TESDA CIRCULAR

SUBJECT: *Implementing Guidelines on the Deployment of Competency Standards for E-Commerce Operations Level III*		Page 1 of 5 pages Number 059 series of 2024
Date Issued: OCT 04 2024	**Effectivity:** Immediately	**Supersedes:**

In the interest of the service and to provide quality and uniform program delivery, the following Guidelines in the deployment of the **Competency Standards (CS) for E-Commerce Operations Level III** are hereby issued:

I. BACKGROUND/RATIONALE

1. By virtue of Republic Act No. 7796, otherwise known as the "TESDA Act of 1994", TESDA is accorded the authority in the "establishment and administration of National Trade Skills Standards (NTSS)." The NTSS eventually evolved into the present-day training regulations (TRs) following the reforms instituted by the agency for the country's TVET, particularly along competency-based, education and training. As such, TESDA is mandated by law to develop and update the competence of the country's industry workers to enhance their employability and ensure long-term economic development.

2. TESDA Circular no. 009 s 2024 on Implementing Guidelines on Adopt-Adapt Strategies for Competency Standards/ Training Review and Development states that the adopt and adapt strategy allows the faster development of standards, and strengthens the quality assurance mechanisms for immediate program delivery. It focuses on the skills needs as characterized by the industries/employers in the area. Industry participation and, thus, a direct relationship, is established with these industry partners keeping TESDA informed on the workforce needs and development;

3. Further same TESDA Circular states that the implementation of the adopt-adapt mechanism ensures the development of competency standards that are acknowledged/recognized at the national/local, regional and global levels. This would be crucial in providing valuable support to the emerging needs of the industries and catering to the needs of the workforce for it to become workplace ready;

4. With its new tagline, "Sa TESDA, Lingap ay Maasahan", the Technical Education and Skills Development Authority of the Philippines shows compassion to the Filipinos by empowering people by means of accessible and relevant technical education and skills training. TESDA assists individuals, particularly those from marginalized communities, to improve their skills and employability by providing a variety of vocational courses and certification programs. This caring approach improves people's lives by giving possibilities for employment and personal development, ultimately contributing to the nation's socioeconomic progress. TESDA's focus to

developing talent and potential reflects a compassionate commitment to the well-being and advancement of all Filipinos.

5. The abovementioned Competency Standards (CS) was developed through the consultation meetings/workshops with the technical experts as conducted and sponsored by the **Unified TVET of the Philippines, Inc (UniTVET)** and TESDA Region VI facilitators. The validation and finalization of the CS was conducted in collaboration with Qualifications and Standards Office (QSO) and stakeholders from international and local e-commerce industry.

6. Through the TESDA Circular no. 009 s 2024 on *Implementing Guidelines on Adopt- Adapt Strategies for Competency Standards/ Training Review and Development,* TESDA has adopted the Competency Standards developed by Unified TVET of the Philippines, Inc (UniTVET) for E-Commerce Operations Level III.

II. OBJECTIVES

1. To immediately respond to industry skills requirement e-commerce professionals with the goal to produce competent individuals equipped with 21st Century Skills and compliant to the existing industry standards and practices;

2. To strengthen the industry-academe linkages addressing the "skills-jobs mismatch" in critical sectors; and

3. To ensure that the education and training providers shall deliver the programs in accordance with the above-mentioned CS as required for the development of industry workers in the e-commerce industry.

III. SCOPE / COVERAGE

This CS shall be the basis for the development of the Competency-based Curriculum (CBC), which shall be submitted by the education and training providers registering the program at the TESDA Provincial/District Offices.

IV. IMPLEMENTATION MECHANICS

A. Utilization of the Developed CS

TESDA CIRCULAR

SUBJECT: Implementing Guidelines on the Deployment of Competency Standards for E-Commerce Operations Level III		Page 3 of 5 pages Number 059 series of 2024
Date Issued: OCT 04 2024	Effectivity: Immediately	Supersedes:

1. To ensure the utilization of this CS, all Regional/Provincial/District Directors shall immediately advocate/encourage the registration of the abovementioned program; and

2. The copy of the CS will be made available and can be downloaded from the TESDA website.

B. Program Registration

1. All Regional/Provincial Directors are hereby instructed to process applications for program registration as "No Training Regulations" (NTR) following the Omnibus Guidelines on Technical Vocational Education and Training (TVET) Program Registration (TESDA Circular No. 107 series of 2021) and within the allowable process cycle time (PCT) of three (3) working days indicated in the existing guidelines (TESDA Circular No. 073 s. 2019). Further, the education and training providers shall develop and submit the competency-based curriculum with number of training hours and appropriate lists of tools, materials, equipment and facilities for training and assessment.

2. To standardize the program implementation and ensure that they are in accordance with the CS, Qualifications and Standards Office and Regional Offices/Provincial Offices (RO/POs) shall assist in the development of the Competency- Based Curriculum (CBC).

3. The following codes shall be applied for this CS:

Qualification Title	E-Commerce Operations Level III
Qualification Code	CS-ICTECO324

Unit Code	**Unit Title**
Basic Competencies	
400311319	Lead workplace communication
400311320	Lead small teams
400311321	Apply critical thinking and problem-solving techniques in the workplace
400311322	Work in a diverse environment
400311323	Propose methods of applying learning and innovation in the organization
400311324	Use information systematically
400311325	Evaluate occupational safety and health work practices
400311326	Evaluate environmental work practices
400311327	Facilitate entrepreneurial skills for micro-small-medium enterprises (MSMEs)

Common Competencies	
ICT315202	Apply quality standards
ICT311203	Perform computer operations
Core Competencies	
CS-ICT251122	Perform e-commerce data processing
CS-ICT251123	Operate new media for e-commerce operations
CS-ICT251124	Perform live broadcasting operations
CS-ICT251125	Manage online store
CS-ICT251126	Manage digital marketing
CS-ICT251127	Manage digital customer relationship

C. Institutional Assessment of Graduates

1. The education and training providers shall ensure the conduct of institutional assessment after the completion of the training program; and

2. The education and training providers (including the enterprises where trainings are conducted) shall issue the Training Certificate after completion of the training and passing the institutional assessment of graduates.

V. SCHOLARSHIP PROVISION

1. A scholarship training subsidy shall be allocated/provided to enrollees of the registered training program; and

2. Training cost shall be computed based on the submitted curriculum where the training hours and list of tools, materials and equipment are indicated.

VI. RISK MANAGEMENT

The wide implementation of this program has potential risks, such as but not limited to the following:

1. Standard implementation of the competency standard across all regions.

2. Limited number of registered training providers to offer the CS.

3. Non-existence of policy to address the migration of No Training Regulations (NTR) programs to NTR with Competency Standards (CS)

To mitigate, if not eliminate the risks, the following measures shall be undertaken:

TESDA CIRCULAR

SUBJECT: Implementing Guidelines on the Deployment of Competency Standards for E-Commerce Operations Level III		Page 5 of 5 pages Number 059 series of 2024
Date Issued: OCT 04 2024	Effectivity: Immediately	Supersedes:

1. Deploy the competency standards and its implementing guidelines for common understanding and uniform implementation.

2. For the ROPODO to extensively encourage providers to utilize the CS for program registration.

3. To discuss with relevant offices on the development of policy on migrating NTR programs with developed CS.

VII. MONITORING AND FEEDBACK SYSTEM

1. The Regional and Provincial/District Offices (ROPO/DO) shall closely monitor the implementation of the registered programs under this CS; and

2. The ROPO/DO shall require the education and training providers with registered program under this CS to report the enrolled, graduates and employed in the T2MIS as part of the regular monitoring and feedback system.

VIII. EFFECTIVITY

This Circular shall take effect as indicated and shall supersede all other issuances inconsistent hereof. Wide dissemination of this Circular by all concerned is hereby enjoined.

JOSE FRANCISCO "KIKO" B. BENITEZ
Secretary/Director General, TESDA