

Competency Standards for National Skill Certificate –4 in Commercial Content Writing (SEO 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	SUICT004L3V1	Comply to ethical standards in ICT workplace	3	15
4	SUICT005L3V1	Interpret Fundamentals of Content writing	3	50
The Occupation Specific Competencies				240
1	OUCW001L3V1	Collect & Compile Information	3	30
2	OUCW002L4V1	Perform Research	4	50
3	OUCW005L4V1	Interpret Content Writing Tools	4	50
4	OUCW006L4V1	Develop SEO Content	4	80
5	OUCW007L4V1	Proofread the Final Content	4	30
Total Nominal Learning Hours				360

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
OUCW002L4V1	Perform Research	<ol style="list-style-type: none"> 1. Perform niche research 2. Perform competitor research 3. Perform product/service research 	50
OUCW005L4V1	Interpret Content Writing Tools	<ol style="list-style-type: none"> 1. Interpret use of content writing tools. 2. Identify the use of planning tools; 3. Identify the use of drafting tools; 4. Identify the use of editing tools; 5. Identify the use of productivity tools; 	50
OUCW006L4V1	Develop SEO Content	<ol style="list-style-type: none"> 1. Develop planning skills 2. Collect/organize data 3. Create quality content 4. Optimize content 	80
OUCW007L4V1	Proofread the Final Content	<ol style="list-style-type: none"> 1. Check plagiarism 2. Proofread the content 3. Check the content readiness 	30