QP Name: Studio Manager

QP Code: MES/Q 2812

QP Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

Media & Entertainment Skills Council, 522-524, DLF Tower-A, Jasola, New Delhi - 110025

Table of Contents

Table of Contents

Training Parameters

Sector	Media and Entertainment
Sub-Sector	Animation, Film, TV, Game
Occupation	Journalism
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 1431.0100; Production
Minimum Educational Qualification and Experience	Graduate with two years of relevant experience **OR** Class 12th / ITI (After 10th) Pass with five years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	21 Years
Last Reviewed On	02/03/2022
Next Review Date	29/06/2025
NSQC Approval Date	30/06/2022
QP Version	1.0
Model Curriculum Creation Date	02/03/2022
Model Curriculum Valid Up to Date	29/06/2025
Model Curriculum Version	1.0
Minimum Duration of the Course	840 Hours
Maximum Duration of the Course	840 Hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Analyse the job of Desk Editor
- Conduct research for content and relevant links
- Conduct interview and broadcast
- Demonstrate skills required for writing and editing
- Comply with Applicable Law and Regulation
- Maintain workplace health and Safety

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Module 1: Analyse the requirement of studio	60:00	90:00			150:00
Module 2: Marketing the studio to find prospective clients	60:00	90:00			150:00
Module 3: Team builing and resource planning	60:00	90:00			150:00
Module 4: Install and maintain technical equipment	60:00	90:00			150:00
Module 5: Supervise team members and oversee daily operations	35:00	65:00			100:00
Module 6: Work in collaboration with the performer, artists, operators and other technicians	30:00	60:00			90:00
Module 7: Maintain workplace health and safety"	25:00	25:00			50:00
Total	330:00	510:00			840:00

Module Details

Module 1: Analyse the requirement of studio

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Manage the delivery of design projects
- Demonstrate skills to manage and control aspects of the budget and financial tracking for projects.

Duration: *60:00*	**Duration**: *90:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to :**
- Discuss in-house and third-party production workflows. - Drive cross-functional creative projects from concept to completion - Intake and audit project briefs from marketing partners - Provide expert advice and leadership regarding upgrades, installations, and procurement of technical facilities, including the submission of business cases, budget bids and event proposals - co-ordinate the development of key performance indicators for staff - Overseeing the scheduling and booking of all recording, filming, streaming and event technical support requirements	- Show how to plan and Process strategies to help drive the overall creative for the Clients. - Develop project plans, timelines, deliverables, and production schedules - Show how to Communicate risks, opportunities and solutions to partners and stakeholders. - carry out staffing and monitor the performance of the key executives and staff. - Demonstrate skills to manage the daily operations of the studio such as budgeting, production planning, inventory management - Demonstrate the correct way to communicate the client and project needs to the design team to ensure that the work meets the agreed brief.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
NA	

Module 2: Teambuilding and resource planning

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Demonstrate effective communication skills
- Demonstrate leadership and teambuilding skills
- Manage team

Duration: 6*0:00*	**Duration**: *90:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to :**
• Discuss the importance of ensuring control on the distribution of information among the client, internal departments and sub-contractors. • Explain how to streamline business processes and develop effective operations plans to achieve the organisational objectives. • Discuss the process of developing and executing strategies to identify and connect with potential clients. • Explain the benefit of providing audio and audio-visual technical support for performances including recording final recitals. • Recording, filming, editing and streaming events. • Explain how to ensure the work processes adopted are in line with the specified standards and instructions.	• Demonstrate how to communicate work related information/ requirement to the team members. • Demonstrate the process of informing the co-workers and superiors about any kind of work deviations. • Demonstrate how to assign responsibilities and commensurate authority to the team for speedy decision-making and efficient operations. • Show how to develop mechanisms to incorporate and develop ideas from the team. • Conduct training of the team and incorporate feedback received from the customers to consistently improve service standards. • Demonstrate how to explain to the team about work output requirements, targets, performance indicators and incentives for all job orders and instructions received from superiors. • Demonstrate skills to ensure that the team delivers quality work without delay in a given time. • Prepare an estimate of the requirement of material, components, fixtures, equipment, tools and accessories.

	• Show how to allocate material, equipment and tools to workmen and extract the work as per schedule and work plan.
	• Show how to give clear instructions for optimum use of resources.
	• Demonstrate proper skills and complete the work with the allocated resources within specified time.

Classroom Aids:

Laptop, whiteboard, marker, projector

Tools, Equipment and Other Requirements

NA

Module 3: Install and maintain technical equipment

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Carryout maintenance activities
- Manage resources

Duration: 60:00	**Duration**: *90:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to :**
• Discuss the process of installing technical equipment • Study the manual for the equipment and machines • Describe the installation process and install the equipment in accordance to the specifications. • Discuss and plan the time and schedule for maintenance of the machine and equipment • Explain the availability of consumables and replacement spare parts required • Discuss the routine checklist activities to be conducted by the maintenance personnel.	• Demonstrate the installation of equipments as per specifications. • Maintain the technical equipments • plan the time and schedule for maintenance of the machine and equipment • Conduct maintenance and repairs as per manufacturer's instructions • verify if the routine check list activities have been conducted by the maintenance personnel • Anticipate potential delays/ budget overruns, escalate these to relevant departments/superiors and identify ways to minimize them • Attend day to day breakdowns • Show how to detect problems in the equipment and repair it. • Show how to document the activities and update the maintenance sheet, replacement, preventive upkeep, breakdown logs, repairs, testing and machine history .

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements

Module 4: Supervise team members and monitor daily operations

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Develop and edit story/script after conceptualizing and clarifying ideas.
- Follow legal and regulatory norms for the scripts.

Duration: *60:00*	**Duration**: *90:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to :**
- Observe and note activities and standards of different sections in the studio - Discuss the drawback of overstaffing/understaffing of departments. - Discuss the importance of setting and studio standards on the booking process, payment policies, event planning scheduling etc. - Explain the importance of regulatory requirements and ensure all staffs comply to the regulations. - Discuss the importance of professional communication standards.	- Demonstrate planning for resources periodically based on reservation and other performance operations. - Demonstrate correct way of interacting with subordinates on workload issues and how to take necessary measures. - Show how to ensure standards are followed in billing, cash handling and payment collection - Perform a check on the staffs behavior and their level of communication with the clients. - Demonstrate how to coordinate with associates and executives to resolve the client's complaints or queries.

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
NA

Module 5: collaborate with the performer, artists, operators and other technicians

Terminal Outcomes:

- Teamwork and communication
- Adaptability
- creative freedom

Duration: 35:00	Duration: 65:00
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to:**
- Discuss the importance of teamwork. - Discuss the ideas shared by performers, artists, operators and other technicians. - listen effectively to the ideas and concerns of the peers - Explain the importance of a positive work environment in the team. - Discuss the benefits of working with various members of different ethnicity, gender and PwDs without biases. -	- Demonstrate teamwork skills and fulfil the allocated responsibility to complete the task by using appropriate tools and methods. - Demonstrate effective communication with the team. - Create a work routine plan and assign responsibilities within an individual limit. - Demonstrate skills to avoid and resolve conflict as per the organization's procedure.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
NA	

Module 6: Market the studio and find perspective clients

Terminal Outcomes:

- Develop the Marketing strategy
- Apply brand positioning to build competitive advantage in the marketplace
- Apply consumer Insights for Marketing Decision Making

Duration: *30:00*	Duration: *60:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be able to:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to:**
• Describe marketing strategy. • Discuss how brand positioning can build competitive advantage in the marketplace. • Discuss the challenges associated with repositioning brands and maintaining consistency in brand's vision and adjusting to changing consumer preferences.	• Demonstrate how to conduct 5 C analysis of the marketing strategy. • illustrate the role and functioning of marketing elements like segmentation, targeting, and positioning in marketing strategy PC3. exhibit the sequence of marketing activities and decisions to form a marketing strategy. • Demonstrate how to apply consumer Insights for Marketing Decision Making.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
NA	

Module 7: Maintain Workplace Health and Safety

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Discuss the health, safety and security risks prevalent in the workplace and report health and safety issues to the person responsible for health and safety and the resources available.
- Comply with procedures in the event of an emergency
- Discuss the various safety precautions to be taken.

Duration: 2*5:00*	**Duration**: 2*5:00*
Theory – Key Learning Outcomes **After the successful completion of this module, the Participant will be ableto:**	**Practical – Key Learning Outcomes** **After the successful completion of this module, the Participant will be able to:**
- Recall health, safety and security- related guidelines and identify the risks involved. - Maintain correct posture while working and maintain and use the first aid kit whenever required. - report health and safety risks/ hazards to concerned personnel - Recall people responsible for health and safety and able to contact in case of emergency - Illustrate security signals and other safety and emergency signals - Explain the process to identify and report risk. - Enumerate and recommend opportunities for improving health, safety, and security to the designated person - Describe how to report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected - complying with procedures in the event of an emergency - Explain the impact of the violation of safety procedures.	- Identify the different types of health and safety hazards in a workplace - Practice safe working practices for own job role - Perform evacuation procedures and other arrangements for handling risks - Perform the reporting of hazard - identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace - Demonstrate the use of Personal Protective Equipment (PPE) appropriately.
Classroom Aids:	
Laptop, whiteboard, marker, projector, Health and Safety Signs and policy	
Tools, Equipment and Other Requirements	
Health and Safety Signs and policy	

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	*Specialization*	*Years*	*Specialization*	
Graduate in relevant field	**Digital media**	**3**	**Relevant experience in digital media required**	**2**	-	-
OR						
Post Graduate in relevant field	**Digital media**	**2**	**Relevant experience in digital media required**	**1**	-	-

Trainer Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Studio Manager" mapped to QP: "MES/Q2812", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q2601, v1.0 Trainer" with the scoring of a minimum of 80%.**

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training/Assessment Experience**		**Remarks**
		Years	*Specialization*	*Years*	*Specialization*	
Graduate in relevant field	Animation / Digital media	4	**Relevant experience in digital media is required**	0	-	-
OR						
Post Graduate in relevant field	Animation / Digital media	3	**Relevant experience in digital media required**	0	-	-

Assessor Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Studio Manager" mapped to QP: "MES/Q2812", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**Recommended that the Assessor is certified for the Job Role: "Assessor", mapped to the Qualification Pack: "MEP/Q2701, v1.0 Assessor" with the scoring of a minimum 80%.**

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment system Overview:-

Assessment will be carried out by MESC affiliated assessment partners. Based on the results of assessment, MESC certifies the learners. Candidates have to pass online theoretical assessment which is approved by MESC. The assessment will have both theory and practical components in 30:70 ratio. While theory assessment is summative and an online written exam; practical will involve demonstrations of applications and presentations of procedures and other components. Practical assessment will also be summative in nature.

Testing Environment:-

Training partner has to share the batch start date and end date, number of trainees and the job role. Assessment is fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue. Question bank of theory and practical will be prepared by assessment agency and approved by MESC. From this set of questions, assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on theoretical knowledge of the subject. The theory and practical assessments will be carried out on same day. If there are candidates in large number, more assessorsand venue will be organized on same day of the assessment.

Assessment			
Assessment Type	Formative or Summative	Strategies	Examples
Theory	Summative	Written Examination	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks	Presentation
Viva	Summative	Questioning and Probing	Mock interview on topics

Assessment Quality Assurance framework

Only certified assessor can be assigned for conducting assessment. Provision of 100 % video recording with clear audio to be maintained and the same is to be submitted to MESC. The training partner will intimate the time of arrival of the assessor and time of leaving the venue.

Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by MESC assessment team. After upload, only MESC can access this data. MESC approves the results within a week and uploads it.