

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR LIFE SCIENCES INDUSTRY

What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Business Development Executive – Life Sciences

SECTOR: LIFE SCIENCES

SUB-SECTOR: PHARMACEUTICAL AND BIOPHARMACEUTICAL

OCCUPATION: SALES & MARKETING

REFERENCE ID: LFS/Q0402

ALIGNED TO: NCO-2004/NIL

Business Development Executive is responsible for monthly/ weekly primary and sales for the assigned territory, collecting data about secondary sales and movement at stockist / chemist points.

Brief Job Description: Business Development Executive is responsible for assisting business development manager to minimize expiry / sales returns / non-moving products, MSL coverage, top doctors' coverage as per the plan prepared for sales. The role holder is also responsible for nurturing stakeholder relationships through consistent visits, engaging stockists, semi-stockists and panel chemists.

Personal Attributes: The individual should have good knowledge of the Pharmaceutical industry. He/ she should have excellent MIS and reporting skills. He/she should have strong networking and relationship building skills. The role holder should have good communication and analytical skills.

Qualifications Pack Code	LFS/Q0402		
Job Role	Business Development Executive – Life Sciences		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/08/16
Occupation	Sales and Marketing	Next review date	01/08/19
NSQC Clearance on	20/07/2015		

Job Role	Business Development Executive – Life Sciences
Role Description	Responsible for assisting business development manager to minimize expiry / sales returns / non-moving products, MSL coverage, top doctors' coverage as per the plan prepared for sales. The role holder is also responsible for nurturing stakeholder relationships through consistent visits, engaging stockists, semi-stockists and panel chemists.
NSQF level	4
Minimum Educational Qualifications	BBA/ B.Tech/B.Pharm/ B.Sc in a related discipline
Maximum Educational Qualifications	Master's degree in business or Masters in a related discipline, certification in marketing
Training (Suggested but not mandatory)	On the job training
Minimum Job Entry Age	20 Years
Experience	0-2 years
Occupational Standards (OS)	<p>Compulsory:</p> <ol style="list-style-type: none"> LFS/N0404: Qualify leads and sell accreditation LFS/N0406: Collect and support in analysis of secondary sales data LFS/N0407: Coordinate with manager and team members to carry out business development activities

Job Details

	4. LFS/N0405: Assist in creating business plans
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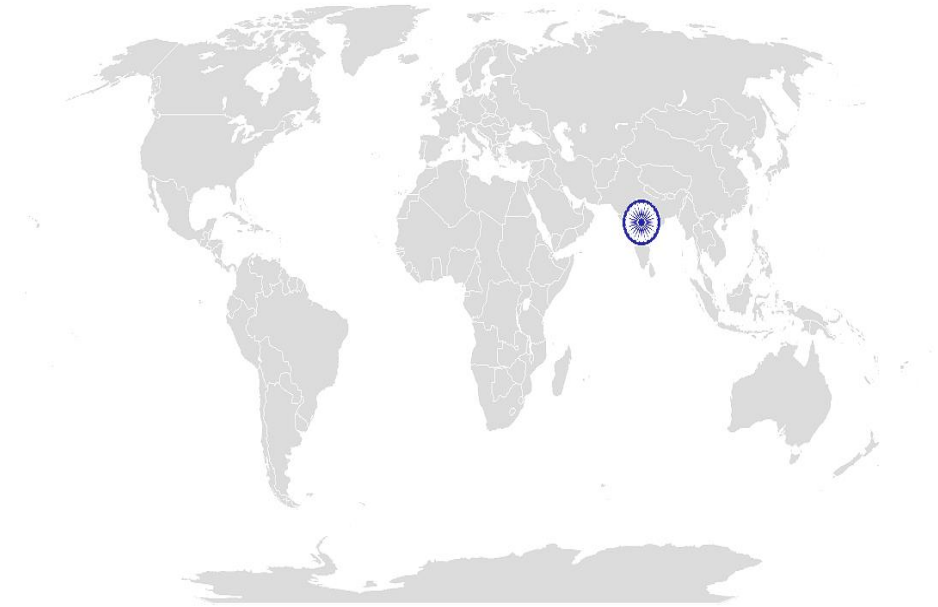
	Optional: N.A.
Performance Criteria	As described in the relevant NOS units

Keywords /Terms	Description
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate NOS they are looking for.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of NOS.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
Organisational Context	Organisational Context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
Qualifications Pack(QP)	Qualifications Pack comprises the set of NOS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.

Sub-Sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Unit Code	Unit Code is a unique identifier for an NOS unit, which can be denoted with an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NSQF	National Skill Qualifications Framework
NCO-2004	National Classification of Occupations-2004
OS	Occupational Standard(s)
QP	Qualifications Pack
ERP	Enterprise Resource Planning
MSL	Medical Science Liason
KOL/KBL	Key Opinion Leaders/ Key Business Leaders

LFS/N0404 : Qualify leads and sell accreditation

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Business Development Executive for finding new lead sources, and creating awareness of products.

LFS/N0404 : Qualify leads and sell accreditation

National Occupational Standard	Unit Code	LFS/N0404
	Unit Title (Task)	Qualify leads and sell accreditation
	Description	This NOS is about a Business Development Executive finding new lead sources, creating awareness and collecting payments from accredited businesses
	Scope	The unit/ task covers the following: <ul style="list-style-type: none"> • Find new lead sources • Create awareness of current and continual changes in the marketplace • Collect payments from accredited businesses
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Find new lead sources	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. find new lead sources for sales, in-licensing/ out-licensing opportunities in the assigned territory and notify the same to the BD manager PC2. search for new leads from city and telephone directories, trade and professional association membership lists, and other public records PC3. screen all leads for accreditation eligibility before contacting the BD manager PC4. make telephone calls and visit prospective accredited businesses within a designated market area PC5. make sales presentation within established business guidelines and approved business sales script, whenever necessary and told by the BD Manager PC6. accurately and truthfully explain all benefits and costs of accreditation to each prospective accredited business PC7. liaison with companies for in-licensing/ out-licensing opportunities
	Create awareness of current and continual changes in the marketplace	<ul style="list-style-type: none"> PC8. create awareness of current and continual changes in the marketplace and within the system to be able to properly screen prospective accredited businesses and assist in creating long and short term business plans PC9. identify the gaps in the current pipeline for new products and keep a watch on the competitor products PC10. create awareness among doctors/Key Opinion Leaders (KOL) / Key Business Leaders (KBL)
	Collect payments from accredited businesses	<ul style="list-style-type: none"> PC11. accurately complete the application for accreditation with professional agencies like FDA PC 12. collect payment from accredited businesses
	Knowledge and Understanding (K)	
A. Organisational Context (Knowledge of the Company/ Organisation and	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. risk and impact of not following defined procedures/work instructions KA2. industry complexity, along with the segments of pharmaceutical, biopharmaceutical and contract manufacturing organisations 	

LFS/N0404 : Qualify leads and sell accreditation

<p>its processes)</p>	<p>KA3. escalation matrix for reporting identified issues</p> <p>KA4. records to be maintained and implications of non-maintenance of the same</p> <p>KA5. impact of various practices on cost, quality, productivity, delivery and safety</p> <p>KA6. reporting incidents where standard operating procedures are not followed</p> <p>KA7. importance of complete and accurate documentation</p> <p>KA8. implications (impact on internal/external customers) of defective products, materials or components</p> <p>KA9. the reason and impact of the occurrence of problems</p> <p>KA10. measures, steps and possible solutions that have been taken/identified to address the previous problems</p> <p>KA11. correct methods for carrying out corrective actions outlined for each problem</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basics of Business Planning (Market mapping, Sales forecasting, Prioritization), Sales planning, MSL Mapping, Customer profiling, Call planning, In clinic effectiveness, KOL/KBL relationship management, Product messaging, Distribution management</p> <p>KB2. regulatory requirements for bioequivalence studies</p> <p>KB3. process flows in manufacturing, supply chain, research & development and quality functions at a broad level</p> <p>KB4. computer packages like MS Office /application software/ERP like SAP, Oracle, etc</p> <p>KB5. standard operating procedures and actions required for non-conformance products</p> <p>KB6. methods and techniques involved in evaluating information received from market, key players, MIS systems, gaps in product line</p> <p>KB7. statistical analysis of test data</p> <p>KB8. adverse drug reactions of the products of the organisation</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. write reports (online and offline) basis analysed data ensuring attention to detail</p> <p>SA2. prepare presentations (esp. on MS Powerpoint)</p> <p>SA3. draft and share emails</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. read and interpret raw data, images, graphs, diagrams, , procedures, market trends</p> <p>SA5. navigate and read databases, online survey tools etc.</p>

LFS/N0404 : Qualify leads and sell accreditation

	<p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. communicate effectively with teams within the organization and external stakeholders</p> <p>SA7. be an effective listener</p> <p>SA8. communicate effectively in telephonic or virtual conversations</p> <p>SA9. disclose information only to those who have the right and need to know it</p> <p>SA10. communicate with people in a form and manner and using language that is open and respectful</p> <p>SA11. pitch product features, benefits and costs to new leads</p>
<p>B. Professional Skills</p>	<p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. stay grounded and have the ability to think from customers' perspective</p> <p>SB2. be open to customers' need and product expectations</p> <p>SB3. maintain a professional relationship with all prospective accredited businesses</p> <p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. apply statistics and mathematical aptitude to daily activities</p> <p>SB5. negotiate on terms of profit margins and sales at the point offers and incentives, as guided by BD manager, in order to drive business</p> <p>SB6. suggest improvements(if any) in actions and strategy based on experience and observations</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. plan work and resources to multi-task and adapt</p> <p>SB8. prioritize needs and effectively schedule work to effectively support multiple projects at one time</p> <p>Critical Thinking</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. apply balanced judgement to different situations, basis multiple data points</p> <p>SB10. provide sound, constructive and objective opinion</p> <p>SB11. identify, define and resolve problems using a structured methodology</p> <p>Problem Solving</p> <p>NA</p> <p>Decision Making</p> <p>NA</p>

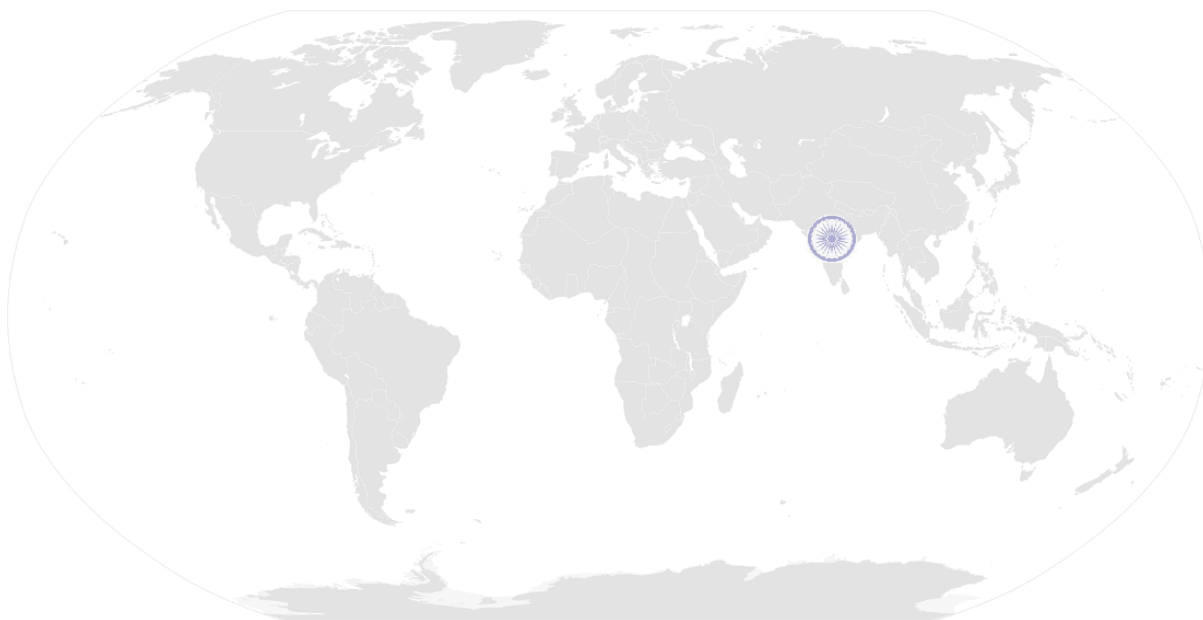
LFS/N0404 : Qualify leads and sell accreditation

NOS Version Control

NOS Code	LFS/N0404		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Industry Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/08/16
Occupation	Sales and Marketing	Next review date	01/08/19

LFS/N0406 : Collect and support in analysis of secondary sales data

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Business Development Executive for collecting data about secondary sales movement at stockist / chemist points.

LFS/N0406 : Collect and support in analysis of secondary sales data

National Occupational Standard	Unit Code	LFS/N0406
	Unit Title (Task)	Collect and support in analysis of secondary sales data
	Description	This NOS unit is about a Business Development Executive collecting data about secondary sales movement at stockist / chemist points.
	Scope	The unit/ task covers the following: <ul style="list-style-type: none"> Collecting data about secondary sales movement at stockist / chemist points Support in analysis
	Performance Criteria (PC) w.r.t the Scope	
	Element	Performance Criteria
	Collecting data about secondary sales movement at stockist / chemist points	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. collect data about secondary sales movement at stockist / chemist points PC2. ensure minimization of losses due to expiry and sales returns PC3. analyse the sales data and data available from market research of the organisation's products viz-a-viz competition products and understand trends and issues
	Analysis of Data	<ul style="list-style-type: none"> PC4. conduct MIS reporting PC5. identify macro and micro trends in sales PC6. give special focus on handling of key accounts and sales of key products of the organisation PC7. support in providing market forecasts and share feedback with BD manager
	Knowledge and Understanding (K)	
	A. Organisational Context (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. records to be maintained and implications of non-maintenance of the same KA2. impact of various practices on cost, quality, productivity, delivery and safety KA3. importance of complete and accurate documentation
B Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. business planning (Market mapping, Sales forecasting, Prioritization), Sales planning, MSL Mapping, Customer profiling, Call planning, In clinic effectiveness, KOL/KBL relationship management, Product messaging, Distribution management KB2. computer/application software KB3. methods and techniques involved in evaluating information KB4. trend analysis 	
Skills (S)		
	Writing Skills	

LFS/N0406 : Collect and support in analysis of secondary sales data

A. Core Skills/ Generic Skills	The user/ individual on the job needs to know and understand how to: SA1. record and communicate details of work done to appropriate people using written/typed report or computer based record/electronic mail SA2. maintain proper and concise records as per given format SA3. prepare concise, data-backed reports
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. read and interpret data, images, graphs, diagrams, , procedures, market trends SA5. navigate and read databases, information systems, online tools etc.
	Oral Communication (Listening and Speaking skills)
B. Professional Skills	The user/individual on the job needs to know and understand how to: SA6. communicate effectively with teams within the organization and external stakeholders SA7. be an effective listener SA8. disclose information only to those who have the right and need to know it SA9. communicate with people in a form and manner and using language that is open and respectful
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB1. analyse data and information to interpret and identify trends SB2. identify anomalies in data SB3. apply statistics and computer software knowledge for analysis SB4. pursue attention to detail
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB5. plan work, multi-task and adapt as per defined timelines and available resources SB6. suggest improvements(if any) in process based on experience and observation SB7. prioritize needs and effectively schedule work to effectively support multiple projects at one time
	Critical Thinking
NA	
Problem Solving	

LFS/N0406 : Collect and support in analysis of secondary sales data

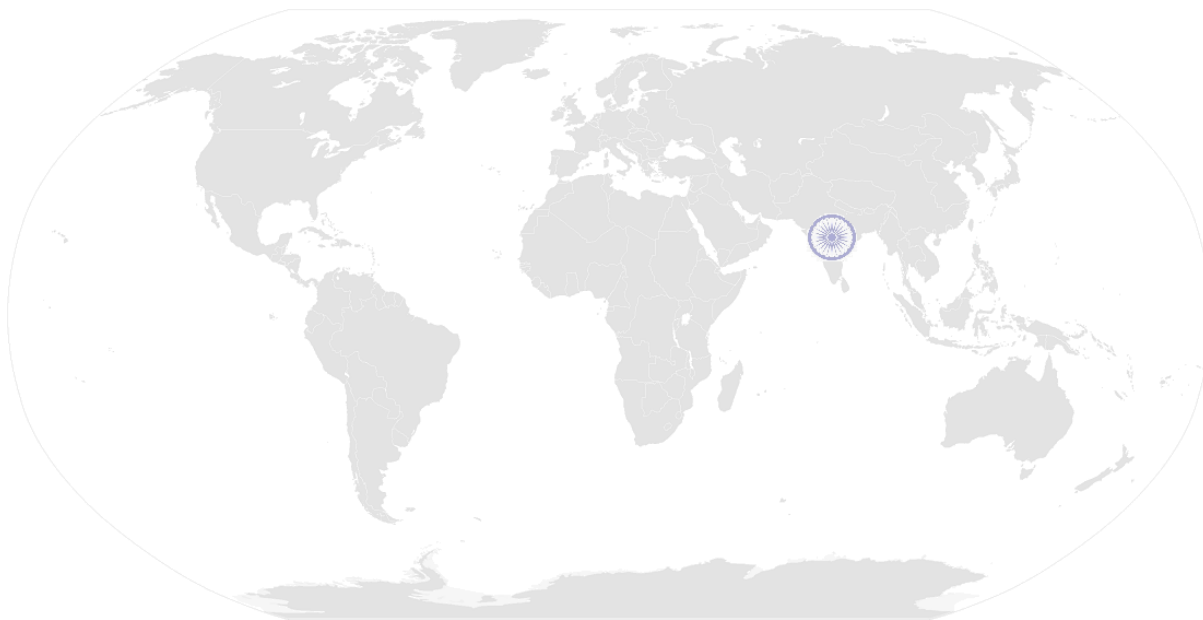
	NA
	Decision Making
	NA
	Customer Centricity
	NA

NOS Version Control

NOS Code	LFS/N0406		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Industry Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/08/16
Occupation	Sales and Marketing	Next review date	01/08/19

LFS/N0407 : Coordinate with manager and team members to carry out business development activities

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Business Development Executive for coordinating with manager and team members.

LFS/N0407 : Coordinate with manager and team members to carry out business development activities

National Occupational Standard	Unit Code	LFS/N0407
	Unit Title (Task)	Coordinate with manager and team members to carry out business development activities
	Description	This NOS unit is about the Business Development Executive coordinating with manager and team members in order to undertake assigned activities
	Scope	The unit/ task covers the following: <ul style="list-style-type: none"> • Coordinating with manager • Coordinating with team members
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Coordinating with manager	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. receive work instructions from reporting manager and understand work output requirements PC2. seek advice and opinion from supervisor on approach taken for carrying out work as well as output PC3. report any challenges, obstacles to completing the work as per specifications and timelines
	Coordinating with team members	<ul style="list-style-type: none"> PC4. work as a team with colleagues and share work as per their or own work load and skills PC5. put team over individual goals PC6. work to resolve conflicts within the team PC7. communicate with team members in an open, respectful manner PC8. work with cross functional teams to support business development activities
	Knowledge and Understanding (K)	
	A. Organisational Context (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. reporting structure in the company KA2. company's policies on: preferred communication medium, reporting and escalation policy, quality delivery standards, and personnel management.
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. importance of effective interpersonal communication KB2. conflict-resolution techniques KB3. importance of collaborative working 	
Skills (S)		
	Writing skills	

LFS/N0407 : Coordinate with manager and team members to carry out business development activities

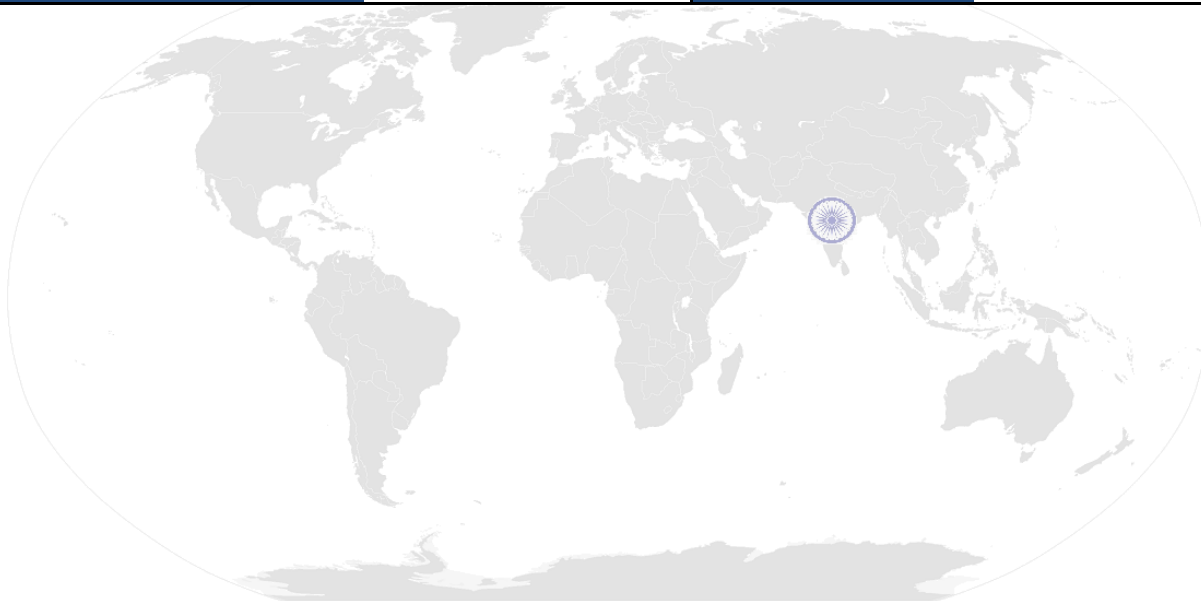
A. Core Skills/ Generic Skills	The user/ individual on the job needs to know and understand how to: SA1. record and communicate details of work done to appropriate people using written/typed report SA2. communicate with manager and team members data/ information/ support/ advice needed
	Reading skills
	The user/individual on the job needs to know and understand how to: SA3. read the work instructions provided
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. interact effectively with team members SA5. communicate with manager and team members for data/ information/ support/ advice needed SA6. communicate with people in a form and manner and using language that is open and respectful
B. Professional Skills	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB1. apply balanced judgement to different situations
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. plan and prioritize work assigned by the manager SB3. plan activities to effectively coordinate and work in alignment with the team
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. apply problem solving approaches to different situations SB5. collaborate with others for handling issues at work SB6. resolve any difficulties in relationships with colleagues , or get help from an appropriate person, in a way that preserves goodwill and trust
	Analytical Thinking
	NA
	Decision Making
	NA
Customer Centricity	

LFS/N0407 : Coordinate with manager and team members to carry out business development activities

	NA
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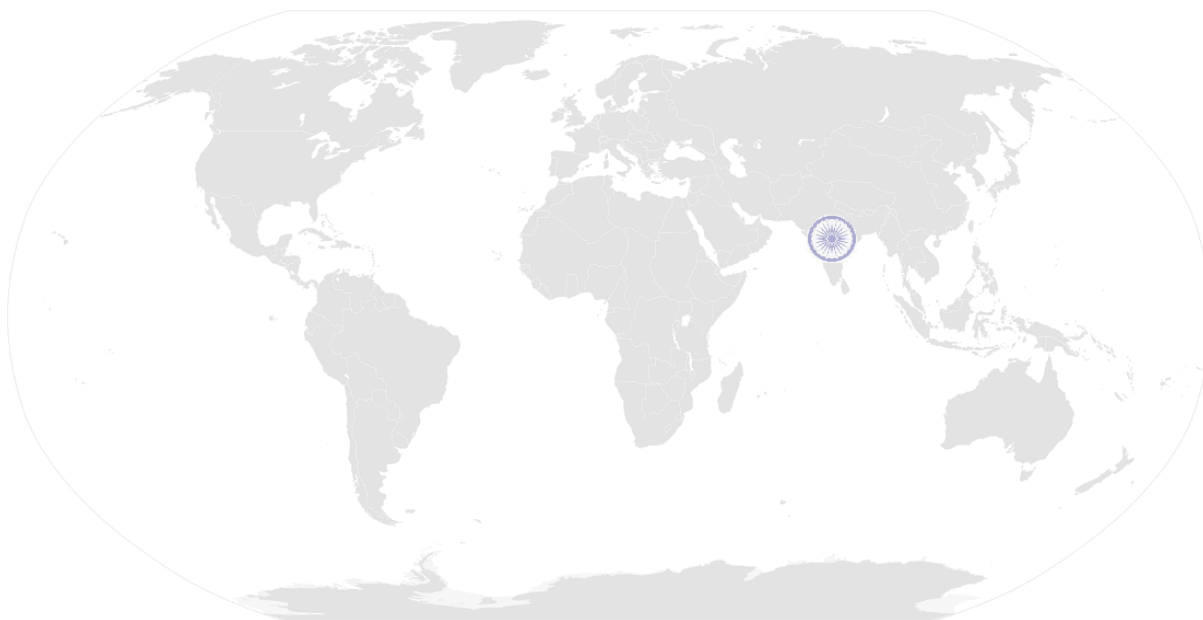
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NOS Code	LFS/N0407		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Industry Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/08/16
Occupation	Sales and Marketing	Next review date	01/08/19



LFS/N0405 : Assist in creating business plans

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Business Development Executive to assist in creating business plans.

LFS/N0405 : Assist in creating business plans

National Occupational Standard	Unit Code	LFS/N0405
	Unit Title (Task)	Assist in creating business plans
	Description	This NOS unit is about a Business Development Executive updating market survey data for new business developments and looking for new opportunities by conducting market study.
	Scope	The unit/ task covers the following: <ul style="list-style-type: none"> • Update market survey data • Look for new opportunities
	Performance Criteria (PC) w.r.t the Scope	
	Element	Performance Criteria
	Update market survey data	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. benchmark company data with competitor/ market trends PC2. ensure opportunities for products already in the market are optimized through in-depth research PC3. assist in exploring new opportunities into new markets by providing data backing PC4. assist in providing data about product feedback from customers for developing and refining marketing, advertising and communication plans PC5. extract and manage data from sales force and other systems to analyze new business projects
	Look for new opportunities	<ul style="list-style-type: none"> PC6. analyze ways to enhance consumer experience to achieve growth PC7. communicate inputs gained from comprehensive consumer needs assessment to develop a solution
	Knowledge and Understanding (K)	
	B. Organisational Context (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. organization short and long-term business strategy and plan KA2. organization’s existing product portfolio and current market presence KA3. organization’s existing marketing and communication strategy KA4. competitor presence and market trends
B Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. sources for gathering information and understanding arising trends in market KB2. data extraction, interpretation and analysis techniques from systems KB3. market research techniques 	
Skills (S)		
	Writing skills	

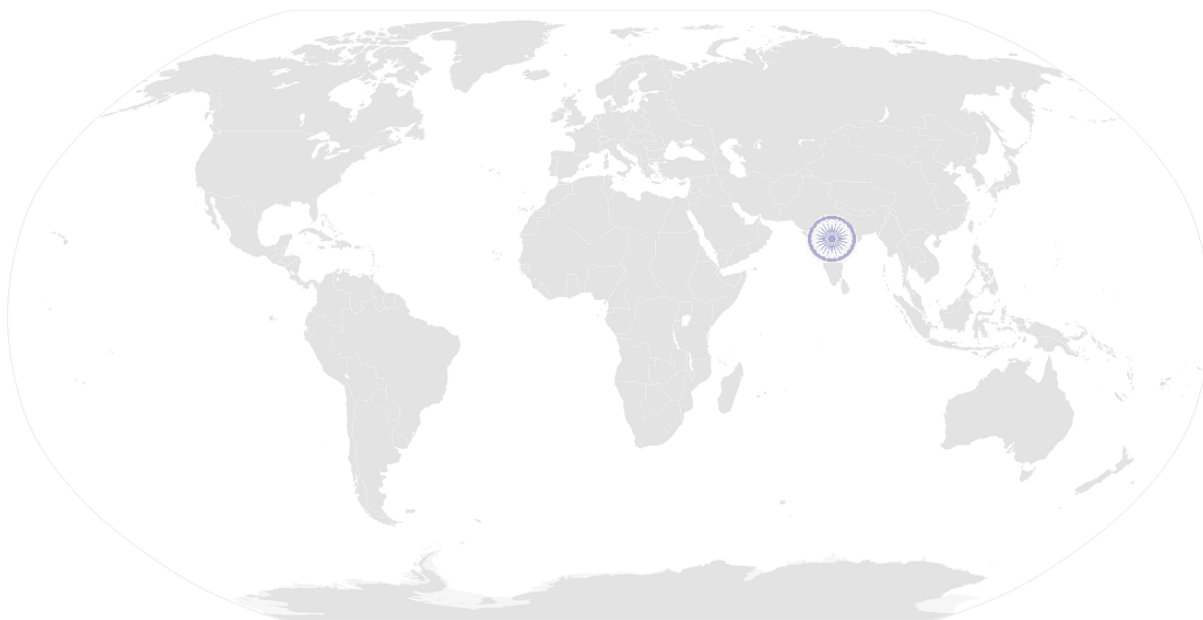
LFS/N0405 : Assist in creating business plans

C. Core Skills/ Generic Skills	The user/ individual on the job needs to know and understand how to: SA1. share the details of the work done in written formats with others in the team SA2. prepare presentations (MS Power point skills) and reports
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read and interpret data, images, graphs, diagrams, procedures, market trends
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. listen effectively SA5. verbally communicate information in an accurate and concise manner SA6. communicate confidential and sensitive information discretely to authorized person as per SOP
D. Professional Skills	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB1. analyse data and information to present trends SB2. pay attention to detail
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB3. apply balanced judgement to different situations SB4. provide sound, constructive opinion
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB5. align work output to meet customer needs
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB6. plan and organize assigned work in order to achieve specified targets and deadlines SB7. effectively interact with the various stakeholders to complete assigned tasks
	Problem Solving
	NA
Decision Making	
NA	

LFS/N0405 : Assist in creating business plans

NOS Version Control

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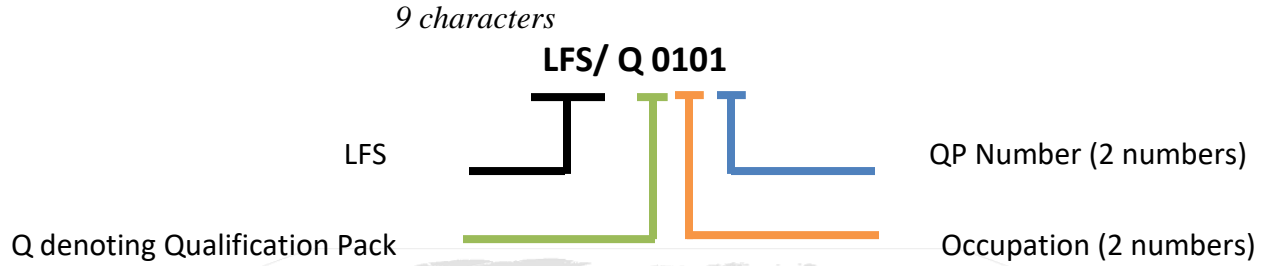


Qualifications Pack For Business Development Executive – Life Sciences

Annexure

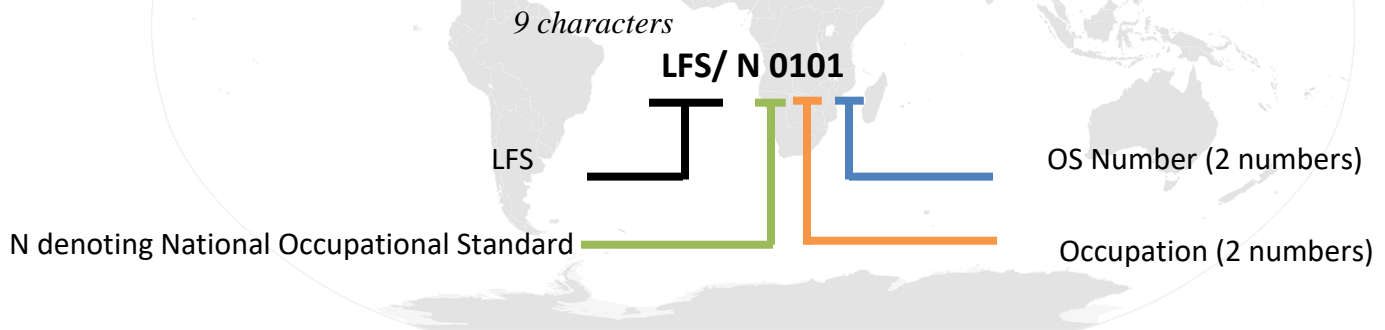
Nomenclature for QP and NOS

Qualification Pack



Occupational Standard

An example of NOS with 'N'



Qualifications Pack For Business Development Executive – Life Sciences

The following acronyms/codes have been used in the nomenclature above:

Sub-Sector	Range of Occupation Numbers
Pharmaceutical and Biopharmaceutical and Contract Research	01-10
Pharmaceutical	11-20
Biopharmaceutical	21-30
Contract Research	31-40

Sequence	Description	Example
Three letters	Industry name	LFS
Slash	/	/
Next letter	Whether QP or NOS	Q/N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

Qualifications Pack For Business Development Executive – Life Sciences

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Business Development Executive
Qualification Pack LFS/Q0402
Sector Skill Council Life Sciences Sector Skill Development Council

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create *unique question papers for theory part for each candidate at each examination/training center* (as per assessment criteria below)
4. Individual assessment agencies will create *unique evaluations for skill practical for every student at each examination/training center* based on this criteria
5. To pass the Qualification Pack , every trainee should score a minimum of 70% in every NOS
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessment Outcome	Assessment Criteria of Outcomes	Total Marks (400)	Out Of	Marks Allocation	
				Theory	Skills Practical
LFS/N0404 (Qualify, lead and sell accreditation)	PC1. find new lead sources for sales, in-licensing/ out-licensing opportunities in the assigned territory and notify to the BD manager	100	10	5	5
	PC2. search for new leads from city and telephone directories, trade and professional association membership lists, and other public records		10	5	5
	PC3. screen all leads for accreditation eligibility before contacting the BD manager		10	5	5
	PC4. make telephone calls and visits to prospective accredited businesses within a designated market area		10	4	6
	PC5. make sales presentation within established business guidelines and approved business sales script,		10	4	6

Qualifications Pack For Business Development Executive – Life Sciences

	whenever necessary and told by the BD manager				
	PC6. accurately and truthfully explain all benefits and costs of accreditation to each prospective accredited business		10	5	5
	PC7. liaison with companies for in-licensing/ out-licensing opportunities		4	2	2
	PC8. maintain an awareness of current and continual changes in the marketplace and within the system to be able to properly screen prospective accredited businesses and assist in creating long and short term business plans		8	4	4
	PC9. identify the gaps in the current pipeline for new products and keep a watch on the competitor products		8	4	4
	PC10. create awareness among doctors/Key Opinion Leaders (KOL) / Key Business Leaders (KBL)		8	4	4
	PC11. accurately complete the application for accreditation with professional agencies like FDA		6	3	3
	PC12. collect payment from accredited businesses		6	3	3
	Total		100	48	52
LFS/N0406 (collect secondary sales data)	PC1. collect data about secondary sales movement at stockist / chemist points	100	16	8	8
	PC2. ensure minimization of losses due to expiry and sales returns		16	8	8
	PC3. analyse the sales data and data of available from market research of the organisation's products viz-a-viz competition products and understand trends and issues		16	8	8
	PC4. conduct MIS reporting		14	6	8

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	PC5. identify macro and micro trends in sales		14	6	8
	PC6. give special focus on handling of key accounts and sales of key products of the organisation		10	5	5
	PC7. support in providing market forecasts and share feedback with BD manager		14	6	8
	Total		100	47	53
LFS/N0407 (Coordinate with manager and team members to carry out business development activities)	PC1. receive work instructions from reporting manager and understand work output requirements	100	18	8	10
	PC2. seek advice and opinion from Supervisor on approach taken for carrying out work as well as output		16	6	10
	PC3. report any challenges, obstacles to completing the work as per specifications and timelines		12	6	6
	PC4. work as a team with colleagues and share work as per their or own work load and skills		16	6	10
	PC5. put team over individual goals		6	3	3
	PC6. work to resolve conflicts within the team		12	4	8
	PC7. communicate with team members in an open, respectful manner		12	4	8
	PC8. work with cross functional teams to support business development activities		8	4	4
	Total		100	41	59
LFS/N0405 (Assist in creating business plans)	PC1. benchmark company data with competitor/ market trends	100	14	6	8
	PC2. ensure opportunities for products already in the market are optimized through in-depth research		14	6	8
	PC3. assist in exploring new opportunities into new markets by providing data backing		16	8	8
	PC4. assist in providing data about product feedback from		16	8	8

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	customers for developing and refining marketing, advertising and communication plans				
	PC5. extract and manage data from sales force and other systems to analyze new business projects		10	4	6
	PC6. analyze ways to enhance consumer experience to achieve growth		14	6	8
	PC7. communicate inputs gained from comprehensive consumer needs assessment to develop a solution		16	8	8
	Total		100	46	54