Qualification Pack

Therapeutic Business Manager

Dermatological

QP Code: LFS/Q0406   Instantiated QP Code: LFS/Q0406-SI004

Version: 1.0

NSQF Level: 5

Life Sciences Sector Skill Development Council || # 14, Rear 2nd Floor, Palam Marg, Vasant Vihar New Delhi-110057 || email:SHIVI.CHAUDHARY@LSSSDC.IN

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Qualification Pack

LFS/Q0406-SI004: Therapeutic Business Manager

Brief Job Description

The Therapeutic Business Manager is a brand ambassador of life sciences companies in retail sales. He or she is responsible for building relationships with the stakeholders in the healthcare ecosystem. The job holder is required to promote the drug or medical device or nutraceutical products of a specific therapeutic area as per the companys strategy. The job holder creates a brand value in the market for the company and its product. The job holder also facilitates strategy building and brand promotion to achieve periodic revenue goals. He or She ensures compliance with the guidelines under the Uniform Code of Pharmaceutical Marketing Practices(UCPMP) with every stakeholder engagement

Personal Attributes

The individual should have good time management and analytical skills. The job holder must possess good communication and problem-solving skills. The person should be detail and result oriented.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. LFS/N0419: Perform business planning, monitoring and brand management for the branded therapeutic products

2. LFS/N0420: perform business generation and trade management for the branded therapeutic products

3. LFS/N0421: perform report generation and other activities under social accountability

4. DGT/VSQ/N0102: Employability Skills (60 Hours)

Electives(mandatory to select at least one):

Elective : Dermatological

1. LFS/N0425: Therapeutic Specialty Product promotion with registered medical practitioner for dermatological drug products

Qualification Pack (QP) Parameters

Sector	Life Sciences

Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
Country	India
NSQF Level	5
Credits	18
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1221.9900
Minimum Educational Qualification & Experience	B.Sc (Life Sciences Subjects) OR B.E./B.Tech ((Biotechnology) final year student) OR B.Pharma (final year student) OR BBA (Sales and Marketing) OR Graduate ((Any)) with 2 Years of experience of experience in Sales OR Certificate-NSQF ((Medical Sales Representative (Level 4)) with 3 Years of experience
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	NA
Minimum Job Entry Age	20 Years
Last Reviewed On	NA
Next Review Date	03/05/2026
NSQC Approval Date	03/05/2023
Version	1.0
Reference code on NQR	QG-05-LS-00373-2023-V1-LSSSDC
NQR Version	1.0

LFS/N0419: Perform business planning, monitoring and brand management for the branded therapeutic products

Description

This NOS is about a therapeutic business manager performing business planning and monitoring as well as trade management for the branded therapeutic products

Scope

The scope covers the following :

- This job function covers the following job element
- Business planning and monitoring
- Market intelligence
- Brand management

Elements and Performance Criteria

Business Planning and Monitoring

To be competent, the user/individual on the job must be able to:

PC1. develop the business plan and forecast monthly and quarterly targets

PC2. develop an execution plan for business activation, demand generation, demand fulfillment, and sales generation

PC3. recommend the appointment of a potential distributor and its credit limit after evaluating its commercial standing, credit worthiness and personal assets

PC4. monitor sale plan versus achievement and execute mid-course correction strategies

Market Intelligence

To be competent, the user/individual on the job must be able to:

PC5. maintain the in-depth knowledge of own brand and other competition brands

PC6. Identify registered medical practitioner and specialists through retail prescription audits and field visits

PC7. establishing contact and tapping of all potential future customers which include Medical graduates and post graduate students as per specialty

PC8. develop reach out strategies for brand promotion to achieve primary and secondary sales

Brand Management

To be competent, the user/individual on the job must be able to:

PC9. carry out activations across trade (distributors and retail pharmacies) and clinics for brand visibility

PC10. plan and conduct merchandising and sampling activity as per promotion strategy for the brand

PC11. ensure the visibility of own brands on retail pharmacies as per branding strategy

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- **KU1.** six ps of healthcare system
- **KU2.** concepts of business planning and forecasting
- **KU3.** methods to analyze and interpret the data/information captured during retail chemist prescription audit (RCPA) using IT tools
- **KU4.** different questioning techniques for capturing competitor and market information
- **KU5.** basics of business activation, demand fulfilling and sales generation methods
- **KU6.** process to evaluate potential channel partner
- **KU7.** methods of effective business communication and relationship building
- **KU8.** concepts of branding and methods of brand recall merchandising
- **KU9.** distribution channel for the drug product and key stakeholders
- **KU10.** methods of competition monitoring in life sciences sector

Generic Skills (GS)

User/individual on the job needs to know how to:

- **GS1.** use reading and comprehension skills to interpret the organization strategy and expected targets in the assigned territory
- **GS2.** use written communication skills to record and communicate clear and precise information of business development plan and sales generation strategy along with periodic review reports
- **GS3.** use IT application skills to record and analyze the sales reports and RCPA information and generate relevant information
- **GS4.** use verbal communication skills to have an engaging dialogue with channel partners, customers and healthcare professionals
- **GS5.** apply decision-making skills to decide a suitable course of action or response while interacting with channel partners, customers and healthcare professionals
- **GS6.** apply decision-making skills while deciding on a sample pool of respondents for data gathering
- **GS7.** apply the organizing and planning skills while executing the sales generation plan
- **GS8.** apply the organizing and planning skills to optimally use the resources
- **GS9.** apply customer centricity skills while engaging channel partners, customers and healthcare professionals for developing business relationships
- **GS10.** apply analytical skills to analyze and critically evaluate the information for any course correction
- **GS11.** apply problem-solving skills to resolve work related challenges

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Business Planning and Monitoring	**10**	**15**	**5**	**5**
PC1. develop the business plan and forecast monthly and quarterly targets	-	-	-	-
PC2. develop an execution plan for business activation, demand generation, demand fulfillment, and sales generation	-	-	-	-
PC3. recommend the appointment of a potential distributor and its credit limit after evaluating its commercial standing, credit worthiness and personal assets	-	-	-	-
PC4. monitor sale plan versus achievement and execute mid-course correction strategies	-	-	-	-
Market Intelligence	**10**	**10**	**5**	**5**
PC5. maintain the in-depth knowledge of own brand and other competition brands	-	-	-	-
PC6. Identify registered medical practitioner and specialists through retail prescription audits and field visits	-	-	-	-
PC7. establishing contact and tapping of all potential future customers which include Medical graduates and post graduate students as per specialty	-	-	-	-
PC8. develop reach out strategies for brand promotion to achieve primary and secondary sales	-	-	-	-
Brand Management	**10**	**15**	**5**	**5**
PC9. carry out activations across trade (distributors and retail pharmacies) and clinics for brand visibility	-	-	-	-
PC10. plan and conduct merchandising and sampling activity as per promotion strategy for the brand	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. ensure the visibility of own brands on retail pharmacies as per branding strategy	-	-	-	-
NOS Total	**30**	**40**	**15**	**15**

National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0419
NOS Name	Perform business planning, monitoring and brand management for the branded therapeutic products
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	5
Credits	3.00
Version	1.0
Last Reviewed Date	NA
Next Review Date	03/05/2026
NSQC Clearance Date	03/05/2023

LFS/N0420: perform business generation and trade management for the branded therapeutic products

Description

This NOS is about a Therapeutic Business Manager performing the business generation and trade management for the branded therapeutic products.

Scope

The scope covers the following :

- This job function covers the following job element:
- business development
- business generation
- trade management
- personal protective measures during epidemic

Elements and Performance Criteria

Business Development

To be competent, the user/individual on the job must be able to:

PC1.   plan and execute the periodic meetings with retailers and distributors with maximum coverage per day

PC2.   communicate the company's schemes and retail loyalty programs to customers/ traders in compliance to laws, UCPMP and NPPA guidelines

PC3.   train and coach distributor & staff for retail loyalty program/ other schemes on various brands of the company

PC4.   train and coach medical sales representatives/ apprentices/ trainees on programs and schemes of the company for effective implementation

PC5.   ensure that the retailers and its staff are updated with the company's brands and their benefits

Business Generation

To be competent, the user/individual on the job must be able to:

PC6.   generate primary orders from distributors and stockists

PC7.   generate personal order bookings (POBs) from retailers

Trade Management

To be competent, the user/individual on the job must be able to:

PC8.   execute retail loyalty program/ other scheme activation for retailers soon after the receipt of personal order booking (POB)

PC9.   ensure that periodic stock and sales statements are being sent by the distributors on due dates

PC10.   ensure that the claims of the distributors are settled by the company within specified time limits

PC11. perform the stock audit and approve claims of breakages and expiry within the company defined financial authority

Personal protective measures during Epidemic

To be competent, the user/individual on the job must be able to:

PC12. complete self-health assessment through a government authorize mobile application in your mobile like "Arogya Setu" or any other

PC13. ensure availability of spare mask, gloves, small hand sanitizer and electronic device sanitizer, handkerchief and paper soap in the touring bag

PC14. ensure disinfecting the electronic device to be used for e-presentation and cover it with protector

PC15. wear mask and gloves before moving out of home

PC16. use own transport vehicle ONLY after effective sanitization as per laid down procedure

PC17. take precautions to avoid unnecessary touch of surfaces and door handles

PC18. maintain a safe distance during travel and meeting as per social distancing norms

PC19. apply hand sanitizer before and after meeting and greet with 'Namaste'

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. business meeting etiquettes

KU2. basic concepts of retail channel management

KU3. applicable laws and UCPMP guidelines

KU4. NPPA guidelines and price control information related to drug product

KU5. different questioning techniques for capturing information related to inventory

KU6. basic concepts of negotiation skills

KU7. details of companys promotion schemes loyalty programs and its activation process

KU8. sales strategies for drug products

KU9. essential concept of accounting and stock management

KU10. methods of stock audits

KU11. basic concepts of safety, PPE and methodology to use them

KU12. methods of sanitization of hands, vehicle and electronic equipment

KU13. methods for Tele/ Digital mode of promotion

KU14. govt guidelines during epidemic situation

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. use reading and comprehension skills to gauge the relevant information about promotion scheme and loyalty program

GS2. use IT application skills to record relevant information for loyalty program activation and stock audit findings

GS3. use verbal communication skills to develop effective business relationships

GS4. use negotiation and interpersonal relationship skills to generate the sale in form of primary sale or POB

GS5. apply decision-making skills to decide a suitable course of action or response while interacting with retail channel partners

GS6. apply decision-making skills while deciding on a potential customer among available retail channel partners

GS7. apply the organizing and planning skills for stock audits and meetings

GS8. apply customer centricity skills while engaging the retail channel partners for generating sale

GS9. apply analytical skills to analyze and gauge the indication for the agreement during sale pitch and generate the sale order

GS10. apply problem-solving skills to resolve the queries and concerns of retail channel partners around product sale forecast, promotion scheme and loyalty programs

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Business Development	**10**	**15**	**2.5**	**2.5**
PC1. plan and execute the periodic meetings with retailers and distributors with maximum coverage per day	-	-	-	-
PC2. communicate the company's schemes and retail loyalty programs to customers/ traders in compliance to laws, UCPMP and NPPA guidelines	-	-	-	-
PC3. train and coach distributor & staff for retail loyalty program/ other schemes on various brands of the company	-	-	-	-
PC4. train and coach medical sales representatives/ apprentices/ trainees on programs and schemes of the company for effective implementation	-	-	-	-
PC5. ensure that the retailers and its staff are updated with the company's brands and their benefits	-	-	-	-
Business Generation	**5**	**10**	**2.5**	**2.5**
PC6. generate primary orders from distributors and stockists	-	-	-	-
PC7. generate personal order bookings (POBs) from retailers	-	-	-	-
Trade Management	**10**	**15**	**2.5**	**2.5**
PC8. execute retail loyalty program/ other scheme activation for retailers soon after the receipt of personal order booking (POB)	-	-	-	-
PC9. ensure that periodic stock and sales statements are being sent by the distributors on due dates	-	-	-	-
PC10. ensure that the claims of the distributors are settled by the company within specified time limits	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. perform the stock audit and approve claims of breakages and expiry within the company defined financial authority	-	-	-	-
Personal protective measures during Epidemic	**5**	**10**	**2.5**	**2.5**
PC12. complete self-health assessment through a government authorize mobile application in your mobile like "Arogya Setu" or any other	-	-	-	-
PC13. ensure availability of spare mask, gloves, small hand sanitizer and electronic device sanitizer, handkerchief and paper soap in the touring bag	-	-	-	-
PC14. ensure disinfecting the electronic device to be used for e-presentation and cover it with protector	-	-	-	-
PC15. wear mask and gloves before moving out of home	-	-	-	-
PC16. use own transport vehicle ONLY after effective sanitization as per laid down procedure	-	-	-	-
PC17. take precautions to avoid unnecessary touch of surfaces and door handles	-	-	-	-
PC18. maintain a safe distance during travel and meeting as per social distancing norms	-	-	-	-
PC19. apply hand sanitizer before and after meeting and greet with 'Namaste'	-	-	-	-
NOS Total	**30**	**50**	**10**	**10**

National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0420
NOS Name	perform business generation and trade management for the branded therapeutic products
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	5
Credits	4.00
Version	1.0
Last Reviewed Date	NA
Next Review Date	03/05/2026
NSQC Clearance Date	03/05/2023

LFS/N0421: perform report generation and other activities under social accountability

Description

This NOS unit is about the various reports generated and submitted by therapeutic business manager

Scope

The scope covers the following :

- This job function covers the following job elements
- business development reports
- pharmacovigilance reports
- environmental sustainability
- sensitivity towards all genders and people with disability

Elements and Performance Criteria

Business Development Reports

To be competent, the user/individual on the job must be able to:

PC1. submit the reports for the business plan, business activation forecast, demand generation forecast, demand fulfillment forecast, and sales generation forecast

PC2. record and report daily visit details in time through the reporting system of the organization

PC3. submit reports of merchandising and sampling

PC4. submit monthly, quarterly, half-yearly and yearly sales generation report

PC5. develop a report for customer information from RCPA activity

PC6. generate and submit reports for promotional events like Continued Medical Education (CMEs)/ product launch events

Pharmacovigilance Reports

To be competent, the user/individual on the job must be able to:

PC7. collect any information about the adverse incidents related to the branded therapeutic drug from traders (distributors/ retail pharmacies) or healthcare practitioners

PC8. follow the pharmacovigilance process guidelines while channeling information related to adverse incidents with patients to pharmacovigilance team

Environment Sustainability

To be competent, the user/individual on the job must be able to:

PC9. ensure energy conservation by switching off the computer/ tablet post usage

PC10. ensure to check for any loose electric sockets before use for charging the equipment

PC11. ensure securing pollution under control certificate for the vehicle being used for field travel

PC12. choose and apply environment-friendly methods for waste disposal

PC13. follow organizational environment sustainability guidelines and procedures to achieve energy conservation, waste recycling and minimum pollution of land, water, and air

Sensitivity towards all genders and people with disability

To be competent, the user/individual on the job must be able to:

PC14. respect all the genders, religions, caste and cultures

PC15. empathize with the people with disability

PC16. offer support or help to a person with a disability only when asked

PC17. ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act

PC18. report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. various business development and sales reports in Life Sciences Industry

KU2. methods of report generation using IT tool

KU3. operating methods for MS Office or alternative software and reporting tools

KU4. process of RCPA report generation

KU5. UCPMP rules for sample distribution

KU6. essentials of pharmacovigilance and information channelling procedure for MSR

KU7. importance of interpersonal relationship in maintaining an effective and smooth relation with managers and colleagues

KU8. types of disabilities

KU9. awareness for gender sensitization and prevention of sexual harassment (POSH) act and process of reporting violations

KU10. importance to respect for gender identities, all religion, caste, and culture

KU11. knowledge of how to develop a collaborative culture for cross-culture and gender-inclusive team

KU12. Methods to conserve energy, water and minimize pollution

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. use reading and comprehension skills to understand communication from reporting manager and cross functional teams

GS2. use IT application skills to record and report the periodic reports and pharmacovigilance incidents

GS3. use verbal communication skills in the English language to develop cordial business relationships through an engaging dialogue with the reporting manager and cross functional teams

GS4. demonstrate the effective listening skills to comprehend the instructions from the reporting manager and cross functional teams

GS5. use negotiation and interpersonal relationship skills to discuss and reach to the mutual consensus with reporting manage for sales generation target

GS6. apply decision-making skills to decide a suitable course of action or response while responding to the queries from reporting manager and cross functional teams

GS7. apply decision-making skills while deciding on a suitable course of action for defined responsibilities and key result areas

GS8. apply the organizing and planning skills to plan the visit plan and strategy to meet sales generation target and demand forecast

GS9. apply customer centricity skills while submitting the reports

GS10. apply analytical skills to analyze and choose the right strategy to meet sales generation target and demand forecast

GS11. apply problem-solving skills to resolve the bottlenecks at work

GS12. apply emotional intelligence while dealing with the reporting manager, teammates, other genders and people with disability

GS13. use team-building skills during the interaction with teammates while managing the difficult/stressful or emotional situations at work

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Business Development Reports	**10**	**15**	**2.5**	**2.5**
PC1. submit the reports for the business plan, business activation forecast, demand generation forecast, demand fulfillment forecast, and sales generation forecast	-	-	-	-
PC2. record and report daily visit details in time through the reporting system of the organization	-	-	-	-
PC3. submit reports of merchandising and sampling	-	-	-	-
PC4. submit monthly, quarterly, half-yearly and yearly sales generation report	-	-	-	-
PC5. develop a report for customer information from RCPA activity	-	-	-	-
PC6. generate and submit reports for promotional events like Continued Medical Education (CMEs)/ product launch events	-	-	-	-
Pharmacovigilance Reports	**5**	**10**	**2.5**	**2.5**
PC7. collect any information about the adverse incidents related to the branded therapeutic drug from traders (distributors/ retail pharmacies) or healthcare practitioners	-	-	-	-
PC8. follow the pharmacovigilance process guidelines while channeling information related to adverse incidents with patients to pharmacovigilance team	-	-	-	-
Environment Sustainability	**5**	**10**	**2.5**	**2.5**
PC9. ensure energy conservation by switching off the computer/ tablet post usage	-	-	-	-
PC10. ensure to check for any loose electric sockets before use for charging the equipment	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. ensure securing pollution under control certificate for the vehicle being used for field travel	-	-	-	-
PC12. choose and apply environment-friendly methods for waste disposal	-	-	-	-
PC13. follow organizational environment sustainability guidelines and procedures to achieve energy conservation, waste recycling and minimum pollution of land, water, and air	-	-	-	-
Sensitivity towards all genders and people with disability	**10**	**15**	**2.5**	**2.5**
PC14. respect all the genders, religions, caste and cultures	-	-	-	-
PC15. empathize with the people with disability	-	-	-	-
PC16. offer support or help to a person with a disability only when asked	-	-	-	-
PC17. ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act	-	-	-	-
PC18. report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee	-	-	-	-
NOS Total	**30**	**50**	**10**	**10**

National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0421
NOS Name	perform report generation and other activities under social accountability
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	5
Credits	2.00
Version	1.0
Last Reviewed Date	NA
Next Review Date	03/05/2026
NSQC Clearance Date	03/05/2023

DGT/VSQ/N0102: Employability Skills (60 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

PC1. identify employability skills required for jobs in various industries

PC2. identify and explore learning and employability portals

Constitutional values – Citizenship

To be competent, the user/individual on the job must be able to:

PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.

PC4. follow environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

PC5. recognize the significance of 21st Century Skills for employment

PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

To be competent, the user/individual on the job must be able to:

PC7.   use basic English for everyday conversation in different contexts, in person and over the telephone

PC8.   read and understand routine information, notes, instructions, mails, letters etc. written in English

PC9.   write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

PC10.   understand the difference between job and career

PC11.   prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

To be competent, the user/individual on the job must be able to:

PC12.   follow verbal and non-verbal communication etiquette and active listening techniques in various settings

PC13.   work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

PC14.   communicate and behave appropriately with all genders and PwD

PC15.   escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

PC16.   select financial institutions, products and services as per requirement

PC17.   carry out offline and online financial transactions, safely and securely

PC18.   identify common components of salary and compute income, expenses, taxes, investments etc

PC19.   identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

PC20.   operate digital devices and carry out basic internet operations securely and safely

PC21.   use e- mail and social media platforms and virtual collaboration tools to work effectively

PC22.   use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

To be competent, the user/individual on the job must be able to:

PC23.   identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research

PC24.   develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion

PC25.   identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

PC26.   identify different types of customers

PC27.   identify and respond to customer requests and needs in a professional manner.

PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings

GS3. behave politely and appropriately with all

GS4. how to work in a virtual mode

GS5. perform calculations efficiently

GS6. solve problems effectively

GS7. pay attention to details

GS8. manage time efficiently

GS9. maintain hygiene and sanitization to avoid infection

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Introduction to Employability Skills	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
Constitutional values – Citizenship	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
Becoming a Professional in the 21st Century	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
Basic English Skills	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
Career Development & Goal Setting	1	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
Communication Skills	**2**	**2**	**-**	**-**
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
Diversity & Inclusion	**1**	**2**	**-**	**-**
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
Financial and Legal Literacy	**2**	**3**	**-**	**-**
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
Essential Digital Skills	**3**	**4**	**-**	**-**
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Entrepreneurship	**2**	**3**	**-**	**-**
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
Customer Service	**1**	**2**	**-**	**-**
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
Getting ready for apprenticeship & Jobs	**2**	**3**	**-**	**-**
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	**20**	**30**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	08/05/2028
NSQC Clearance Date	08/05/2025

LFS/N0425: Therapeutic Specialty Product promotion with registered medical practitioner for dermatological drug products

Description

This OS unit is about a Therapeutic business manager promoting the branded therapeutic drug products to registered medical practitioner for dermatological ailments

Scope

The scope covers the following :

- This job function covers the following job element
- Knowledge of Dermatological Therapeutic area and companys product
- Relationship Management
- Product promotion and objection handling
- Digital promotion

Elements and Performance Criteria

Knowledge of Dermatological Therapeutic area and company's product

To be competent, the user/individual on the job must be able to:

PC1. attend training organized by the company related to the product or for therapeutic areas of dermatology

PC2. identify and differentiate the dermatological drugs from their therapeutic drug classification

PC3. identify the product's differentiating positive features from competitive brands

PC4. demonstrate the knowledge about the dermatological therapeutic its diseases/ ailments, symptoms, and available therapies/ medicines

PC5. demonstrate the knowledge of pharmaceutical science for dermatological ailment (the product is meant to cure) and its pharmacodynamics

PC6. exhibit knowledge of brand's composition, indication, pharmacology, pharmacodynamics, tolerance, side effects and advantage

Relationship Management

To be competent, the user/individual on the job must be able to:

PC7. identify the appropriate registered medical practitioner from dermatologist physician or dermatological surgeon / plastic surgeon based on the brand's indication

PC8. identify possible influencing parameters in the relationship between patient- registered medical practitioner , registered medical practitioner -pharmacist

PC9. identify the behavioral pattern of registered medical practitioner

PC10. select a suitable promotion strategy based on the behaviour of registered medical practitioner

PC11. manage cordial professional relationships with a registered medical practitioner as well as the hospital and clinic staff

PC12. ensure to convene a meeting at a pre-scheduled time as per the consent of the registered medical practitioner

Product promotion and objection handling

To be competent, the user/individual on the job must be able to:

PC13. promote the dermatological product as per the promotional strategies of the organization and in compliance with UCPMP guidelines

PC14. furnish latest scientific/medical information related to dermatological ailment the product is meant to cure to the registered medical practitioner

PC15. provide details of the disease management programs of the company is implemented in the dermatological therapeutic area using the brand

PC16. deal with the objection of registered medical practitioner by applying the appropriate method

PC17. maintain emotional calm to cope with criticism from the registered medical practitioner while answering the product related queries

PC18. constructively mold the concern or objection from registered medical practitioner into a positive impression about the drug product and company

PC19. escalate the objection to product team/ medical information team in case of no immediate answer available to the objection raised by a registered medical practitioner

PC20. engage the registered medical practitioner through various approaches to create a brand value proposition for his/her patients

Digital Promotion

To be competent, the user/individual on the job must be able to:

PC21. apply digital media and modes to create awareness and product recall with registered medical practitioner

PC22. conduct web based conferencing using technology tools in a situation when physical meeting is not possible

PC23. furnish latest scientific/medical information through digital mode to the registered medical practitioner in response to their scientific queries

PC24. escalate the objection to reporting manager and medical information/ product team for a response to the unresolved scientific queries

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. detailed concepts of human anatomy, physiology, pharmacology and common scientific terms related to dermatological therapeutic

KU2. knowledge of therapeutic drug classes

KU3. detailed knowledge of dermatological ailments the product is meant to cure and other available products

KU4. key elements of branded product promotion

KU5. ways to present the comparative study of the product from other companies

KU6. techniques of communicating clear and accurate information during demonstrations

KU7. key features and influencing parameters in the relationship between patient-physician, medical professional-MSR, pharmacist-MSR

KU8. essential information about MCI Code of Conduct and detailed rules of UCP-MP Guidelines

KU9. promotional strategies, objection handling and negotiation techniques relevant to dermatological drug products

KU10. business etiquette and strategies to handle healthcare practitioners in the field of dermatological therapeutics

KU11. emotional intelligence and its use in in-clinic presentations

KU12. channels and methods for digital promotion/ marketing

KU13. method to conduct web conferences using technology tools

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. use reading and comprehension skills to understand the relevant scientific information from the product catalog and promotion material which can be used for brand promotion

GS2. use IT application skills to deliver effective product presentation using visual aids

GS3. use verbal communication skills in the English language to develop effective business relationships through an engaging dialogue with the healthcare practitioner

GS4. apply the right phonetic techniques to pronounce the drug product/brand/ ingredient name and related scientific terms

GS5. demonstrate the effective listening skills to comprehend the query/ objection from the registered medical practitioner

GS6. use interpersonal relationship skills to develop harmonious relationships with the registered medical practitioner

GS7. apply decision-making skills to decide a suitable course of action or response while handling queries related to product and objections from the registered medical practitioner

GS8. apply decision-making skills while deciding on suitable promotion and objection handling strategy based on the behaviour of registered medical practitioner

GS9. apply the organizing and planning skills to optimally use the resources to deliver brand promotion presentation and demonstration

GS10. apply customer centricity skills considering the patient as end customer while engaging the registered medical practitioner

GS11. apply analytical skills to analyze and gauge the registered medical practitioners indication for the agreement during brand promotion

GS12. apply problem-solving skills to resolve the queries and concerns of the registered medical practitioner

GS13. apply emotional intelligence to cope with criticism from the registered medical practitioner

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Knowledge of Dermatological Therapeutic area and company's product	**10**	**15**	**2.5**	**2.5**
PC1. attend training organized by the company related to the product or for therapeutic areas of dermatology	-	-	-	-
PC2. identify and differentiate the dermatological drugs from their therapeutic drug classification	-	-	-	-
PC3. identify the product's differentiating positive features from competitive brands	-	-	-	-
PC4. demonstrate the knowledge about the dermatological therapeutic its diseases/ ailments, symptoms, and available therapies/ medicines	-	-	-	-
PC5. demonstrate the knowledge of pharmaceutical science for dermatological ailment (the product is meant to cure) and its pharmacodynamics	-	-	-	-
PC6. exhibit knowledge of brand's composition, indication, pharmacology, pharmacodynamics, tolerance, side effects and advantage	-	-	-	-
Relationship Management	**5**	**10**	**2.5**	**2.5**
PC7. identify the appropriate registered medical practitioner from dermatologist physician or dermatological surgeon / plastic surgeon based on the brand's indication	-	-	-	-
PC8. identify possible influencing parameters in the relationship between patient- registered medical practitioner , registered medical practitioner - pharmacist	-	-	-	-
PC9. identify the behavioral pattern of registered medical practitioner	-	-	-	-
PC10. select a suitable promotion strategy based on the behaviour of registered medical practitioner	-	-	-	-
PC11. manage cordial professional relationships with a registered medical practitioner as well as the hospital and clinic staff	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. ensure to convene a meeting at a pre-scheduled time as per the consent of the registered medical practitioner	-	-	-	-
Product promotion and objection handling	**5**	**10**	**2.5**	**2.5**
PC13. promote the dermatological product as per the promotional strategies of the organization and in compliance with UCPMP guidelines	-	-	-	-
PC14. furnish latest scientific/medical information related to dermatological ailment the product is meant to cure to the registered medical practitioner	-	-	-	-
PC15. provide details of the disease management programs of the company is implemented in the dermatological therapeutic area using the brand	-	-	-	-
PC16. deal with the objection of registered medical practitioner by applying the appropriate method	-	-	-	-
PC17. maintain emotional calm to cope with criticism from the registered medical practitioner while answering the product related queries	-	-	-	-
PC18. constructively mold the concern or objection from registered medical practitioner into a positive impression about the drug product and company	-	-	-	-
PC19. escalate the objection to product team/ medical information team in case of no immediate answer available to the objection raised by a registered medical practitioner	-	-	-	-
PC20. engage the registered medical practitioner through various approaches to create a brand value proposition for his/her patients	-	-	-	-
Digital Promotion	**10**	**15**	**2.5**	**2.5**
PC21. apply digital media and modes to create awareness and product recall with registered medical practitioner	-	-	-	-
PC22. conduct web based conferencing using technology tools in a situation when physical meeting is not possible	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC23. furnish latest scientific/medical information through digital mode to the registered medical practitioner in response to their scientific queries	-	-	-	-
PC24. escalate the objection to reporting manager and medical information/ product team for a response to the unresolved scientific queries	-	-	-	-
NOS Total	**30**	**50**	**10**	**10**

National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0425
NOS Name	Therapeutic Specialty Product promotion with registered medical practitioner for dermatological drug products
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	5
Credits	6.0
Version	1.0
Last Reviewed Date	NA
Next Review Date	03/05/2026
NSQC Clearance Date	03/05/2023

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

. Criteria for assessment for each Qualification Pack will be created by Life Sciences Sector Skill Development Council (LSSSDC)

2. Each Element will be assigned marks proportional to its importance in NOS. LSSSDC will also lay down the proportion of marks for Theory, Practical, Project, and Viva for each Element.

3. The assessment for the theory part will be based on the knowledge bank of questions created by the LSSSDC.

4. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

5. LSSSDC as assessment and awarding body will create unique evaluations for each assessment component i.e. theory, practical, project and via for every student at each examination/training center based on this criterion.

6. Wherever any assessment component is not applicable/ feasible, the balance assessment components will be used to assess the candidate and accordingly the total marks will be calculated only for the applied

assessment component.

7. To pass the Qualification Pack, every trainee should score a minimum of 50%-70% of marks in each NOS (depending on NSQF Level) to successfully clear the assessment. In the case of a Govt funded program, the program guidelines will be overarching on the pass percentage rules.

8. In case of unsuccessful completion, the trainee may seek re-assessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LFS/N0419.Perform business planning, monitoring and brand management for the branded therapeutic products	30	40	15	15	100	15
LFS/N0420.perform business generation and trade management for the branded therapeutic products	30	50	10	10	100	15
LFS/N0421.perform report generation and other activities under social accountability	30	50	10	10	100	15
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	10
Total	**110**	**170**	**35**	**35**	**350**	**55**

Elective: 1 Dermatological

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LFS/N0425.Therapeutic Specialty Product promotion with registered medical practitioner for dermatological drug products	30	50	10	10	100	45
Total	**30**	**50**	**10**	**10**	**100**	**45**