



Qualification Pack



Yuva Udyami (Basics)

QP Code: ICE/IID/MEP/Q0601

Version: 1.0

NSQF Level: 2

Integrated Council for Entrepreneurship and Skilling || 533-R
Model Town Ludhiana || email:cmswami@ice.net.in



Qualification Pack

Borrowed Qualification Pack (QP) Parameters

Originating SSC	Management
Borrowing SSC	Management
Borrowing Request Validity	26/05/2026 to 06/10/2028
Assessment and Certification to be conducted by	THE INSTITUTION OF CIVIL ENGINEERS SOCIETY
Certification Logos to be included	THE INSTITUTION OF CIVIL ENGINEERS SOCIETY

Qualification Pack

Contents

IID/MEP/Q0601: Yuva Udyami (Basics)	4
<i>Brief Job Description</i>	4
Applicable National Occupational Standards (NOS)	4
<i>Compulsory NOS</i>	4
<i>Qualification Pack (QP) Parameters</i>	4
IID/MEP/N0601: Yuva Udyami (Basics)	6
Assessment Guidelines and Weightage	14
<i>Assessment Guidelines</i>	14
<i>Assessment Weightage</i>	16
Acronyms	17
Glossary	18

Qualification Pack

IID/MEP/Q0601: Yuva Udyami (Basics)

Brief Job Description

Yuva Udyami (Basics) is a CMYUVA Scheme Orientation and Entrepreneurial Capacity Building Qualification developed for the Mukhyamantri Yuva Udyami (Basics) Vikas Abhiyan (CMYUVA) initiative by the Directorate of Industries and Enterprise Promotion, Government of Uttar Pradesh, in line with the respective mission office recommendations. It aims to prepare youth (aged 21 to 40) for successful enterprise creation by providing structured training before loan disbursement. The program covers entrepreneurship fundamentals, legal compliances, financial and digital literacy, operations anagement, life skills, and capacity building for sector specific basic project conception. This qualification ensures that beneficiaries of CMYUVA are not only financially supported but also equipped with practical skills, decision making ability, and execution readiness to sustain and scale their businesses.

Personal Attributes

General personal attributes of a successful young entrepreneur often include Innovative Thinking, Viable Business Idea, Commitment, Problem-Solving Skills, Good Financial Standing etc.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [IID/MEP/N0601: Yuva Udyami \(Basics\)](#)

Qualification Pack (QP) Parameters

Sector	Management
Sub-Sector	Entrepreneurship & Enterprise Development
Occupation	Entrepreneurship
Country	India
NSQF Level	2
Credits	1
Aligned to NCO/ISCO/ISIC Code	NCO 2015/ 1120.3500
Minimum Educational Qualification & Experience	8th Class pass

Qualification Pack

Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	21 Years
Last Reviewed On	NA
Next Review Date	06/10/2028
NSQC Approval Date	15/06/2026
Version	1.0
Reference code on NQR	NG-02-MG-046492025-V1-SS
NQR Version	1

Remarks:

The candidate must be registered on the CM Yuva Portal.

Qualification Pack

IID/MEP/N0601: Yuva Udyami (Basics)

Description

Yuva Udyami (Basics) is a CMYUVA Scheme Orientation and Entrepreneurial Capacity Building Qualification developed for the Mukhyamantri Yuva Udyami (Basics) Vikas Abhiyan (CMYUVA) initiative by the Directorate of Industries and Enterprise Promotion, Government of Uttar Pradesh, in line with the respective mission office recommendations. It aims to prepare youth (aged 21 to 40) for successful enterprise creation by providing structured training before loan disbursement. The program covers entrepreneurship fundamentals, legal compliances, financial and digital literacy, operations management, life skills, and capacity building for sector specific basic project conception. This qualification ensures that beneficiaries of CMYUVA are not only financially supported but also equipped with practical skills, decision making ability, and execution readiness to sustain and scale their businesses.

Scope

The scope covers the following :

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- To empower youth applicants of CMYUVA with entrepreneurial knowledge, skills, and confidence.
- To facilitate informed decision making during ideation and project selection.
- To ensure institutional and financial readiness before loan disbursement through mandatory training.
- To create a structured ecosystem of capacity building, knowledge transfer, and mentorship across Uttar Pradesh.
- The primary beneficiaries of the Qualification will be:
 - a) Registered Applicants of CMYUVA Self Financed Training, if applicant wishes to undergo training before sanction of loan.
 - b) Sanctioned Beneficiaries awaiting disbursement Financed by Banks

Elements and Performance Criteria

Understand the Provisions of Mukhyamantri Yuva Udyami Vikas Abhiyan (CMYUVA), UP for Entrepreneurship

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

PC1. trace the concept and historical evolution of entrepreneurship

PC2. identify key characteristics and traits of successful entrepreneurs

Demonstrate Entrepreneurial Abilities and Attitudes

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

PC3. apply effective negotiation and liaisoning techniques in business situations

PC4. use decision-making and problem-solving strategies in entrepreneurial contexts

PC5. follow time management techniques to improve productivity and efficiency

PC6. coordinate with team members and demonstrate leadership skills

PC7. maintain consistent motivation and self-discipline in business scenarios

Generate Business Ideas and Recognize Opportunities

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

Qualification Pack

- PC8.** access, identify and select business ideas aligned with market demands and emerging trends
- PC9.** identify and analyze internal and external sources of entrepreneurial opportunities
- PC10.** use a range of business development resources to support idea generation and growth
- PC11.** outline the key stages in product planning and development processes
- PC12.** read and interpret customer needs using structured market research methods
- PC13.** prepare a basic business model using the Business Model Canvas framework

Identify Suitable Business Types and Ensure Legal Compliance

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

- PC14.** select and read a business activity based on personal interest market feasibility and demand analysis
- PC15.** choose an appropriate legal business structure such as proprietorship partnership or company
- PC16.** follow the required steps to register the business with relevant government authorities
- PC17.** apply for and obtain necessary operational licenses and permits
- PC18.** comply with labour laws employment guidelines and statutory regulations
- PC19.** register the business brand and protect intellectual property through legal means
- PC20.** check and confirm all required approvals for business premises or location are in place

Apply Pricing, Costing, and Budgeting Techniques

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

- PC21.** calculate cost and set appropriate pricing strategies for products or services
- PC22.** identify the purpose and types of budgets used in business
- PC23.** record financial transactions using basic accounting practices
- PC24.** prepare and maintain statutory business accounts and financial records
- PC25.** apply cost estimation and control techniques in budgeting activities

Use Marketing, Digital Tools, and E-Commerce Platforms

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

- PC26.** apply a mix of traditional and digital marketing techniques to promote the business
- PC27.** identify types of digital marketing and match them to business objectives
- PC28.** create and manage content for a business website or online platform
- PC29.** operate and manage sales using various e-commerce platforms
- PC30.** plan and execute promotional campaigns and advertising strategies
- PC31.** access digital payment systems in a secure and efficient manner

Comply with Business Taxation Requirements

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

- PC32.** access and interpret key GST provisions and registration steps
- PC33.** identify key income tax concepts applicable to MSMEs
- PC34.** follow compliance steps for timely income tax submission
- PC35.** apply rules related to MSME delayed payment grievance redressal

Demonstrate Basic Banking and Financial Literacy

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

- PC36.** identify suitable types of bank accounts for business use

Qualification Pack

PC37. conduct safe and secure digital transactions through banking platforms

PC38. access various types of credit and loan facilities for entrepreneurs

PC39. follow steps to maintain a strong business credit profile

Plan for Business Expansion and Long-Term Sustainability

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

PC40. assess different strategies for business expansion

PC41. assess the growth potential and scalability of a business model

PC42. identify new market opportunities for business diversification

PC43. plan and strategize funding approaches for business scaling

Execute Business Model-Specific Project Work

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

PC44. select a business model based on market research and self-assessment

PC45. conduct a feasibility study for the chosen business idea

PC46. assess, prepare a detailed project report and execution plan

PC47. simulate implementation through role play case study or practical exercise

PC48. present business project findings and solutions to peers or experts

PC49. revise and refine the business plan based on received feedback

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Describe the key benefits and objectives of the CMYUVA scheme for aspiring entrepreneurs.

KU2. Explain the step-by-step process for registration under the CMYUVA scheme.

KU3. List all mandatory documents required for successful submission of the CMYUVA application.

KU4. Describe the concept of entrepreneurship and its historical and modern-day relevance.

KU5. Discuss various techniques used for generating innovative and viable business ideas.

KU6. Explain methods to identify potential business opportunities across sectors.

KU7. List the types of entrepreneurial resources and support systems available for startups.

KU8. Describe effective product planning strategies for a new business.

KU9. Discuss tools and methods used for conducting market research and competitor analysis.

KU10. Explain the structure, components, and purpose of a bankable project report.

KU11. List different types of businesses based on ownership, function, and legal identity.

KU12. Identify available legal structure options for establishing a business entity.

KU13. Describe the detailed steps involved in the business registration process.

KU14. List the essential licenses and permits required for lawful business operations

KU15. Explain the basic labour laws and compliance norms relevant to micro and small enterprises.

KU16. Describe the types and importance of intellectual property rights for entrepreneurs.

KU17. Discuss the procedures and approvals required for establishing a business premises.

KU18. Explain costing methods and budgeting techniques for planning business finances.

KU19. Describe the fundamentals of bookkeeping and financial record maintenance.

KU20. Identify various types of account books used in small businesses and their management.

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- KU21.** Discuss different pricing strategies and techniques to ensure competitive pricing.
- KU22.** Explain the basic principles of marketing and their role in business development.
- KU23.** Identify commonly used digital marketing tools and platforms for business promotion.
- KU24.** Discuss key steps for setting up an e-commerce business and managing digital operations.
- KU25.** Describe planning techniques for effective promotional and branding strategies.
- KU26.** Explain the types, features, and advantages of digital payment systems for small businesses.
- KU27.** Discuss the fundamentals of GST and other applicable taxation regulations for entrepreneurs.
- KU28.** List key MSME schemes and government provisions supporting entrepreneurship.
- KU29.** Identify various types of loans, credit facilities, and financial institutions for funding businesses.
- KU30.** Discuss different models and approaches for sustainable business expansion.
- KU31.** Explain strategies to secure funding and attract investors or institutional support.
- KU32.** Describe operational planning, inventory control, and supply chain techniques for business management.

Generic Skills (GS)

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

- GS1.** Communication skills
- GS2.** Customer service excellence
- GS3.** Problem-solving abilities
- GS4.** Time management
- GS5.** Decision-making skills
- GS6.** Teamwork and collaboration
- GS7.** Leadership qualities
- GS8.** Entrepreneurial mindset
- GS9.** Attention to detail
- GS10.** Critical thinking
- GS11.** Adaptability and flexibility
- GS12.** Networking and relationship-building
- GS13.** Financial literacy
- GS14.** Marketing and sales skills
- GS15.** Negotiation skills
- GS16.** Organizational skills
- GS17.** Self-motivation and discipline
- GS18.** Stress management
- GS19.** Creativity and innovation
- GS20.** Business ethics awareness

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understand the Provisions of Mukhyamantri Yuva Udyami Vikas Abhiyan (CMYUVA), UP for Entrepreneurship</i>	5	2	-	-
PC1. trace the concept and historical evolution of entrepreneurship	3	1	-	-
PC2. identify key characteristics and traits of successful entrepreneurs	2	1	-	-
<i>Demonstrate Entrepreneurial Abilities and Attitudes</i>	5	2	-	-
PC3. apply effective negotiation and liaisoning techniques in business situations	1	-	-	-
PC4. use decision-making and problem-solving strategies in entrepreneurial contexts	1	1	-	-
PC5. follow time management techniques to improve productivity and efficiency	1	-	-	-
PC6. coordinate with team members and demonstrate leadership skills	1	1	-	-
PC7. maintain consistent motivation and self-discipline in business scenarios	1	-	-	-
<i>Generate Business Ideas and Recognize Opportunities</i>	6	4	-	-
PC8. access, identify and select business ideas aligned with market demands and emerging trends	1	1	-	-
PC9. identify and analyze internal and external sources of entrepreneurial opportunities	1	1	-	-
PC10. use a range of business development resources to support idea generation and growth	1	-	-	-
PC11. outline the key stages in product planning and development processes	1	-	-	-
PC12. read and interpret customer needs using structured market research methods	1	1	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. prepare a basic business model using the Business Model Canvas framework	1	1	-	-
<i>Identify Suitable Business Types and Ensure Legal Compliance</i>	7	4	-	-
PC14. select and read a business activity based on personal interest market feasibility and demand analysis	1	1	-	-
PC15. choose an appropriate legal business structure such as proprietorship partnership or company	1	1	-	-
PC16. follow the required steps to register the business with relevant government authorities	1	1	-	-
PC17. apply for and obtain necessary operational licenses and permits	1	1	-	-
PC18. comply with labour laws employment guidelines and statutory regulations	1	-	-	-
PC19. register the business brand and protect intellectual property through legal means	1	-	-	-
PC20. check and confirm all required approvals for business premises or location are in place	1	-	-	-
<i>Apply Pricing, Costing, and Budgeting Techniques</i>	5	3	-	-
PC21. calculate cost and set appropriate pricing strategies for products or services	1	1	-	-
PC22. identify the purpose and types of budgets used in business	1	-	-	-
PC23. record financial transactions using basic accounting practices	1	1	-	-
PC24. prepare and maintain statutory business accounts and financial records	1	1	-	-
PC25. apply cost estimation and control techniques in budgeting activities	1	-	-	-
<i>Use Marketing, Digital Tools, and E-Commerce Platforms</i>	6	4	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC26. apply a mix of traditional and digital marketing techniques to promote the business	1	1	-	-
PC27. identify types of digital marketing and match them to business objectives	1	-	-	-
PC28. create and manage content for a business website or online platform	1	1	-	-
PC29. operate and manage sales using various e-commerce platforms	1	1	-	-
PC30. plan and execute promotional campaigns and advertising strategies	1	1	-	-
PC31. access digital payment systems in a secure and efficient manner	1	-	-	-
<i>Comply with Business Taxation Requirements</i>	4	2	-	-
PC32. access and interpret key GST provisions and registration steps	1	1	-	-
PC33. identify key income tax concepts applicable to MSMEs	1	-	-	-
PC34. follow compliance steps for timely income tax submission	1	1	-	-
PC35. apply rules related to MSME delayed payment grievance redressal	1	-	-	-
<i>Demonstrate Basic Banking and Financial Literacy</i>	4	2	-	-
PC36. identify suitable types of bank accounts for business use	1	-	-	-
PC37. conduct safe and secure digital transactions through banking platforms	1	-	-	-
PC38. access various types of credit and loan facilities for entrepreneurs	1	1	-	-
PC39. follow steps to maintain a strong business credit profile	1	1	-	-
<i>Plan for Business Expansion and Long-Term Sustainability</i>	4	1	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC40. assess different strategies for business expansion	1	-	-	-
PC41. assess the growth potential and scalability of a business model	1	-	-	-
PC42. identify new market opportunities for business diversification	1	1	-	-
PC43. plan and strategize funding approaches for business scaling	1	-	-	-
<i>Execute Business Model-Specific Project Work</i>	-	-	24	6
PC44. select a business model based on market research and self-assessment	-	-	4	1
PC45. conduct a feasibility study for the chosen business idea	-	-	4	1
PC46. assess, prepare a detailed project report and execution plan	-	-	4	1
PC47. simulate implementation through role play case study or practical exercise	-	-	4	1
PC48. present business project findings and solutions to peers or experts	-	-	4	1
PC49. revise and refine the business plan based on received feedback	-	-	4	1
NOS Total	46	24	24	6

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	IID/MEP/N0601
NOS Name	Yuva Udyami (Basics)
Sector	Management
Sub-Sector	
Occupation	Entrepreneurship
NSQF Level	2
Credits	1
Version	1.0
Last Reviewed Date	07/10/2025
Next Review Date	06/10/2028
NSQC Clearance Date	07/10/2025

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

Assessment Overview: The assessment strategy for the Yuva Udyami (Basics) qualification is designed to comprehensively evaluate students' understanding, application, and integration of theoretical

concepts with practical skills in managing a business. The assessment methods include written assignments and case studies, MCQ based segment-wise final tests, development, and evaluation of a

comprehensive project report based on experiential learning, and a viva voce examination on the project work undertaken by the students.

Assessment Methods:

1. Written Assignments and Case Studies:

- **Purpose:** To assess students' ability to analyze and solve real-world problems related to business management.
- **Description:** Students will be required to complete written assignments and case studies that simulate scenarios encountered in the industry. These assessments will evaluate their critical thinking, problem-solving, and decision-making skills.

Qualification Pack

2. MCQ Based Segment Wise Final Theory Test:

- Purpose: To evaluate students' understanding of key concepts and principles covered in each module of the qualification.
- Description: The final test will consist of multiple-choice questions (MCQs) covering each module of the qualification. This assessment will test students' knowledge and comprehension of the course material.

3. Development & Evaluation of a Comprehensive Project Work:

- Purpose: To assess students' ability to apply theoretical concepts to real-world situations and to effectively communicate their findings and recommendations.
- Description: Students will undertake a practical project (e.g., market research, operational improvement, marketing strategy) related to business management. They will develop a comprehensive project report based on their experiential learning, detailing their project objectives, methodology, findings, and recommendations. The project report will be evaluated based on its clarity, depth of analysis, and practical relevance.

4. Viva on the Project Work Taken Up:

- Purpose: To assess students' understanding of their project work and their ability to articulate and defend their findings and recommendations.
- Description: Students will participate in a viva voce examination where they will present and discuss their project work with a panel of examiners. The viva will assess their knowledge, understanding, and critical reflection on their project, as well as their ability to respond to questions and feedback.

Assessment Criteria: The assessment criteria for each assessment method will be aligned with the learning outcomes of the qualification. Criteria may include:

- Demonstration of understanding and application of theoretical concepts.
- Critical analysis and evaluation of information.
- Effectiveness of communication and presentation.
- Creativity and innovation in problem-solving.
- Ability to work independently and collaboratively.
- Ability to reflect on learning and apply feedback.

Minimum Aggregate Passing % at QP Level : 50

Qualification Pack

(**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
IID/MEP/N0601.Yuva Udyami (Basics)	46	24	24	6	100	100
Total	46	24	24	6	100	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
SOP	Standard Operating Procedure
WI	Work Instructions
PPE	Personal Protective equipment
NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
SOP	Standard Operating Procedure
WI	Work Instructions
PPE	Personal Protective equipment
NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
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PPE	Personal Protective equipment

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Qualification Pack

Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory) trainees are mandated to complete specified hours of training on site.
OJT (R)	On-the-job training (Recommended) trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.

Qualification Pack

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