



Rashtriya Uchchatar Shiksha Abhiyan (RUSA)
DEPARTMENT OF HIGHER EDUCATION, Govt. of Punjab

COMMUNICATION SKILLS TRAINER'S MANUAL



by

ITFT FINISHING SCHOOL
New Chandigarh
Under RUSA Project - Punjab

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Day wise planner

Days	Session	Time
Day 1	Motivation for Spoken English	1 hour
Day 2	Ways of Improving Spoken English	1 hour
Day 3	Practice and Self Help Session	1 hour
Day 4	Learning English through Technology (Apps + Website)	1 hour
Day 5	Jaw Exercises for Spoken English	1 hour
Day 6	Daily English Practice	1 hour
Day 7	Voice & Accent	1 hour
Day 8	Translations- I	1 hour
Day 9	Translations-II	1 hour
Day 10	Daily Used Sentences	1 hour
Day 11	Daily used slangs/ words	1 hour
Day 12	Situational Based Practice	1 hour
Day 13	Writing an application	1 hour
Day 14	Writing an email/ paragraph	1 hour
Day 15	Invitation writing and other english texts	1 hour
Day 16	Mind mapping (expressing yourself on paper)	1 hour
Day 17	Practice Session-I	1 hour
Day 18	Practice Session-II	1 hour
Day 19	Interview Practice-I	1 hour
Day 20	Interview Practice-II	1 hour



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SOFT SKILLS TRAINER'S MANUAL



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Soft Skills Day Wise Planner			
Total Days= 20, Total Hours=20			
Days	Session	Time	
Day 1	Introduction & Basic Grooming, Health & Hygiene	1 Hour	Grooming & Manners & Etiquettes
Day 2	Formal & Informal Power Dressing	1 Hour	
Day 3	Make- up & Hair styling	1 Hour	
Day 4	Manners & Etiquettes (Dining, Social, Party, Corporate)	1 Hour	
Day 5	Tele Etiquette + ASSESSMENT	1/2 Hour + 1/2 Hour	
Day 6	Body Language (Gestures, Facial, Expressions)	1 Hour	Interpersonal Skills
Day 7	Team Building & Relationship Management	1 Hour	
Day 8	Greetings/Meetings & Emotional Intelligence	1 Hour	
Day 9	Image Consciousness & Microcosm, Macrocosm Personality	1 Hour	
Day 10	Body Language-Postures + Assessment	1/2 Hour + 1/2 Hour	
Day 11	Choosing a Career, Resume Writing, Cover Letter Writing	1 Hour	Career Enhancement & Management
Day 12	Interview Dressing, Interview Etiquettes		
Day 13	FAQ's of Interview, HR & Industry Perspective		
Day 14	Commonly Asked Questions	1 Hour	
Day 15	Psychometric Testing, Situational Reaction, Projective Techniques	1 Hour	
Day 16	Group Discussions		
Day 17	Mock Interviews & Group Discussions	1 Hour	
Day 18	Mock Interview + Assessment	1/2 Hour + 1/2 Hour	
Day 19	Mock Interview Practice		
Day 20	Positive Thinking & Attitude & Confidence Building	1 Hour	Life Management Skills
Day 21	Goal Setting, Decision Making & Problem Solving, Assertiveness	1 Hour	
Day 22	Time Management, Stress & Crisis Management, Change Management	1 Hour	
Day 23	Creativity & Innovation, Negotiation Persuasive Skills		
Day 24	Negotiation Persuasive Skills	1 Hour	
Day 25	Recap + Assessment	1/2 Hour + 1/2 Hour	



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SALES & MARKETING TRAINER'S MANUAL



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SALES & MARKETING MANAGEMENT

Lesson	Title
1.	Marketing Concepts
2.	Modern Marketing
3.	Market Segmentation
4.	Marketing Environment
5.	Consumer Purchase Process
6.	Marketing Information System and Marketing Research
7.	Marketing Mix
8.	Product Mix
9.	New Product Planning and Development
10.	Branding and Packaging Decisions
11.	Pricing Decisions
12.	Channel Decisions
13.	Advertising
14.	Sale Promotion
15.	Personal Selling
16.	Selling Skills

Day wise Planner

DAYS	CHAPTER NAME	TOPIS TO BE COVERED
Day 1	Marketing Concepts	Nature and Scope of Marketing, customer needs, wants and demand.
Day 2	Marketing Concepts	Marketing Concepts: production, product, selling, marketing and societal marketing
Day 3	Modern Marketing	Green Marketing, Cross Cultural Marketing, Relationship Marketing
Day 4	Modern Marketing	Mobile & App Based Marketing, Internet Marketing, Buzz Marketing
Day 5	Market Segmentation	Need, concept, nature, basis and strategies, mass marketing vs. Segmentation
Day 6	Market Segmentation	Targeting & Positioning
Day 7	Market Segmentation	CASE STUDY (Refer List)
Day 8	Marketing Environment	Analyzing marketing environment: micro, macro Environment
Day 9	Marketing Environment	CASE STUDY (Refer List)
Day 10	ASSESSMENT	
Day 11	Consumer Purchase Process	Buying Process/ Decision Making Model
Day 12	Consumer Purchase Process	Buying Roles with Demonstration
Day 13	MIS & Market Research	MIS Systems with Videos
Day 14	MIS & Market Research	Research Process
Day 15	MIS & Market Research	Role Play on conducting research like survey
Day 16	Marketing Mix	4 P's with case Study
Day 17	Product Mix	Product line & Depth
Day 18	New Product Planning & Development	NDP, Steps in NDP
Day 19	New Product Planning & Development	CASE STUDY (Refer List)
Day 20	ASSESSMENT	
Day 21	New Product Planning & Development	Product Life Cycle with Case Study- Maggi, Pepsi
Day 22	Branding & Packaging	Brand Intro, Brand Decision, Brand Image
Day 23	Branding & Packaging	Brand Positioning, Re-positioning, Equity
Day 24	Branding & Packaging	Packaging & Labeling
Day 25	Branding & Packaging	CASE STUDY (Refer List)
Day 26	Pricing Decisions	Factors affecting Pricing, Pricing Techniques
Day 27	Pricing Decisions	New Product Pricing
Day 28	Channel Decision	Various Channels, Intermediaries
Day 29	Channel Decision	Product Distribution System & Logistics, CASE STUDY
Day 30	ASSESSMENT	
Day 31	Advertising	Basics of Advertising , Ad agencies in India, Basic Model
Day 32	PR	Basics and Techniques
Day 33	Sales Promotion	Sales Promotion , Techniques, Push & Pull Strategy
Day 34	Sales Promotion	Case Study Discounting techniques, free offers , etc
Day 35	Sales Management	Introduction, Personal selling process with Videos & demo
Day 36	Sales Management	Sales force management
Day 37	Sales Management	Theories of selling-AIDA Theory
Day 38	Selling Skills	Customer & Product Knowledge, Dressing & Hygiene
Day 39	Selling Skills	Sales Person Skills- Communication, Presentation , Negotiation Skills
Day 40	ASSESSMENT	



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Index- RUSA Trainer's Manual

Day	Topic
Section I Tourism	
1	Introduction to Tourism Industry understanding the integration between Hospitality - Tourism -Aviation, Components of tourism, Types of tourism
2	Tourism Trade Buisness,Time Zone and Popular Online Travel Agencies
Section II Hospitality	
3	Introduction to Hospitality ,Classification of Hotels
4	Different types of Hotel Rooms and Different types of room rates (Tariff)
5	Basic Terminologies in Hotel Front office
6	Various Sub departments of Front Office, Job Description of Front Office Staff, Qualities of Front Office Staff
7	Guest Cycle and Reservation Procedure
8-9	<i>Basic Introduction to Hotel Reservation Software- Micros-Opera</i>
11	Housekeeping Department, Hierarchy, Duties and Responsibilities ,Qualities Required
12	Different types of Cleaning Equipment-Manual & Mechanical
13	Different types of Cleaning Agents and its uses, Maid's Cart-Setting and Empty
14	Laundry Operations and Inventory Control
15	Stain Removal and Steps for Room Cleaning and Decor
16-17	Housekeeping – Bed Making -Guest Room
18	Case Study on Indian Hotel
19	Case Study on International Hotel Chain
21	F&B Department, Heirarchy, Duties and Responsibilities Different Terminology
22	Glassware/Chinaware/Tableware
23	Menu Plan, Types of Services
24	Napkins and Serviettes/Cloth and Linen
25 and 26	Table Setting /Layout

27	Mis-en-Scene and Mis-en-Place/Gueridon Service
28	Cocktails and Mock Tails/Accomplishments and Snacks with Beverages
29	Case Study- Dominos and Pizza Hut
30	Case Study - Mc Donald and KFC
31	Customer relations, Handling Situations
32 and 33	Telephone Etiquettes
34-36	Case Study Yatra and Make My Trip
Section III Aviation	
37	Introduction to Aviation Industry, Different types of jobs and their responsibilities/Case Study of Jet Airways and Indigo
38	A day in the life of a Cabin Crew, roles and responsibilities ,Airport Announcement
39	Airline Codes/Phonetics/Top Hotel Chain/Top ten Airlines

Annexures

<i>Annexure I</i>	Case Study on Taj and Oberoi
<i>Annexure II</i>	Case Study on Marriot and Hyatt
<i>Annexure III</i>	Case Study on Dominos and Pizza Hut
<i>Annexure IV</i>	Case Study on Mc Donald's and KFC
<i>Annexure V</i>	Case Study on Yatra and Make My Trip
<i>Annexure VI</i>	Case Study on Jet Airways and Indigo



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MEDIA ENTERTAINMENT TRAINER'S MANUAL



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Day Wise Planner

Course :- Media And Entertainment		
Duration :- 40 Days		
Days	Chapter Name	Topics to be Covered
Day 1	Photography	Introduction and Meaning of Photography , Opportunities for Photography
Day 2		Types of Photography, Types of Shots, Camera Angles, Parts of Camera
Day 3		Three point lightning system, Rule of Third (Practice of Rule of Third)
Day 4		Recent Apps - Selfie apps – Youcam/Perfect, Insta Beauty, Retrica, Beauty Plus Candy Camera, Beauty Cam, Insta Selfie Cam
Day 5		Practice of Selfie Apps (Practical)
Day 6		Photo Editing Apps – PIP Camera, Pics Art, FotoRus, Colour Splas, Pixlr, Photo Editor Pro
Day 7		Practice on Photo Editing Apps (Practical)
Day 8		Video Making Apps- Slides Show Maker, Photo Video Editor, Video FX
Day 9		Practice on Video Making Apps (Practical)
Day 10		Submission of 5 Photographs of each type of Photography/ Produce Short Video with Video Editing Apps
Day 11	Radio	Introduction to Radio, Importance of Radio in Present Media
Day 12		Signature Tune, SFX, Underlay, Types of Radio
Day 13		Copy Writing for Radio Commercial, Tag Line
Day 14		Radio Programme Formats
Day 15		Radio Bumper, Promo, Sparkler, Radio Interview
Day 16		Radio Jockey - Qualities & Responsibilities

Day 17		Voice Modulation, Accent and Pronunciation
Day 18		Voices Recording Apps – Smart Voice Recorder, Easy Voice Recorder, HD Audio Recorder,
Day 19		Packaging of RJ Links/ Ads/ Promo/ Bumper/ Sparkler (Practical)
Day 20	Submission of Packaged RJ Link/ Ad/ Promo/ Bumper/ Sparkler	
Day 21	Events & Films	Indian Film Industry, Employment Opportunities in Film Industry
Day 22		Acting Skills , Facial Expression
Day 23		Acting and Facial Expression Practice on Apps – Dubsmash, Fideo,
Day 24		Voice Modulation (Theory & Practical)
Day 25		Dialogue Delivery (Theory & Practical)
Day 26		Event Industry, Types of Events
Day 27		Event Planning and Management
Day 28		Public Relations for Events
Day 29		Live Event Hosting
Day 30		Host a Press Conference
Day 31	Electronic Media	Introduction to TV Industries and Opportunities in TV Industry
Day 32		News Writing and Reading
Day 33		News Reading Practice (Practical)
Day 34		Reporting and Piece to Camera
Day 35		Anchoring for Entertainment (Practical Class)
Day 36		Voice Modulation, Pitch, Accent and Diction
Day 37		Facing the Camera
Day 38		News Reading for Bulletin
Day 39		Voice Over Practice(Practical)
Day 40	Visit of Guest Faculty From PTC or Fastway	



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RETAIL TRAINER'S MANUAL



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RETAIL MANAGEMENT

Day Wise Planner		
DAYS	CHAPTER NAME	TOPIS TO BE COVERED
Day 1	Retail- An Overview	Meaning , Concepts& Retail Industry in India
Day 2	Retail- An Overview	Recent trend in Indian Retail & Growth drivers of retail in India
Day 3	Retail- An Overview	Organised Retails in the Market with Case Study- Organised Retail Sceanrio in Punjab
Day 4	Retail Institutions	Introduction to Retail Formats & Classification(Ownership Basis, Stor &Non Store Based)
Day 5	Retail Institutions	Retail Verticals
Day 6	Retail Institutions	Videos on Retail store and to demonstrate organized/unorganized retail activities and various formats used
Day 7	Mall Management	Assortment & Planning
Day 8	Mall Management	Store Layout & Visual Merchandising
Day 9		Videos on Indian vs International Retail
Day 10		ASSESSMENT
Day 11	Retail Finance	Accounting Principles, ledger, trial balance with Practice Problems
Day 12	Retail Finance	Profit& Loss , Final Accounts with Practice Problems
Day 13	Retail Rural Marketing	Booming of rural-retails, Rural retail Strategies
Day 14	Retail Rural Marketing	Case Study on Rural Retailing like Rural Banks, MNC's, Dabur, Hindustan Liver Ltd.
Day 15	Distribution & Logistics	Channels, parties involved, basis of logistics
Day 16	Distribution & Logistics	Case Study- Distribution Channel(How products travel from manufacturing unit to retail shelves)
Day 17	Information System	Software's in Retailing and their benefits examples- billing, inventory, logistics software
Day 18	Customer Services	Meaning, Skills for Customer Service, Types & techniques of Customer Service
Day 19	Customer Services	Role Play/Demonstrate customer interaction in a simulated environment / Case Study on good and poor customer service
Day 20		ASSESSMENT
Day 21	Selling & Cross Selling	Selling Process with videos
Day 22	Selling & Cross Selling	Cross Selling, Role Play / Demonstration / Script preparation for Sales Call
Day 23	Skills for Retail Selling	Understanding product, store & customer, Selling Skills for Retail
Day 24	Skills for Retail Selling	Presentation Skills & Negotiation Skills with role paly
Day 25	Skills for Retail Selling	Case Study on Selling Skills for automobiles, gadgets, financial products
Day 26	Customer Retention & Loyalty	Customer Retention Strategies, benefits & Phases
Day 27	Customer Retention & Loyalty	Customer Loyalty types & Programs, Case Study- Aviation Industry Frequent Flyer Program
Day 28	Complaint Management	Why customer complaint, types of complaints
Day 29	Complaint Management	Essential features of complaint handling system, Case study-

		Customer Care/ BPOs
Day 30		ASSESSMENT
Day 31	Retail Advertising & Sales Promotion	importance of advertisement in retailing
Day 32	Retail Advertising & Sales Promotion	Sales Promotion methods, examples of promotion techniques by Big Bazar, apparel stores, white goods during festivity
Day 33	Career in Retailing	Employment aspects of Retailing, Career growth
Day 34	Career in Retailing	Setting up retail business, Entrepreneurship Opportunities
Day 35	Career in Retailing	Case Study- Flipkart (Sunny Bansal & Binny Bansal- Both from Chandigarh)
Day 36	Annexure	Future of Retailing
Day 37	Annexure	Case Study- Making E-tailing work Indian Market
Day 38	Annexure	Retail Apps
Day 39	Annexure	Retail Terminology
Day 40		ASSESSMENT

ST. HILARY'S School, New Chandigarh



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IT & NETWORKING TRAINER'S MANUAL



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DayWise Planner

Course :- IT & Networking		
Duration :- 40 Days		
Days	Chapter Name	Topics to be Covered
Day 1	Computer Overview	OVERVIEW OF COMPUTER:- COMPUTER DEFINITION, COMPONENTS OF COMPUTER, FUNCTIONS OF VARIOUS PARTS OF COMPUTER
Day 2	Computer Overview	CHARACTERISTICS OF COMPUTER, VARIOUS TYPES OF COMPUTERS
Day 3	Computer Overview	INPUT AND OUTPUT DEVICES OF COMPUTERS, VARIOUS TYPES OF MEMORIES
Day 4	Computer Overview	TYPING MASTER:- Test Your Typing Speed, Play Bubbles Typing Game, KeyBricks Keyboarding Game, KeyMan Arcade Game
Day 5	Networks	Introductions to Networks, types of Networks, Networking Models
Day 6	Networks	Wired Communication & Wireless Communication
Day 7	Networks	Different Network Generations, Protocols Supported by Mobile Phones & Computer systems
Day 8	Basics of Internet	Introduction internet, internet protocols, Concept of Internet; Architecture of internet, Applications of Internet, connecting to internet
Day 9	Basics of Internet	Network Topologies, What is ISP; Knowing the Internet; Basics of internet connectivity related troubleshooting.
Day 10	Assessment	
Day 11	Basics of Internet	WWW and Web Browsers: World Wide Web; Web Browsing softwares & setting, Managing histories in web browser, switch mobile from 2G to 3G connectivity, setting default browser, Search Engines; Understanding URL; Domain name; IP Address; Using e-governance website.
Day 12	Basics of Internet	Communications and collaboration: Basics of electronic mail; Getting an email account; Sending and receiving emails; Accessing sent emails

Day 13	Basics of Internet	Introduction to Web Development: Website, Webpage, Static Website, Dynamic Website, web, web 2.0 ,WWW, Web Server, Browser basics, hyperlinks
Day 14	Introduction to Mobile phones	INTRODUCTION TO MOBILE PHONES, DIFFERENT TYPES OF MOBILE PHONES, FEATURES OF MOBILE PHONES, CONFIGURATION OF MOBILE PHONES, DIFFERENCE B/W DIFFERENT TYPES OF MOBILE PHONES
Day 15	Different Operating systems in Mobile phones	Introduction , Mobile Operating System Structure ,Mobile Operating System Platforms
Day 16	Different Operating systems in Mobile phones	Introduction to Android OS
Day 17	Different Operating systems in Mobile phones	Introduction to iOS& Windows Mobile
Day 18	Different Apps for Mobile	Installing& Uninstalling apps
Day 19	Different Apps for Mobile	Creating Google Account, About Play store
Day 20	Assessment	
Day 21	Different Apps for Mobile – Installing, Upgrading & Uninstalling	Upgrading OS, Upgradation of Apps
Day 22	Different Apps settings	Mobile Settings, App Settings
Day 23	Apps for Work	Steps to configure email app,Introduction to Google chrome, Set up and Configure Gmail Account, Office suite
Day 24	Apps for Work	Introduction of Google drive,GoogleHangout,GoogleCalender, Google Drive
Day 25	Apps for Hobbies	Photo Editing Apps, Music Editor Apps
Day 26	Apps for Skills	App for Listening Skills, Speaking Skills
Day 27	Data Backup & Synchronization	Data Backup to external drives
Day 28	Data Backup & Synchronization	Data Synchronization to online drives
Day 29	Data Backup & Synchronization	Retrieving data from online servers and external drives
Day 30	Assessment	

Day 31	Mobile Migration	Windows to Android Migration and vice versa
Day 32	Mobile Migration	iOS to Android Migration and vice versa
Day 33	Mobile Migration	Troubleshooting the general problems
Day 34	Google Apps & Office Tools	About Google , voice search,googleMaps,Google Docs
Day 35	Google Apps & Office Tools	Google Sheets, Google Forms
Day 36	Google Apps & Office Tools	Google Slide,Google sites
Day 37	M-Commerce	Online shopping
Day 38	M-Commerce	Using various coupon and discounts
Day 39	M-Commerce	Online Payment
Day 40	Assessment	