CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2021-2022

AUTOMOTIVE (SUBJECT CODE 404)

JOB ROLE: SALES EXECUTIVE DEALER

CLASS – IX & X

COURSE OVERVIEW:

Automotive - Sales Executive Dealer performs the activity related to preparation of sales of automobile products such as two wheeler, four wheeler, light motor vehicle, heavy automobile and transport vehicle. As sales executive he plan promote sales of automobile products through various mean such as retailer, dealer, stockiest and other outlets. Sales Executive Dealer is responsible for supporting sales to generate sales leads (telemarketing activities) and also support overall sales process to support both sales and service activities.

OBJECTIVES OF THE COURSE:

Followings are the main objectives of this course.

- Communicate effectively with the customers;
- Identify the principal components of a computer system
- Identify and control hazards in the workplace that pose a danger or threat to their safety or, or that of others.
- Demonstrate self-management skills.
- Demonstrate the ability to provide a self-analysis in context of entrepreneurial skills and abilities.
- Demonstrate the knowledge of the importance of green skills in meeting the challenges of sustainable development and environment protection.
- Identify and demonstrate safe use of hand and power tools/equipment used in vehicle showroom;
- Generate sales leads through telemarketing activities
- Support the overall sales process
- Plan and organize work to meet expected outcomes
- Recognize the benefits of great customer service;

- Provide customers necessary information appropriately and systematically;
- Use techniques to provide services based on customer's needs and wants;
- Administer first aid to a casualty with small cuts, grazes, bruises, external bleeding, minor burns and scalds.

SALIENT FEATURES:

- Automotive as a vehicle unit.
- Systems/sub systems & components.
- Automotive electronics for safety, pollution control, fuel efficiency and comforts.
- Other related areas of automotive electronics for traffic management, diagnostics, repair etc.

LIST OF EQUIPMENT AND MATERIALS:

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

1. Two Post lift
2. Air compressor
3. Wheel balancer
4. Bench vice
5. Work tables
6. Bench grinder
7. Oil draining & filling equipment
8. Cooling system tester
9. Multi meter
10. Hydro meter
11. BC clamp meter
12. Coolant tester
13. Battery & charging system tester (Megatronics)
14. Diagnostic tool (genesis Evo)
15. Hand tools
16. Pneumatic tools
17. Torque wrenches
18. Car seat covers
19. Steering covers
20. Gear Knob covers
21. Fender covers/kits
22. Floor mats

23. Cotton gloves
24. Hard toed boots
25. Sun glasses (3 m)
26. Bump caps
27. Air tester filter machine
28. Hydraulic press
29. Hydraulic jacks
30. Vehicle safety stands
31. Parts washing station car
32. Pullers
33. Sliding hammer
34. Wheel aligner
35. Head Light Focusing
36. A/c Machine (124 Robin air)
37. General Hand Tools
38. A/c Leakage Tester
39. Old car

CAREER OPPORTUNITIES:

Automobile engineering is a huge industry. There is great number of employment opportunities in the following fields:

- Private national and multinational automobile companies
- Service stations
- Private transport companies

VERTICAL MOBILITY:

At BSC level, students may start their career as –

- Sales Consultant in Showroom
- Dealership Telecaller Sales Executive

CURRICULUM:

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class IX and X opting for Skills subject along with other subjects.

AUTOMOTIVE (SUBJECT CODE 404)

CLASS – IX

Total Marks: 100 (Theory-50 + Practical-50)

	TERM	UNITS	NO. OF HOUR for Theory andPractical 220	MAX. MARKS for Theory and Practical 100
Part A		**Employability Skills**		
	TERM I	Unit 1 : Communication Skills-I	13	5
		Unit 2 : Self-Management Skills-I	07	
		Unit 3 : ICT Skills-I	13	
	TERM II	Unit 4 : Entrepreneurial Skills-I	10	5
		Unit 5 : Green Skills-I	07	
		Total	**50**	**10**
Part B		**Subject Specific Skills**		
	TERM I	Unit 1: History and Evolution ofAutomobiles	10	4
		Unit 2: Various types of Automobiles	10	4
		Unit 3: Major Systems & Componentsof an Automobile	27	12
	TERM II	Unit 3: Major Systems & Componentsof an Automobile	13	6
		Unit 4: Road Safety	15	6
		Unit 5: Automobiles and ourEnvironment	`15	8
		Total	**90**	**40**
Part C		**Practical Work**		
		Project	20	10
		Viva		05
		Practical File		15
		Demonstration of skill competencyvia Lab Activities	60	20
		Total	**80**	**50**
		GRAND TOTAL	**220**	**100**

NOTE: For Detailed Curriculum/ Topics to be covered under Part A: Employability Skill can be downloaded from CBSE website.

AUTOMOTIVE (SUBJECT CODE 404)

CLASS – X

Total Marks: 100 (Theory-50 + Practical-50)

	TERM	UNITS	NO. OF HOURS for Theory and Practical 220	MAX. MARKS for Theory and Practical 100
Part A		**Employability Skills**		
	TERM I	Unit 1 : Communication Skills-II	13	**5**
		Unit 2 : Self-Management Skills-II	07	
		Unit 3 : ICT Skills-II	13	
	TERM II	Unit 4 : Entrepreneurial Skills-II	10	**5**
		Unit 5 : Green Skills-II	07	
		Total	**50**	**10**
Part B		**Subject Specific Skills**		
	TERM I	Unit 1: Automobile and its components	20	10
		Unit 2: Tools	10	06
		Unit 3: Vehicle Servicing	8	04
	TERM II	Unit 3: Vehicle Servicing	12	06
		Unit 4: Customer sales care	15	04
		Unit 5: Innovation and Development	15	06
		Unit 6: Reading of Service manual	10	04
		Total	**90**	**40**
Part C		**Practical Work**		
		Project	20	10
		Viva		05
		Practical File		15
		Demonstration of skill competency via Lab Activities	60	20
		Total	**80**	**50**
		GRAND TOTAL	**220**	**100**

NOTE: Detailed Curriculum/ Topics to be covered under Part A: Employability Skill can be downloaded from CBSE website.

PRACTICAL GUIDELINES FOR CLASS IX

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in **Secondary School Curriculum (Under NSQF) .** Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

Project -10 marks

Projects for the final practical is given below .Student may be assigned

Viva based on Project -05 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -15 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements.

Suggested list of Practical –

1. Servicing and testing of major components of a vehicle
2. Project on automotive innovation.

Demonstration of skill competency in Lab Activities -20 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

a) Introduction,
b) Identification of core and advance issues,
c) Learning and understanding and
d) Observation during the project period.

PRACTICAL GUIDELINES FOR CLASS X

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in **Secondary School Curriculum (Under NSQF) .** Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

Viva based on Project -05 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -15 Marks

Students to make a PowerPoint presentation. Alternatively, if they can't be assigned a power point presentation then they can communicate their project work through practical file.

Suggested list of Projects –

1. Servicing and testing of major and minor components of a vehicle
2. Project on automotive innovation.

Demonstration of skill competency in Lab Activities -20 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

a) Introduction,
b) Identification of core and advance issues,
c) Learning and understanding, and
d) Observation during the project.

Activity question to be created by internal examiner, to be conducted on the practical day (30 minutes).