate in negotiations 	20

The Sector Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
SUICT002L2V1	Operate office application software	<ol style="list-style-type: none"> 1. Operate computer 2. Install application software 3. Use word processor to prepare/create documents 4. Use spreadsheet to create /prepare worksheets 5. Use presentation software to create / prepare presentation 6. Print a document 	25
SUICT003L3V1	Access information using internet and electronic mail	<ol style="list-style-type: none"> 1. Access resources from internet 2. Use and manage electronic mail 3. Use audio/video tools for information transfer 	15
SUICT004L4V1	Comply to ethical standards in IT workplace	<ol style="list-style-type: none"> 1. Uphold the requirements of clients 2. Deliver quality products and services 3. Maintain professionalism at workplace 4. Maintain workplace code of conduct. 	15
SUICT005L3V1	Interpret fundamentals of content writing	<ol style="list-style-type: none"> 1. Identify industry 2. Identify demand 3. Identify trends 4. Identify legal aspects of content writing 5. Identify ethical aspects of content writing 	50

The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUCW001L3V1	Collect and Compile Information	<ol style="list-style-type: none"> 1 Collect data and information 2 Compile data 	30
OUCW002L3V1	Perform Research	<ol style="list-style-type: none"> 1. Perform niche Study 2. Perform competitor Study 3. Perform product/service Study 	50
OUCW003L3V1	Prepare Caption	<ol style="list-style-type: none"> 1. Recognize the social platform 2. Create content calendar 3. Write post content 4. Edit and finalize the content 	50
OUCW004L3V1	Prepare Media Copy	<ol style="list-style-type: none"> 1. Identify social media writing tools 2. Identify types of digital content 3. Apply intent for digital content 4. Write media content 5. Edit and finalize the content 	85