



COMPETENCY STANDARD

FOR

Creative and Business Content Writing
(Administrative Content)

ICT Sector

Level: 03

Competency Standard Code: ICTCS037L3V1

National Skills Development Authority (NSDA)

Prime Minister's Office, Bangladesh

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Introduction

The National Skills Development Authority (NSDA) aims to enhance an individual's employability by certifying completeness with skills. NSDA works to expand the skilling capacity of identified public and private training providers qualitatively and quantitatively. It also aims to establish and operationalize a responsive skill ecosystem and delivery mechanism through a combination of well-defined set of mechanisms and necessary technical supports.

Key priority economic growth sectors identified by the government have been targeted by NSDA to improve current job skills along with existing workforce to ensure required skills to industry standards. Training providers are encouraged and supported to work with industry to address identified skills and knowledge to enable industry growth and increased employment through the provision of market responsive inclusive skills training program. **Creative and Business Content Writing (Administrative Content)** is selected as one of the priority occupations of **Information and Communication Technology** Sector. This standard is developed to adopt a demand driven approach to training with effective inputs from Industry Skills Councils (ISC's), employer associations and employers.

Generally, a competency standard informs curriculum, learning materials, assessment and certification of students enrolled in Skills Training. Students who successfully pass the assessment will receive a qualification in the National Skills Qualification Framework (NSQF) and will be listed on the NSDA's online portal.

This competency standard is developed to improve skills and knowledge in accordance with the job roles, duties and tasks of the occupation and ensure that the required skills and knowledge are aligned to industry requirements. A series of stakeholder consultations, workshops were held to develop this document.

The document also details the format, sequencing, wording and layout of the Competency Standard for an occupation which is comprised of Units of Competence and its corresponding Elements.

Overview

A **competency standard** is a written specification of the knowledge, skills and attitudes required for the performance of an occupation, trade or job corresponding to the industry standard of performance required in the workplace.

The purpose of a competency standards is to:

- provide a consistent and reliable set of components for training, recognising and assessing people's skills, and may also have optional support materials
- enable industry recognised qualifications to be awarded through direct assessment of workplace competencies
- encourage the development and delivery of flexible training which suits individual and industry requirements
- encourage learning and assessment in a work-related environment which leads to verifiable workplace outcomes

Competency standards are developed by a working group comprised of representative from NSDA, Key Institutions, ISC, and industry experts to identify the competencies required of an occupation in **Information and Communication Technology** sector.

Competency standards describe the skills, knowledge and attitude needed to perform effectively in the workplace. CS acknowledge that people can achieve technical and vocational competency in many ways by emphasizing what the learner can do, not how or where they learned to do it.

With competency standards, training and assessment may be conducted at the workplace or at training institute or any combination of these.

Competency standards consist of a number of units of competency. A unit of competency describes a distinct work activity that would normally be undertaken by one person in accordance with industry standards.

Units of competency are documented in a standard format that comprises of:

- unit title
- nominal duration
- unit code
- unit descriptor
- elements and performance criteria
- variables and range statement
- curricular content guide
- assessment evidence guides

Together, all the parts of a unit of competency:

- describe a work activity
- guide the assessor to determine whether the candidate is competent or not yet competent

The ensuing sections of this document comprise of a description of the relevant occupation, trade or job with all the key components of a unit of competency, including:

- a chart with an overview of all Units of Competency for the relevant occupation, trade or job including the Unit Codes and the Unit of Competency titles and corresponding Elements

- the Competency Standard that includes the Unit of Competency, Unit Descriptor, Elements and Performance Criteria, Range of Variables, Curricular Content Guide and Assessment Evidence Guide

Level descriptors of NTVQF/ NSQF (BNQF 1-6)

Level & Job classification	Knowledge Domain	Skills Domain	Responsibility Domain
6 Mid-Level Manager/ Sub Assistant Engineer	Comprehensive actual and theoretical knowledge within a specific work or study area with an awareness of the validity and limits of that knowledge, able to analyze, compare, relate and evaluate.	Specialised and wider range of cognitive and practical skills required to provide leadership in the development of creative solutions to defined problems. Communicate professional issues and solutions to the team and to external partners/users.	Work under broad guidance and self-motivation to execute strategic and operational plan/s. Lead lower-level management. Diagnose and resolve problems within and among work groups.
5 Supervisor	Broad knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to scrutinize and break information into parts by identifying motives or causes.	Broad range of cognitive and practical skills required to generate solutions to specific problems in one or more work or study areas. Communicate practice-related problems and possible solutions to external partners.	Work under guidance of management and self-direction to resolve specific issues. Lead and take responsibility for the work and actions of group/team members. Bridge between management.
4 Highly Skilled Worker	Broader knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to solve problems to new situations by comparing and applying acquired knowledge.	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying the full range of methods, tools, materials and information. Communicate using technical terminology and IT technology with partners and users as per workplace requirements.	Work under minimal supervision in specific contexts in response to workplace requirements. Resolve technical issues in response to workplace requirements and lead/guide a team/ group.
3 Skilled Worker	Moderately broad knowledge in a specific work or study area, able to perceive ideas and abstract from drawing and design according to workplace requirements.	Basic cognitive and practical skills required to use relevant information in order to carry out tasks and to solve routine problems using simple rules and tools. Communicate with his team and limited external partners upholding the values, nature and culture of the workplace	Work or study under supervision with considerable autonomy. Participate in teams and responsible for group coordination.
2 Semi-Skilled Worker	Basic understanding of underpinning knowledge in a specific work or study area, able to interpret and apply common occupational terms and instructions.	Skills required to carry out simple tasks, communicate with his team in the workplace presenting and discussing results of his work with required clarity.	Work or study under supervision in a structured context with limited scope of manipulation
1 Basic Skilled Worker	Elementary understanding of ability to interpret the underpinning knowledge in a specific study area, able	Specific Basic skills required to carry out simple tasks. Interpret occupational terms and present the results of own work within	Work under direct supervision in a structured context with limited range of responsibilities.

	to interpret common occupational terms and instructions.	guided work environment/ under supervision.	
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List of Abbreviations

NSDA	- National Skills Development Authority
CS	- Competency Standard
ISC	- Industry Skills Council
NSQF	- National Skills Qualifications Framework
BNQF	- Bangladesh National Qualifications Framework
NTVQF	- National Technical and Vocational Qualifications Framework
SCVC	- Standards and Curriculum Validation Committee
TVET	- Technical Vocational Education and Training
UoC	- Unit of Competency
STP	- Skills Training Provider
OSH	- Occupational Safety and Health
PPE	- Personal Protective Equipment
SOP	- Standard Operating Procedures

Approval of Competency Standard

Members of the Approval Committee:

Member	Signature
Dulal Krishna Saha Executive Chairman (Secretary) National Skills Development Authority (NSDA)	 08/09/2021
Md. Nurul Amin Member (Admin & Finance) And Member (Registration & Certification) Joint Secretary National Skills Development Authority (NSDA)	 08.09.21
Alif Rudaba Member (Planning & Skills Standard) Joint Secretary National Skills Development Authority (NSDA)	 08/09/2021


08/09/21

Dulal Krishna Saha

Executive Chairman (Secretary)

National Skills Development Authority (NSDA)

Competency Standards for National Skill Certificate – 3 in Creative and Business Content Writing (Administrative Content) of ICT Sector

Course Structure

SL No	Unit Code and Title			UoC Level	Nominal (Hours)
The Generic Competencies					20
1	GU009L3V1	Practice negotiation skill	3	20	
The Sector Specific Competencies					105
1	SUICT002L2V1	Operate office application software	2	25	
2	SUICT003L3V1	Access information using internet and electronic mail	3	15	
3	SUICT004L4V1	Comply to ethical standards in ICT workplace	3	15	
4	SUICT005L3V1	Interpret Fundamentals of Content writing	3	50	
The Occupation Specific Competencies					235
1	OUCW013L3V1	Perform Transcription	3	65	
2	OUCW014L3V1	Perform Translation	3	70	
3	OUCW015L3V1	Perform Editing	3	50	
4	OUCW016L3V1	Perform Rewriting	3	50	
Total Nominal Learning Hours					360

Units & Elements at a Glance

The Generic Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU009L3V1	Practice negotiation skill	1. Plan negotiations 2. Participate in negotiations	20

The Sector Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
SUICT002L2V1	Operate office application software	1. Operate computer 2. Install application software 3. Use word processor to prepare/create documents 4. Use spreadsheet to create /prepare worksheets 5. Use presentation software to create / prepare presentation 6. Print a document	25
SUICT003L3V1	Access information using internet and electronic mail	1. Access resources from internet 2. Use and manage electronic mail 3. Use audio/video tools for information transfer	15
SUICT004L4V1	Comply to ethical standards in IT workplace	1. Uphold the requirements of clients 2. Deliver quality products and services 3. Maintain professionalism at workplace 4. Maintain workplace code of conduct.	15
SUICT005L3V1	Interpret fundamentals of content writing	1. Identify industry 2. Identify demand 3. Identify trends 4. Identify legal aspects of content writing 5. Identify ethical aspects of content writing	50

The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUCW013L3V1	Perform Transcription	<ol style="list-style-type: none"> 1. Identify clients' requirements 2. Interpret the provided materials 3. Transcribe the content 	65
OUCW014L3V1	Perform Translation	<ol style="list-style-type: none"> 1. Identify clients' requirements 2. Interpret the provided materials 3. Translate the content 	70
OUCW015L3V1	Perform Editing	<ol style="list-style-type: none"> 1. Identify clients' requirements 2. Interpret the provided materials 3. Proofread the content 4. Check content for plagiarism 5. Edit the content 	50
OUCW016L3V1	Perform Rewriting	<ol style="list-style-type: none"> 1. Identify clients' requirements 2. Interpret the provided materials 3. Rewrite the content 4. Check content for plagiarism 5. Edit the Content 	50

The Generic Competencies

Unit Code and Title	GU009L3V1: Practice Negotiation Skills
Nominal Hours	20 Hours
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to practice negotiation skills. It specifically includes – planning negotiations and participating in negotiations.
Elements of Competency	Performance Criteria <u>Bold & Underlined</u> terms are elaborated in the Range of Variables Training Components
1. Plan negotiations	1.1 Information on <u>preparing for negotiation</u> is identified and included in the plan. 1.2 Information on creating <u>non-verbal environments</u> for positive negotiating is identified and included in the plan. 1.3 Information on <u>active listening</u> is identified and included in the plan. 1.4 Information on different <u>questioning techniques</u> is identified and included in the plan. 1.5 Information is checked to ensure it is correct and up-to-date.
2. Participate in negotiations	2.1 Criteria for successful outcome are agreed upon by all parties. 2.2 Desired outcome of all parties is considered. 2.3 Appropriate language is used throughout the negotiation. 2.4 A variety of questioning techniques are used. 2.5 The issues and processes are documented and agreed upon by all parties. 2.6 Possible solutions are discussed and their viability assessed. 2.7 Areas for agreement are confirmed and recorded. 2.8 Follow-up action is agreed upon by all parties.
Range of Variables	
Variable	Range (May include but not limited to)
1. Preparing for negotiation	1.1 Background information on other parties to the negotiation 1.2 Good understanding of topic to be negotiated 1.3 Clear understanding of desired outcome/s 1.4 Personal attributes 1.4.1 Self esteem 1.4.2 Self esteem 1.4.3 Objectivity 1.4.4 Empathy 1.4.5 Respect for others 1.5 Interpersonal skills 1.5.1 Listening / reflecting

	<ul style="list-style-type: none"> 1.5.2 Non-verbal communication 1.5.3 Assertiveness 1.5.4 Behavior labeling 1.5.5 Testing understanding 1.5.6 Seeking information 1.5.7 Self-disclosure <p>1.6 Analytic skills</p> <ul style="list-style-type: none"> 1.6.1 Observing differences between content and process 1.6.2 Identifying bargaining information 1.6.3 Applying strategies to manage process 1.6.4 Applying steps in negotiating process 1.6.5 Strategies to manage conflict 1.6.6 Steps in negotiating process <p>1.7 Options within organization and externally for resolving conflict</p>
2. Non-verbal environments	<ul style="list-style-type: none"> 2.1 Friendly reception 2.2 Warm and welcoming room 2.3 Refreshments offered 2.4 Lead in conversation before negotiation begins
3. Active listening	<ul style="list-style-type: none"> 3.1 Attentive 3.2 Don't interrupt 3.3 Good posture 3.4 Maintain eye contact 3.5 Reflective listening
4. Questioning techniques	<ul style="list-style-type: none"> 4.1 Direct 4.2 Indirect 4.3 Human Open-ended
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	<p>Assessment required evidences that the candidate:</p> <ul style="list-style-type: none"> 1.1 demonstrated sufficient knowledge of the factors influencing negotiation to achieve agreed outcome. 1.2 participated in negotiation with at least one person to achieve an agreed outcome.
2. Underpinning knowledge	<ul style="list-style-type: none"> 2.1. Codes of practice and guidelines for the organization. 2.2. Organization policy and procedures for negotiations. 2.3. Decision making and conflict resolution strategies procedures. 2.4. Problem solving strategies on how to deal with unexpected questions and attitudes during negotiation. 2.5. Flexibility. 2.6. Empathy.

3. Underpinning skill	3.1 Interpersonal skills to develop rapport with other parties. 3.2 Communication skills (verbal and listening). 3.3 Observation skills. 3.4 Negotiation skills.
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Environmental concerns 4.3 Eagerness to learn 4.4 Tidiness and timeliness 4.5 Respect for rights of peers and seniors in workplace 4.6 Communication with peers and seniors in workplace
5. Resource implication	The following resources MUST be provided: 5.1 Workplace (actual or simulated). 5.2 Human resources (negotiators).
6. Methods of assessment	6.1 Demonstration 6.2 Oral questioning 6.3 Written test
7. Context of assessment	7.1. Competency assessment must be done in NSDA accredited center. 7.2. Assessment should be done by NSDA certified/ nominated assessors
Accreditation Requirements Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.	

The Sector Specific Competencies

Unit Code and Title	SUICT002L4V1: Operate Office Application Software
Nominal Hours	25 hours
Unit Descriptor	This unit covers the knowledge, skills and attitude required to operate office application software. It specifically includes operating computer, installing application software, using word processor to prepare/create documents, using spread sheet to create /prepare worksheets, using presentation software to create / prepare presentation, and print in ga document.
Elements of Competency	Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variable Training Components
1. Operate computer	1.1 Safe workplace practices are observed according to IT workplace guideline. 1.2 Desktop <u>Peripherals</u> are checked and connected with computer properly. 1.3 Computer is switched on. 1.4 Computer <u>desktop /GUI settings</u> are arranged and customized as per requirement. 1.5 Files and folders are <u>manipulated</u> as per requirement. 1.6 Properties of files and folders are viewed and searched. 1.7 Disks are defragmented, formatted as per requirement.
2. Install application software	2.1 Installation requirements of software are identified and listed. 2.2 Software sources and CD key/ password are assured. 2.3 <u>Appropriate Software</u> are collected and selected as per requirement. 2.4 Software installation is started. 2.5 Customization is done as per requirement. 2.6 Steps of installation are followed as per installation Instructions. 2.7 Installations are completed properly. 2.8 Correctness of Installation is checked.
3. Use word processor to prepare/create documents	3.1 Appropriate <u>word processor</u> is Selected and started. 3.2 Documents are created as per requirement in Personal use and office environment. 3.3 Contents are entered. 3.4 Documents are formatted. 3.5 Paragraph and page settings are completed. 3.6 Document is saved.

4. Use spreadsheet to create /prepare worksheets	4.1 <u>Spreadsheet applications</u> are selected and started. 4.2 Worksheets are created as per requirement in Personal use and office environment. 4.3 Data are entered 4.4 Functions are used for calculating and editing logical operation 4.5 Sheets are formatted as per requirement. 4.6 Charts are created. 4.7 Charts/ Sheets are saved.
5. Use presentation software to create / prepare presentation	5.1 Appropriate <u>presentation applications</u> are selected and started 5.2 Presentation is created as per requirement in personal use and office environment 5.3 Image, Illustrations, text, table, symbols and media are entered as per requirements. 5.4 Presentations are formatted and animated. 5.5 Presentations are viewed and saved.
6. Print a document	6.1. Printer is connected with computer. 6.2. Power is switched on at both the power outlet and printer. 6.3. Printer is installed and added. 6.4. Paper of proper size is put into printer. 6.5. Correct printer setting is selected 6.6. Document is previewed and printed. 6.7. Print from the printer spool is viewed or cancelled and unsaved data is saved as per requirements. 6.8. Opened software is closed. 6.9. Devices are shut down.

Range of Variables

Variable	Range (May include but not limited to:)
1. Peripherals	1.1 Monitor 1.2 Keyboard 1.3 Mouse 1.4 Modem 1.5 Scanner 1.6 Printer
2. Desktop/ GUI settings	2.1 Icons 2.2 Taskbar 2.3 View 2.4 Resolutions
3. Manipulate	3.1 Create 3.2 Open 3.3 Copy 3.4 Rename 3.5 Delete 3.6 Sort
4. Appropriate Software	5.1 Word processor. 5.2 Spread sheet application.

	5.3 Presentation application.
5. Word processor	6.1 MS Word processor 6.2 Openoffice.org 6.3 Google docs 6.4 Word perfect 6.5 LibreOffice
6. Spread sheet applications	7.1 MS Excel 7.2 Google Sheets 7.3 Apple Numbers by Apple
7. Presentation application	8.1 MS PowerPoint 8.2 Google Slides 8.3 Prezi
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 installed Operating system 1.2 manipulated Files and folders as per requirement 1.3 installed application software 1.4 used functions in spread sheet. 1.5 applied animations into presentation slide. 1.6 printed document.
2. Underpinning knowledge	2. 1 Desktop items 2. 2 Type of Bangla keyboard layout 2. 3 Different type of software and application packages 2. 4 Use of word processor, spread sheet and presentation software 2. 5 Type of printers 2. 6 Type of charts, Impotence of chart 2. 7 Different type of math and logical functions.
3. Underpinning skill	3.1 Starting computer 3.2 Installing Operating system 3.3 Managing desktop item 3.4 Manipulating Files and folders as per requirement 3.5 Installing application software 3.6 Running application software 3.7 Creating and saving document with word processing application. 3.8 Using functions in spread sheet. 3.9 Applying animations into presentation slide. 3.10 Printing document.

4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	Following Resources must be provided 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of assessment	6.1 Written Test 6.2 Demonstration 6.3 Oral Questioning 6.4 Portfolio
7. Context of assessment	7.1. Competency assessment must be done in NSDA accredited center. 7.2. Assessment should be done by NSDA certified/nominated assessors

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	SUICT003L3V1: Access Information using Internet and Electronic mail
Nominal Hours	15 hours
Unit Descriptor	This unit covers the knowledge, skills and attitude required to access information using internet and electronic mail. It specifically includes accessing resources from internet, using and managing electronic mail, and using audio/video tools for information transfer.
Elements of Competency	Performance Criteria <u>Bold and underlined</u> terms are elaborated in the Range of Variable.
1. Access resources from internet	1.1 Appropriate internet <u>browsers</u> are selected and installed. 1.2 Internet browser is opened and web address / URL is written/selected in /from address bar to access <u>information</u> . 1.3 <u>Search engines</u> are used to access information 1.4 Video / Information are Shared /downloaded / uploaded from / to web site/ <u>social media</u> . 1.5 <u>Web based resources</u> are used. 1.6 Netiquette' (or web etiquette) principles are searched and followed.
2. Use and manage electronic mail	2.1. <u>Email services</u> are identified and selected to create a new email address 2.2. Email account is created. 2.3. Document is prepared, attached and sent to different types of recipients. 2.4. Email is read, forwarded, replied and deleted as per requirement. 2.5. Custom email folders are created and manipulated. 2.6. Email message is printed.
3. Use audio/video tools for information transfer	3.1 Audio and video tools are identified 3.2 Apps using audio video tools are identified 3.3 Information is transferred with apps using audio/video tools
Range of Variables	
Variable	Range (May include but not limited to:)
1. Browsers	1.1 Mozilla Firefox 1.2 Google chrome 1.3 Internet explorer

	1.4 Opera
2. Information	2.1. Text information 2.2. Graphics 2.3. Video
3. Search engines	3.1. Google 3.2. Yahoo 3.3. AltaVista 3.4. Msn 3.5. Bing
4. Social media.	4.1 Face book 4.2 Twitter 4.3 LinkedIn 4.4 YouTube
5. Web based services	5.1 Drive 5.2 Calendar 5.3 Map 5.4 Translator 5.5 Docs 5.6 Search
6. Email services	6.1 Free mail services – Gmail, Yahoo, Hotmail 6.2 Web mail services.
Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.	
1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 downloaded / uploaded video / Information from / to web site 1.2 prepared, attached and sent documents to different types of recipients.
2. Underpinning knowledge	2.1. Internet 2.2. www 2.3. web site 2.4. web address 2.5. URL 2.6. Web browsers 2.7. Search engines 2.8. Information 2.9. Social media 2.10. Web based services 2.11. Folder manipulation
3. Underpinning skill	3.1 Accessing and sharing resources from internet 3.2 Downloading /uploading file, documents and video from /to web sites

	3.3 Sending and receiving mail through mail service. 3.4 Using audio/video tools to share information.
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers, sub-ordinates and seniors in workplace
5. Resource implication	Following Resources must be provided- 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of assessment	6.1 Written Test 6.2 Demonstration 6.3 Oral Questioning 6.4 Portfolio
7. Context of assessment	7.1 Competency assessment must be done in NSDA accredited assessment center. 7.2 Assessment should be done by NSDA certified/nominated assessor
Accreditation Requirements Training Providers must be accredited by National Skills Development Authority (NSDA), the national quality assurance body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any national qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.	

Unit Code and Title	SUICT004L4V1: Comply to Ethical Standards in the Workplace	
Nominal Hours	15 Hours	
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to comply to ethical standards in IT workplace. It specifically includes upholding the requirements of clients, delivering quality products and services, maintaining professionalism at workplace, and maintaining workplace code of conduct.	
Elements of Competency	Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables	
1. Uphold the requirements of clients	1.1 Clients' requirements are identified. 1.2 Confidentiality of information is maintained in accordance with workplace policies / organizational policies/national legislation. 1.3 Potential conflicts of interest are identified and involved parties of potential conflicts are notified. 1.4 Proprietary rights of client/customer are asserted.	
2. Deliver quality products and services	2.1. Products and services are provided according to the clients' requirements. 2.2. Work is completed as per standards. 2.3. Quality processes are implemented when developing products and services.	
3. Maintain professionalism at workplace	3.1 Work processes are delivered as per standards. 3.2 Skills, knowledge and qualifications are presented in a professional manner. 3.3 Services and products developed by self and others are delivered as per workplace standard. 3.4 Unbiased and objective information are provided to clients. 3.5 Realistic estimates for time, cost and delivery of outputs are presented during negotiation.	
4. Maintain workplace code of conduct.	4.1 Workplace code of conduct are interpreted 4.2 Workplace code of conduct is followed.	
Range of variables		
Variables	Range (may include but not limited to):	
Evidence Guide		
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency		

1. Critical aspects of competency	<p>Assessment required evidence that the candidate:</p> <ol style="list-style-type: none"> 1.1 asserted proprietary rights of client/customer. 1.2 completed work to industry and international standards. 1.3 implemented quality processes when developing products and services. 1.4 delivered services and products developed by self and others. 1.5 provided unbiased and objective information to clients. 1.6 followed workplace code of conduct.
2. Underpinning knowledge	<ol style="list-style-type: none"> 2.1. Corporate code of confidentiality of information 2.2. organizational policies, national legislation and workplace policies in relation to IT sector 2.3. Law and regulations pertaining to proprietary rights 2.4. Quality processes for products and services 2.5. Procedure of provided to client information 2.6. Method of estimating for time, cost and delivery products and services 2.7. Workplace code of conduct in IT sector
3. Underpinning Skills	<ol style="list-style-type: none"> 3.1. Upholding confidentiality of information in accordance with organizational policies, national legislation and workplace policies 3.2. Asserting proprietary rights of client/customer 3.3. Completing work in accordance with industry and international standards 3.4. Implementing quality processes when developing products and services 3.5. Delivering correctly services and products developed by self and others 3.6. Providing unbiased and objective information are to clients. 3.7. Presenting realistic estimates for time, cost and delivery of outputs during negotiation 3.8. Following workplace code of conduct
4. Underpinning Attitudes	<ol style="list-style-type: none"> 4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace.
5. Resource Implications	<p>The following resources must be provided:</p> <ol style="list-style-type: none"> 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.

6. Methods of Assessment	6.1 Written Test 6.2 Demonstration 6.3 Oral Questioning 6.4 Portfolio
7. Context of Assessment	7.1. Competency assessment must be done in NSDA accredited center. 7.2. Assessment should be done by NSDA certified/nominated assessors

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	SUICT005L3V1: Interpret fundamentals of content writing
Nominal Hours	50 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to Interpret fundamentals of content writing.</p> <p>It specifically includes the tasks of identifying industry, demand, trends, legal aspects and ethical aspects of content writing.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Identify industry	1.1 Content writing market is identified 1.2 Types of content are identified 1.3 Sources of work opportunities are identified
2. Identify demand	2.1 Importance of content writing is interpreted 2.2 Market position of content writing is interpreted 2.3 Earning potential is identified 2.4 Competitors of content writing are identified
3. Identify trends	3.1 Latest content writing tools are identified 3.2 Local market trends are identified 3.3 International market trends are identified
4. Identify legal aspects of content writing	4.1 <u>Copyright laws</u> are interpreted 4.2 Copyright laws are identified
5. Identify ethical aspects of content writing	5.1 Importance of client's trust is maintained 5.2 Values and moral principles are identified 5.3 Professional etiquettes are maintained
Range of Variables	
Variables	Range (may include but not limited to):
1 Copyright laws	1.1 Local 1.2 International
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	

1. Critical aspects of competency	<p>Assessment required evidence that the candidate:</p> <ul style="list-style-type: none"> 1.1 Identified types, markets and sources of works; 1.2 Identified demand of content writing; 1.3 Identified trends of content writing; 1.4 Identified legal aspects of content writing; 1.5 Identified ethical aspects of content writing';
2. Underpinning knowledge	<ul style="list-style-type: none"> 2.1 Content writing market; 2.2 Types of content writing; 2.3 Work opportunities; 2.4 Future trend; 2.5 Legal aspects; 2.6 Ethical aspects;
3. Underpinning Skills	<ul style="list-style-type: none"> 3.1 Soft skills 3.2 Communication skills 3.3 Computer using skills 3.4 Reading, writing and listening skills
4. Required attitude	<ul style="list-style-type: none"> 4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implication	<p>The following resources must be provided:</p> <ul style="list-style-type: none"> 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of Assessment	<p>Methods of assessment may include but not limited to:</p> <ul style="list-style-type: none"> 6.1 Written test 6.2 Demonstration 6.3 Oral questioning 6.4 Portfolio
7. Context of Assessment	<ul style="list-style-type: none"> 7.1 Competency assessment must be done in NSDA accredited center. 7.2 Assessment should be done by NSDA certified/ nominated assessors.

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NSQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

The Occupation Specific Competencies

Unit Code and Title	OUCW013L3V1: Perform Transcription
Nominal Hours	65 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to perform transcription.</p> <p>It specifically includes the tasks of Identifying clients' requirements, interpreting the provided materials and transcribing content.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Identify clients' requirements	<p>1.1 <u>Materials for Transcription</u> is identified;</p> <p>1.2 <u>Details for materials</u> are identified;</p> <p>1.3 Clients' inputs/lays are identified;</p> <p>1.4 Clients' requirements for <u>transcription type</u> are identified;</p>
2. Interpret the provided materials	<p>2.1. Provided materials are comprehended as per clients' requirements;</p> <p>2.2. Provided materials are interpreted;</p> <p>2.3. <u>Transcription tools</u> are identified</p>
3. Transcribe the content	<p>3.1 Content is transcribed as per clients' requirement</p> <p>3.2 Content is finalized</p>
Range of Variables	
Variables	Range (may include but not limited to):
1 Materials for Transcription	<p>1.1 Audio clip</p> <p>1.2 Video clip</p> <p>1.3 Text in the form of image</p>
2 Details for materials	<p>2.1 Duration of audio/ video clip</p> <p>2.2 Number of speakers</p> <p>2.3 Sound clarity</p> <p>2.4 Language</p> <p>2.5 Accent</p> <p>2.6 Subtitle</p>
3 Transcription type	<p>3.1 Verbatim</p> <p>3.2 Intelligent</p> <p>3.3 Edited</p>

4 Transcription tools	4.1. Inqscribe 4.2. F4 4.3. Transcribe 4.4. Express Scribe
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 Identified clients' requirements 1.2 Interpreted the provided materials; 1.3 Transcribed the content;
2. Underpinning knowledge	2.1 Understanding of: 2.1.1. Clients' requirements; 2.1.2. Transcript materials; 2.1.3. Transcription tools; 2.1.4. Transcribe of content;
3. Underpinning Skills	3.1 Applying concept of transcription; 3.2 Applying concept of materials for transcription; 3.3 Applying the concept of tools for transcription; 3.4 Applying the concept of techniques for transcription;
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implication	The following resources must be provided: 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of Assessment	Methods of assessment may include but not limited to: 6.1 Written test 6.2 Demonstration 6.3 Oral questioning 6.4 Portfolio
7. Context of Assessment	7.3 Competency assessment must be done in NSDA

	<p>accredited center.</p> <p>7.4 Assessment should be done by NSDA certified/nominated assessors.</p>
<p>Accreditation Requirements</p> <p>Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NSQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.</p>	

Unit Code and Title	OUCW014L3V1: Perform Translation
Nominal Hours	70 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to perform translation.</p> <p>It specifically includes tasks of identifying clients' requirements, interpreting the provided materials and translating content.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Identify clients' requirements	<p>1.1 <u>Materials for Translation</u> are identified;</p> <p>1.2 <u>Details for materials</u> are identified;</p> <p>1.3 Clients' inputs/lay are identified;</p> <p>1.4 Clients' requirements for <u>translation type</u> are identified;</p>
2. Interpret the provided materials	<p>2.1. Provided materials are consumed as per clients' requirements;</p> <p>2.2. Provided materials are interpreted;</p> <p>2.1 <u>Translation tools</u> are identified</p>
3. Translate the content	<p>3.1 Content is translated as per client's requirement</p> <p>3.2 Content is finalized</p>
Range of Variables	
Variable	Range (may include but not limited to):
1. Materials Translation for	<p>1.1. Audio clip</p> <p>1.2. Video clip</p> <p>1.3. Text</p> <p>1.4. Image</p>
2. Details for materials	<p>2.1 Language and dialect</p> <p>2.2 Topic/ subject</p> <p>2.3 Number of speakers</p> <p>2.4 Sound clarity</p> <p>2.5 Accent</p> <p>2.6 Subtitle</p> <p>2.7 Jargon</p> <p>2.8 Phrases/ Idioms</p>
3. Translation type	<p>3.1 Literal</p> <p>3.2 Faithful</p> <p>3.3 Word for word translation</p> <p>3.4 Semantic</p>

	3.5 Adaptation 3.6 Free translation 3.7 Idiomatic 3.8 Communicative translation
4. Translation Tools	4.1 Google Translate 4.2 Linguee 4.3 The free dictionary 4.4 Memsources
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical Aspects of Competency	Assessment required evidence that the candidate: 1.1 Identified clients' requirements; 1.2 Interpreted the provided materials; 1.3 Translated content;
2. Underpinning Knowledge	2.1 Understanding of: 2.1.1 Clients' requirements; 2.1.2 Translation materials; 2.1.3 Translation tools; 2.1.4 Content to be translated; 2.2 Proficiency in language to be translated
3. Underpinning Skills	3.1 Applying concept of translation; 3.2 Applying concept of materials for translation; 3.3 Applying the concept of tools for translation; 3.4 Applying the concept of techniques for translation
4. Required Attitudes	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implications	The following resources must be provided: 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.

6. Methods of Assessment	<p>Methods of assessment may include but not limited to:</p> <p>6.1 Written Test</p> <p>6.2 Demonstration</p> <p>6.3 Oral Questioning</p> <p>6.4 portfolio</p>
7. Context of Assessment	<p>7.1 Competency assessment must be done in NSDA accredited center.</p> <p>7.2 Assessment should be done by NSDA certified/ nominated assessors</p>

Accreditation Requirements

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Unit Code and Title	OUCW015L3V1: Perform Editing
Nominal Hours	50 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to perform editing.</p> <p>It specifically includes the tasks of identifying clients' requirements, interpreting the provided materials, proofread content, checking content for plagiarism and editing the content.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Identify clients' requirements	1.1 Written materials for editing are identified; 1.2 <u>Details for materials</u> are identified; 1.3 Clients' inputs/lays are identified; 1.1 Clients' requirements for <u>editing type</u> are identified;
2. Interpret the provided materials	2.1. Provided materials are comprehended as per clients' requirements; 2.2. Provided materials are interpreted
3. Proofread the content	3.1 <u>Proofreading tools</u> are identified 3.2 Proofread is performed;
4. Check content for plagiarism	4.1 <u>Plagiarism tools</u> are identified 4.2 Content is checked using plagiarism tools;
5. Edit the content	5.1 <u>Editing tools</u> are identified 5.2 Content is edited using editing tools;
Range of Variables	
Variables	Range (may include but not limited to):
1. Details for materials	1.1 Language and dialect 1.2 Topic/ subject 1.3 Jargon 1.4 Phrases/ Idioms
2. Proofreading tools	2.1. Grammarly 2.2. Ginger software 2.3. ProWritingAid
3. Plagiarism tools	3.1 Grammarly 3.2 CopyScape 3.3 Plagiarism Checker X

4. Editing type	4.1 Proofreading 4.2 Copyediting 4.3 Structural editing
5. Editing tools	5.1 Grammarly 5.2 Thesaurus.com 5.3 StackEdit 5.4 Yoast SEO 5.5 Hemingway editor
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 Identified client's requirements; 1.2 Interpreted the provided materials 1.3 Proofread the content 1.4 Checked the content for plagiarism 1.5 Edited the content
2. Underpinning knowledge	2.1 Knowledge of: 2.1.1 Editing and types 2.1.2 Proofreading tools 2.1.3 Plagiarism tools 2.1.4 Editing tools
3. Underpinning Skills	3.1 Applying the concept of editing; 3.2 Applying the concept of proofreading; 3.3 Showing skills for checking content using plagiarism tools;
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implication	The following resources must be provided: 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of Assessment	Methods of assessment may include but not limited to: 6.1 Written test 6.2 Demonstration 6.3 Oral questioning 6.4 Portfolio
7. Context of Assessment	7.5 Competency assessment must be done in NSDA

	accredited center.
7.6	Assessment should be done by NSDA certified/ nominated assessors.

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NSQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OUCW016L3V1: Perform Rewriting
Nominal Hours	50 Hours
Unit Descriptor	<p>This unit covers the knowledge, skills and attitudes required to perform rewriting.</p> <p>It specifically includes the tasks of identifying clients' requirements, interpreting the provided materials, rewriting content, checking content for plagiarism and editing content.</p>
Elements of Competency	<p>Performance Criteria <u>Bold and Underlined</u> terms are elaborated in the Range of Variables</p>
1. Identify clients' requirements	1.1 Written materials for rewriting are identified; 1.2 <u>Details for materials</u> are identified; 1.3 Clients' inputs/lay are identified; 1.4 Clients' requirements for <u>rewriting type</u> are identified;
2. Interpret the provided materials	2.1. Provided materials are comprehended as per clients' requirements; 2.2. Provided materials are interpreted
3. Rewrite the content	3.1 Content is rewritten in an improved manner as per clients' requirements 3.2 Content is finalized as per clients' requirements
4. Check content for plagiarism	4.1 <u>Plagiarism tools</u> are identified 4.2 Content is checked for plagiarism
5. Edit the Content	5.1 <u>Editing tools</u> are identified 5.2 Content is edited as per client requirement 5.3 Edited content is finalized
Range of Variables	
Variables	Range (may include but not limited to):
1. Details for materials	1.1 Language and dialect 1.2 Topic/ subject 1.3 Jargon 1.4 Phrases/ Idioms
2. Editing type	2.1 Proofreading 2.2 Copyediting 2.3 Structural editing
3. Plagiarism tools	3.1 Grammarly 3.2 CopyScape

	3.3 Plagiarism Checker X 3.4 Turnitin
4. Editing tools	4.1 Grammarly 4.2 Thesaurus.com 4.3 StackEdit 4.4 Yoast SEO 4.5 Hemingway editor
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 Identified clients' requirements 1.2 Interpreted the provided materials 1.3 Performed rewrite of content 1.4 Checked content for plagiarism 1.5 Edited Content
2. Underpinning knowledge	2.1 Knowledge of: 2.1.1 Rewriting the content 2.1.2 Content detail 2.1.3 Plagiarism tools 2.1.4 Editing tools
3. Underpinning Skills	3.1 Applying the concept of rewriting; 3.2 Applying the concept of editing; 3.3 Showing skills for checking content using plagiarism tools;
4. Required attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace
5. Resource Implication	The following resources must be provided: 5.1 Relevant tools, Equipment, software and facilities needed to perform the activities. 5.2 Required learning materials.
6. Methods of Assessment	Methods of assessment may include but not limited to: 6.1 Written test 6.2 Demonstration 6.3 Oral questioning 6.4 Portfolio
7. Context of Assessment	7.1 Competency assessment must be done in NSDA accredited center.

	7.2 Assessment should be done by NSDA certified/ nominated assessors.
Accreditation Requirements Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NSQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.	

Development of Competency Standard by Technical Sub-Committee (TSC)

The Competency Standard for National Skills Certificate in **Creative and Business Content Writing (Administrative Content)** for freelancing, **NSQF L- 3** qualification is developed by TSC and approved by NSDA.

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Validation of Competency Standard by Standard and Curriculum Validation Committee (SCVC)

The Competency Standards for National Skills Certificate in **Creative and Business Content Writing (Administrative Content)** for freelancing, is validated by SCVC on 29-31 August 2021 and approved by NSDA.

Respectable members of the SCVC:

Creative and Business Content Writing (Administrative Content)		
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This Competency Standard for **Creative and Business Content Writing (Administrative Content)** for freelancing is a document for the development of curricula, teaching and learning materials, and assessment tools. It also serves as the document for providing training consistent with the requirements of industry in order for individuals who graduated through the established standard via competency-based assessment to be suitably qualified for a relevant job.

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