Council of Higher Secondary Education, Odisha
Syllabus for IT/ITES
(Job Role: **CRM Domestic Voice**)

Class-XI
Paper-I

SCHEME OF UNITS

Part	Units	No of hours for Theory and Practical	No of marks for Theory and Practical
Part-A	**Employability Skills**		
	Unit 1: Communication Skills	12Hrs 45min	2
	Unit 2: Self-management Skills	12Hrs	2
	Unit 3: Basic ICT Skills	21Hrs 45min	3
	Unit 4: Entrepreneurial Skills	9Hrs	1
	Unit 5: Green Skills	12Hrs	2
Total		**67Hrs 30min**	**10**
Part-B	**Vocational Skills**		
	Unit 1: Introduction IT/ITES Industry	7Hrs 30min	6
	Unit 2: Training of CRM Domestic Voice	8Hrs 15min	6
	Unit 3: Make Outbound Calls: Interaction With Customer	13Hrs 30min	7
	Unit 4: CRM application: Free CRM	12Hrs	7
	Unit 5: Work Management	13Hrs 30min	7
	Unit 6: Workplace Safety & Hazards	12Hrs 45min	7
Total		**67Hrs 30min**	**40**

Class XI

Part A: Employability Skills

Unit-1 Communication Skills	{8 Theory + 3 Practical = 17 Periods} 1 Period=45 minutes / 1 Practical= 3 periods		
Theory		**Practical**	

1. Methods of communication
Verbal
Non-verbal
Visual
2. Communication styles
Assertive Communication
Passive Communication
Aggressive Communication
    Passive-
  Aggressive
  Communication
Nonverbal Communication
Collaborative Communication
Authoritative Communication
Persuasive Communication
Empathetic Communication
   Formal vs.
   Informal
   Communication
3. Writing skills
Sentence
Phrase
Kinds of Sentences
Parts of Sentence
Parts of Speech
Articles
Construction of a Paragraph
	8	Writing pros and cons of written, verbal and non- verbal communication
		Listing do's and don'ts for avoiding common body language mistakes
		
		Observing and sharing communication styles of friends, teachers and family members and adapting the best practices Role-plays on communication styles
		
		Demonstration and practice of writing sentences and paragraphs on topics related to the subject
			3

Unit-2 Self-management Skills	{7 Theory + 3 Practical=16 Periods} 1 Period=45 minutes / 1 Practical= 3 periods		
Theory		**Practical**	

1. The importance of self- management
Dressing appropriately
Looking decent and positive body language.
What is grooming, and prepare a personal grooming checklist.
   The techniques
   of self-
   exploration.
	7	Demonstration of impressive appearance and groomed personality. Demonstration of the ability to self- explore.	**3**

2. Importantfactors Influence inteam building Influencing teamwork. 3. Meaning and importance of time management Setting and prioritizing goals Creating a schedule Making lists of tasks Balancing work and leisure Using different optimization tools to break large tasks into smaller tasks		Group discussion onqualitiesof a good team. Group discussion on strategies that are adopted for team building and team work Game on time management. Checklist preparation. To-do-list preparation.	

Unit 3 {11 Theory + 6 Practical = 29 Periods} **Basic ICT Skills** 1Period=45 minutes/1Practical=3periods	
Theory	**Practical**

1. Introduction to ICT Role and importance of ICT in personal life and at workplace ICT in our daily life (examples) ICT tools – Mobile, tab, radio, TV, email, etc.	**11**	Discussion on the role and importance of ICT in personal life and at workplace. Preparing posters / collages for showing the role of ICT at workplace.	**6**
2. Basic components of computer system. . Hardware and software. . Primary and secondary memory. . Input, Output and Storage devices . Various peripheral devices and their use. . Examples of peripherals		Identify and name the various components of computer. List few hardware & software. Identify and name the primary and secondary memory. Identify the various Input, Output and Storage devices.	
3. Perform basic computer operations Procedure for starting and shutting down a computer. Operating Systems (OS). Types of OS – DOS, Windows, Linux. Desktop of Windows and Linux. Files and folder. Keyboard and mouse operations. Common desktop operations.		Start the computer in proper sequence and get OS screen. Identify the installed OS on computer. Identify the desktop and its various components. Work with desktop. Create file and folder. Perform keyboard and mouse operations.	
4. Internet and its applications 4.1. Introduction to Internet.		Introduce with Internet. Explain the applications of Internet. List the various Internet Browser.	

Theory		Practical	
Applications of Internet. Internet Browser. Websites and webpages. Email applications. Email accounts. Sending and receiving email. Introduction to social media. Blog. Twitter. Facebook. You tube. WhatsApp. Digital India.		Search the websites. Create Email account. Send and receive email. Use Social Media in education. Use Blog. Use Twitter. Use Facebook. Use You-tube. Use WhatsApp. Use Digital India.	

Unit 4	(6 Theory + 2 Practical=12 Periods)		
Entrepreneurial Skills	1 Period=45 minutes / 1 Practical= 3 periods		

Theory		Practical	
1. Significance of entrepreneurial values and attitude Values in general and entrepreneurial values. Entrepreneurial value orientation with respect to Innovativeness, independence, outstanding performance and respect for work 2. knowledge of attitudinal changes required to become an entrepreneur Attitudes in general and entrepreneurial attitudes Using imagination/intuition Tendency to take moderate risk Enjoying freedom of expression and action Looking for economic opportunities Believing that we can change the environment Analyzing situation and planning action Involving in activity.	**6**	Listing of entrepreneurial values by the students. Group work on identification of entrepreneurial values and their roles after listing or reading 2-3 stories of successful entrepreneur. Exhibiting entrepreneurial values in Ice breaking, rapport building, group work and home assignments. Preparing a list of factors that influence attitude in general and entrepreneurial attitude. Demonstrating and identifying own entrepreneurial attitudes during the following micro lab activities like thematic appreciation test. Preparing a short write-up on "who am I". Take up a product and suggest how its features can be improved. Group activity for suggesting brand names, names of enterprises, etc.	**2**

Unit 5 Green Skills	{7 Theory + 3 Practical=16Periods} 1 Period=45 minutes / 1 Practical= 3 periods		
Theory		**Practical**	
1. Importance of main sector of green economy Main sectors of green economy. E-waste management green transportation Renewal energy. Green construction. Water management. Policy initiatives for greening economy in India. 2. Major green Sectors/ Areas and the role of various stakeholder in green economy Stakeholders in green economy. Role of government and private agencies in greening cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries.	**7**	Preparing a poster on any one of the sectors of green economy. Writing a two-page essay on important initiatives taken in India for promoting green economy. Preparing posters on green Sectors/Areas: cities, buildings, tourism, industry, transport, renewable energy, waste management, agriculture, water, forests and fisheries.	**3**

Part B: Vocational Skills

Unit 1	{4 Theory + 2Practical=10 Periods}
Introduction IT/ITeS Industry	1 Period=45 minutes / 1 Practical= 3 periods

Theory		Practical	
1. Introduction to IT/ITES Growth of IT sector in India Classification of IT industry Employment Trends in IT Introducing Outsourcing Different Sectors in Outsourcing Jobs Introducing Business Process Outsourcing (BPO) Difference between Domestic and International BPO Discuss Inbound and Outbound Calls Define KPO, HRO, LPO	4	➤ Explain the need and importance of CRM Voice. ➤ List the types of CRM Voice. Illustrate the process flow of CRM Voice. ➤ Communicate with customer by the selected mode. ➤ Verify the customer identity by using the per-registered data. ➤ Arrange group discussion to satisfy the customer query. ➤ Adopt professionalism and behavior in providing services to customer. ➤ Keep the services updated to Serve better to the customer. ➤ Provide appropriate solution and services to the customer.	2

Unit 2	{2 Theory + 3 Practical=11 Periods}
Training Of CRM DomesticVoice	1 Period=45 minutes / 1 Practical= 3 periods

Theory						Practical	
1. Training Of CRM Domestic Voice					2	➤ Demonstrate the training steps to insert a record in CRM system. ➤ Have the group work in pairs and discuss each of the following: • Products and services offered by the company. • Record complaints and Receive feedback.	3
1.1.	Expl ain	Purp ose	of	t h e	Train i ng		
Program.							
1.2.	Desc ribe	Role	a n d				
Responsibilities of a CRM Domestic							
Voice.							
1.3. Define Personal Attributes of a CRM							
Domestic Voice							

1.4. Explain required professional skills			

Unit 3		{6 Theory + 4 Practical=18 Periods}	
Make Outbound Calls: Interaction With Customer		1 Period=45 minutes / 1 Practical= 3 periods	
Theory		**Practical**	
1. Make outbound calls & interaction with customer. Interaction with customers. Define to make a good first impression Introducing yourself to peers and bosses Introducing yourself to customer – inbound calls Introducing yourself to customers – tele-selling calls. Introducing yourself to customers – collection calls need for meeting and greeting. Importance of meeting and greeting. Need for complimenting and commenting Giving and receiving Compliments and comments. Discuss call flow (routing) define information security Explain Call center metrics Explain provide great customer Describe telephone etiquette Explain qualities to be developed to make a tele-sale call. Challenges during a tele-sales call Introducing up-sell or cross-sell discuss customer's sales record different type of call Define complaint.	**6**	➢ Introducing You in front of class. ➢ Role-play of couple confused customer (not sure for their choice of movie DVD) and customer service representative. ➢ See online video and practice for vocabulary of outbound call of communication Identifies the information security basic parameters	**4**
Unit 4		{4 Theory + 4 Practical=16 Periods}	
CRM application: Free CRM		1 Period=45 minutes / 1 Practical= 3 periods	
Theory		**Practical**	
1. **Introduction CRM Application** . Introducing CRM application . Steps for Login in Free CRM . Features of Free CRM	**4**	➢ List out the steps of to use Free CRM application ➢ Generate or create an event using Free CRM ➢ Create a company and its call	**4**

Unit 5	{6 Theory + 4 Practical=18 Periods}		
Work Management	1 Period=45 minutes / 1 Practical= 3 periods		
Theory		**Practical**	
1. Work Management Explain Work Requirement Discuss type of Voice Process like — Customers Service, Tele- Sales, Collections, Data Entry. Define Standard Organizational Policies Define Standard Organizational Procedures	6	➢ Make different group of students and perform as customer support representative and other perform as customer: Customers Service, Tele-Sales, Collections, Data Entry	4
Unit 6	{5 Theory + 4 Practical=17 Periods}		
Workplace Safety & Hazards	1 Period=45 minutes / 1 Practical= 3 periods		
Theory		**Practical**	
1. Workplace Safety & Hazards . Introducing Workplace Safety & Hazards . Prevention of disasters/risk events . Define Accidents and Emergencies . Define Workplace Safety Rules Discuss Handling Accidents . Types of Emergencies . Explain protect health and safety at work place.	5	➢ List out the prevention of disaster and risk. ➢ List out the type of emergencies.	4

Part A-90 Classes Part B-90 Classes

Total= 180 Classes

Class-11
Paper-II

Part A

Unit 1	{2 Theory + 1 Practical=05 Periods}	
Introduction to IT	1 Period=45 minutes / 1 Practical= 3 periods	
Theory	**Practical**	
1 Introduction to IT Overview of IT and its significance in the modern world. Historical development of IT Ethical and legal considerations in IT Overview of IT and its significance Evolution of computing technology Digital literacy and responsible use of technology	2	➤ Make a journal, recording every instance where we use IT in daily lives and discuss how IT has become an integral part of modern life. ➤ Provide students with a list of significant IT milestones (e.g., invention of the computer, development of the internet, introduction of smartphones). ➤ Encourage students to research and add additional events or inventors relevant to the history of IT. ➤ Provide a selection of old computer hardware components (e.g., vintage CPUs, keyboards, and monitors) or pictures of historical computer hardware.	1
Unit 2	{6 Theory + 2 Practical=12 Periods}	
Computer Languages	1 Period=45 minutes / 1 Practical= 3 periods	
Theory	**Practical**	

1. **Computer Languages**	6	List out the languages of Computer.	2
. Introduction to computer language: Machine language, Assembly language and High-level language.		- List out the languages of Computer. - List out the 4GL Translators. - Introduce all level program ming languages. - Prepare a project on Algorithm and Flow Chart of programming on chart paper.	
. 4GL translator, Compiler, Interpreter, Assembler, Characteristics of good programming language.			
. Number System : Positional and non-positional number system, Types of numbers, Conversion			
. (Binary, Octal, Decimal, Hexadecimal) Computer Codes (BCD, ASCII, EBCDIC), Sign magnitude			
. Computer Arithmetic (Binary addition,			
Subtraction, Multiplication and Division)			
. Algorithm and Flow Chart of programming.			

Unit 3 Basic Trouble Shooting		{6 Theory + 4 Practical=18 Periods} 1 Period=45 minutes / 1 Practical= 3 periods	
Theory		**Practical**	
1. Basic Trouble Shooting Identify the Problem Understand the Context Restart or Reboot Check for Updates Review Error Messages Check Hardware Connections Test in Safe Mode Disable or Uninstall Recent Changes. Scan for Malware and Viruses. Clear Cache and Temporary Files Check Disk Space Run Diagnostic Tools Restore to a Previous State Seek Online Resources	6	➢ Demonstrate Boot Failure trouble shooting. ➢ Provide a set of peripherals (e.g., keyboard, mouse, and monitor) and a computer. Ask students to diagnose the problem and reconnect or configure the peripheral correctly. ➢ Set up a simple network with routers, switches, and computers and discuss the trouble shooting. ➢ Discuss with the Students about error messages and logs. Guide them through uninstalling, reinstalling, or applying updates to fix the software issue. ➢ Set up a printer and discuss where the printer refuses to print or produces low-quality prints. ➢ Delete or corrupt a file or folder on a computer. ➢ Virus and Malware Removal ➢ Overheating and Hardware Issues	4
Unit 4 Internet Vs Intranet		{7 Theory + 6 Practical=25 Periods} 1 Period=45 minutes / 1 Practical= 3 periods	
Theory		**Practical**	

1. Internet Basics of the Internet, its history, architecture, protocols, and various web services and technologies. TCP/IP and the OSI model DNS (Domain Name System) and IP addressing Introduction to web browsers Navigating the web, bookmarks, and tabs **2. Intranet** Design, implementation, and management of intranet networks Concept and purpose of intranets. Design and set up an intranet network. Content management and collaboration tools for intranets. Master intranet security and user access control. Intranet administration. Definition and purpose of intranets Benefits and challenges of intranet implementation.	7	➢ Students should use web browsers to navigate the Internet, open multipl e tabs, bookmark websites, and manage their browsing history. ➢ Assign research topics and ask students to use search engines effectively to find information. ➢ Create a list of common online securi ty threats (e.g., phishing emails, malware). Simulate these threats in controll ed environments and ask students to identify and respond to them. ➢ Set up a small-scale intranet using a local server or software. ➢ Assign students to create and upload content to the intranet. ➢ Demonstrate the configuration of user access controls, authentication methods, and encryption. ➢ Troubleshoot and resolve comm on intranet issues. ➢ Discuss backup and disaster recovery strategies for the intranet. ➢ Identify and mitigate threats within the intranet environment.	6

Unit 5		{6 Theory + 8 Practical=30 Periods}	
Office automation		1 Period=45 minutes / 1 Practical= 3 periods	
Theory		**Practical**	
1. Working with MS Office MS Word MS – EXCEL MS – POWERPOINT Google Docs	**6**	➢ MS Office & Google Docs	**8**
2. DESKTOP PUBLISHING (DTP) Introduction to DTP Uses of DTP and print Documents, Uses of fonts, Frames, page layout, etc. PageMaker. Corel Draw.		➢ Page Maker ➢ Corel Draw	

3. Principles of Double Entry
Duality Principle.
   Accounting
   Equation.
   3.3Debits and
   Credits. 3.4Types
   of Accounts:
Dual Entry for Every Transaction
   T-Accounts
   3.7Journal
   Entries
   3.8Ledger
   3.9Trial
   Balance
Financial Statements
Accrual Basis
Consistency
		➢ Transaction Analysis.
		➢ Journal Entries.
		➢ Ledger Posting.
		➢ Trial Balance.
		➢ Adjusting Entries.
		➢ Financial Statements.
		➢ Closing Entries.
		➢ Comprehensive Case Studies.
		➢ Errors and Corrections.	

Part B

Unit 1	{2 Theory + 1 Practical=05 Periods}
IT Project Management	1 Period=45 minutes / 1 Practical= 3 periods
Theory	**Practical**

1. **IT Project Management** Introduction to project management principles Planning and executing a small IT project Documentation and reporting.	2	➢ Key project management and responsibilities. ➢ Divide students into teams. Assign a simple IT project simulation (e.g., software development, website creation). ➢ Identifying stakeholders and their roles. ➢ Estimating project time and resource requirements. Identifying project risks and developing a risk management plan. ➢ Conducting project closure meetings. ➢ Documentation and knowledge transfer.	1

Unit 2 Introduction C Programming		{6 Theory + 6 Practical = 24 Periods} 1 Period = 45 minutes / 1 Practical = 3 periods	
Theory		**Practical**	
1. **C Programming** Understand the basic concepts of programming and algorithmic thinking. Write, compile, and debug C Programs. Develop problem-solving skills using programming. Work with fundamental data types, operators, and control structures in C. Develop an understanding of functions, arrays, and pointers. Create simple projects and applications in C.	**6**	➢ Write a simple C program that displays "Hello, World!" on the screen. Explain the basic structure of a C program, including the main function. ➢ Create a program that declares and initializes variables of various data types, such as integers, floats, and characters. ➢ Develop a program that performs basic arithmetic operations (addition, subtraction, multiplication, and division) on user-input numbers. ➢ Write a program that asks the user for their age and determines if they are eligible to vote based on their age. ➢ Create programs that demonstrate the use of for and while loops to display patterns (e.g., stars, numbers) or calculate factorial and sum of numbers. ➢ Implement a program that uses arrays to store and manipulate a list of numbers, such as finding the maximum and minimum values. Introduce array indexing and loops for array traversal. ➢ Develop a program with user-defined functions to perform specific tasks, such as calculating the area of a circle, finding prime numbers, or reversing a string. ➢ Create a program that handles strings, including reading input, finding string length, concatenating strings, and comparing strings. ➢ Introduce file input/output by writing a program that reads data from a file and writes data to a file. ➢ Write programs to demonstrate the use of pointers for memory manipulation, passing by	**6**

			reference, and dynamic memory allocation (e.g., using `malloc` and `free`).	
Unit 3 <u>**Introduction Python Programming**</u>			{8 Theory + 5 Practical=23 Periods} 1 Period=45 minutes / 1 Practical= 3 periods	
Theory			**Practical**	
1. Python Programming		**8**	➢ Hello World. ➢ Create a simple calculator. ➢ Build a program that converts between Celsius and Fahrenheit. Ask the user for the temperature and the desired conversion. ➢ Implement a basic to-do list where users can add, delete, and view tasks. ➢ Develop a simple text-based Hangman game where the computer selects a random word,	**5**
1.1.	Introduction	to Python		
1.2.	Variables	and Data Types		
1.3.	Variables	and their use.		
1.4. User Input and Output				
1.5. Conditional Statements				
1.6.	Loops			
1.7.	Lists			
1.8.	Function			

	s			and the user has to guess it one letter at a time.	
1.9.	Dictionar ies	and Sets			

1.10. File Handling		➢ Create a game where the user can play against the computer in a rock- paper- scissors match. ➢ Utilize the Turtle graphics library to draw geometric shapes like squares, triangles, and circles.	

Unit-4 **Digital Marketing**	{10 Theory + 3 Practical=19 Periods} 1 Period=45 minutes / 1 Practical= 3 periods
Theo ry	**Practic al**

1. Introduction to Digital Marketing 1.1. Understanding the significance of digital marketing. 1.2. Historical evolution of marketing. 1. 3. Traditional vs. digital marketing. **2. Website Basics** 2.1 The importance of having a website. 2.2 Website design and user experience. 2. 3 Registering a domain and hosting. **3. Content Marketing** 3.1 What is content marketing? 3.2 Types of content (blogs, videos, infographics, etc… 3. 3 Creating high quality content. **4. Search Engine Optimization(SEO)** 4.1 Introduction to SEO. 4.2 On-page and off-page SEO. 4. 3 Keyword research and optimization. **5. Social Media Marketing** 5.1 Social media platforms overview (Facebook, Instagram, Twitter, LinkedIn, etc.). 5.2 Creating and optimizing social media profiles. 5. 3 Content creation and posting strategies. **6. Email Marketing** 6.1 Understanding email marketing. 6.2 Building an email list. 6. 3 Designing effective email campaigns. **7. Pay-Per-Click Advertising (PPC)** 7.1 What is PPC advertising? 7.2 Creating Google Ads campaigns. 7. 3 Managing and optimizing PPC campaigns. **8. Social Media Advertising** 8.1 Advertising on social media platforms. 8.2 Targeting options and demographics. 8. 3 Measuring ad performance. **9. Influencer Marketing** 9.1 The role of influencers in digital marketing. 9.2 Finding and collaborating with influencers. 9.3 Measuring influencer marketing ROI.	**10**	➤ Create a digital marketing plan for a hypothetical business or improve the online presence of a local small business. ➤ Digital marketing campaigns, case studies, and industry trends. ➤ Make a sample project.	**3**

10. Analytics and Data 10.1 Introduction to Google Analytics. 10. 2 Measuring website traffic and user behavior. 10.3 Using data for decision-making. **11. Online Reputation Management** 11.1 Monitoring online reviews and mentions. 11.2 Strategies for managing online reputation. 11.3 Case studies of reputation management.		
Unit-5 **Basics of Cyber Security**	{10 Theory + 3 Practical=19 Periods} 1 Period=45 minutes / 1 Practical= 3 periods	
Theo ry	**Practic al**	

1. Password Management . Use strong, unique passwords for each account. . Combine letters, numbers, and special characters. . Avoid easily guessable information like birthdays or common words. . Consider using a password manager to store and generate complex passwords. **2.** Two-Factor Authentication (2FA): Enable 2FA whenever possible for added security. 2FA requires you to provide two forms of authentication (e.g., password and a one-time code) to access your accounts. **3.** Software Updates: Keep your operating system, software, and apps up to date. Updates often contain security patches to fix vulnerabilities that attackers may exploit. **4.** Antivirus and Antimalware Software: Install reputable antivirus and antimalware software on your devices. Regularly scan for and remove malicious software. **5.** Firewalls: Use firewalls, both at the network and device level, to filter incoming and outgoing traffic. Configure firewalls to allow only necessary connections.	**10**	➢ **Practice Strong and Unique Password** ➢ **Enable two factor authentication** ➢ **Update antivirus and software**	**3**

6. **Email Safety:** Be cautious of phishing emails and suspicious attachments. Verify the sender's identity before clicking on links or downloading attachments. Do not share sensitive information via email unless it is secure. **7.** **Social Engineering Awareness:** Be wary of social engineering tactics used by attackers to manipulate individuals into revealing sensitive information or taking harmful actions. Always verify the identity of the person or organization making a request. **8.** **Secure Wi-Fi:** Secure your home Wi-Fi network with a strong password. Change default router login credentials. Disable remote management if not needed. **9.Safe Browsing Habits** Avoid visiting suspicious or untrusted websites. Look for "https://" and a padlock icon in the address bar for secure websites. Be cautious when clicking on ads or pop-ups. **10.** **Regular Audits and Vulnerability Scanning:** Conduct regular security audits and vulnerability assessments to identify and address weaknesses in your systems and networks.			

Part A-90 Classes Part B-90 Classes

Total= 180 Classes

Reference:

1. CRM Domestic voice by Skill India & NSDC.
2. Employability Skill by Nimi (National Instructional Media Institute).
3. Computer Application in Business by Himalaya Publication.
4. IT/ITES by Utkal Publication.