

Annexure No.	61
SCAA Dated	29.02.2008

BHARATHIAR UNIVERSITY: COIMBATORE-641 046
P.G. DIPLOMA IN CAREER GUIDANCE
REGULATIONS AND SYLLABUS
(From the Academic year 2007-2008 onwards)

i) Eligibility for Admission to the Course :

Any Degree approved by the University

ii) Duration of the course :

The course shall extend over a period of one academic year comprising of two semesters. Examination shall be conducted at the end of each semester for the respective subjects.

iii) Course of Study and Scheme of Examination

Paper	Subject	Lecture Hrs.	Exam Duration	Max Marks	University Marks	Internal Assessment
I semester						
I	Principles of Career Counseling	6	3 Hrs.	100	75	25
II	Sociological Perspectives of Education and Careers	6	3 Hrs.	100	75	25
III	Human Resource Management and Career Planning	6	3 Hrs.	100	75	25
IV	Aptitude Assessment and Remedial Programmes	6	3 Hrs.	100	75	25
II Semester						
V	Career preparation and Talent Management	6	3 Hrs.	100	75	25
VI	Web based Career Guidance	6	3 Hrs.	100	75	25
VII	Career Counseling Skills	6	3 Hrs.	100	75	25
VIII	Project work and Internship			100	75	25

iv) Medium of Instruction

The Medium of Instruction and Examination is English

v) Passing Minimum

a) A candidate shall be declared to have passed in a paper if he/she obtains not less than 50% of marks

b) A candidate failing to secure the minimum marks prescribed shall be required to reappear for the examination in that paper and obtain the minimum marks required for passing the paper

vi) Classification based on Examination Performance

As in the case of other Post Graduate Diploma Programmes

vii) Conformant of Degree

Successful candidates will be conferred with PG Diploma in Career Guidance

Paper I - Principles of Career Counseling

Subject Description: This course of study explains the meaning and scope of counseling, types of counseling, various stages of career counseling, personality traits and career options and various models of career counseling.

Goals: To enable the students to learn the meaning and scope of counseling and various types of counseling methods to orient the students at the Higher Education Level

Unit 1: Meaning and Scope of counseling – Types of Counseling; Guidance: Types of Guidance - Individual and Group Guidance - Vocational and Career Guidance -Difference between Counseling and Guidance, qualities, attitudes and beliefs of counselor - Helping model – Stage model

Unit 2: Stages in Career Counseling: Exploration - New perspectives – Action- Attention giving- Listening- Need for active listening- Eye – Contact- Non – Verbal and Verbal prompts- Feelings- Empathy- Type of questions: -open and closed ended - Strategic Foundations for Career Counseling - Activities for implementing career development Interventions.

Unit 3 : Lifelong Career Development - Organizing Career Information - Evolution of Career Guidance in India - Career preparation Model -

Comprehensive Approach to Career Guidance - Recent Developments in Career Guidance in developed nations and in India - Careers Education.

Unit 4: Personality- Personality Traits- Eysenck's model of personality - Psychoanalytic Theory - Client-Centered Approach - Developmental Approach - Trait-and-Factor Approach- Behavioral Approach- Counseling goals - Counseling process - Career Motivation - Self-Motivation - Problems in Educational Context – Meaning of Adjustment – Understanding ourselves and our world- Dynamics of Adjustment - Basic areas of Adjustment- In school- Curriculum- Teaching Procedures- Social Adjustment – Adjustment process in career and Job.

Unit 5: Models of Career Counseling - Transactional Analysis – Theories of Career Counseling - Trait – oriented theories: Holland's theory- Dawis's theory- Developmental theories: Super's approach- Gottfredson's theory- Bordin's Ego Psychological Model- Social learning and cognitive theories: Krumboltz's Social learning theory-Social Cognition Theory - Cognitive Information and Decision – Making Theory - Career Development Theories - Theories of Career decision-making – Counseling skills - Goal setting- Problems in Career Development- Career Development Planning- Factors affecting Career development - Human development- Infancy- Early childhood- Middle childhood - Later childhood- Adolescence- Early adulthood- Middle adulthood- Later Adulthood

References:

G.Arulmani, (2004), Career Counseling, Tata McGraw – Hill Pub. Ltd. New Delhi
Sister Mary Vishala, SND, (2006), Counseling and Guidance, Rajendra Ravindra Printers Pvt Ltd, New Delhi
Philip Burnand, (2002), Counseling Skills Training, Vinod Vasishtha for viva books Pvt Ltd, New Delhi
Abha Sharma (2006), Counseling and Guidance, Vista International Pub House, New Delhi

Paper II - Sociological Perspectives of Education and Careers

Subject Description: This course presents the meaning and scope of schooling, lifelong learning and the purpose of education and training for various careers. After undergoing this course, the students will also understand the principles of labour law, labour market demand and the impact of globalization on workforce at various sectors of employment.

Goals: To enable the students to learn the sociological perspectives of education, training for various career options and the changes that occurred in the labour market. The impact of globalization will also be known to the students in the context of labour market.

Unit 1: Education and Training for personal development and careers: Schooling, Life long Learning, Education for Domestication, or liberation, Political nature of Education, Education for Labor market or empowering citizens, Human Capital Theory Vs Emancipation, life long worker education, Education theories: Ivan Illich, Jack Mezirow, Antonio Gramsci, Jane Thompson, Angela Miles, Jane Addams and Julius Nyerere

Unit 2: Origin, roots of Industrial Sociology – Foundations of Industrial Sociology – Adam Smith : Karl Marx, Fredrick Taylor and William Dickson and Roethlisberger; their contribution to Industrial Sociology – Application of Industrial Sociology.

Unit 3: Occupational Mobility : Income distribution – gender, caste, Religious Discrimination in work places – meaning of work – Labour Union – Labour Movements – Labour Relations – Work and family - Historical study of work – Work and Incentive Job satisfaction and Job behaviour – Quality circle Formation and Production quality Improvement

Unit 4: Using and analyzing- Labour Market Data- Principles of Labour Law- labour Market- Derived demand- Demand for Labour- Supply of Labour- Labor Market Policy- Demographic trends and Labour Market. Emerging new trends in job market and sociological Stressors on individual, family, neighbourhood relationship and society.

Unit 5: Globalization and Modernity : Modernity and Globalization – Dis embedding of Social systems– Globalization of production : Implication of Transnational Corporation - Globalization and culture, Culture and Technological Impact : Gender Socialization in Industrial Societies – Industrial Revolution and Mass production – Leisure in Industrial setting – Impact of Multi National Companies and Third world - Role Conflict and Role Strain in world of work.

Reference:

1. Hotson Randy and Teresa – Wards worth, The Social organization of work (1990)
2. Womack James Damid T. Jones and Daniel Roos, The Machine that changed the World, Temple University Press 1985.
3. Tony Bilton, Kevin BonneH ‘Introductory Sociology’ (1996)

Paper III - Human Resource Management and Career Planning

Subject Description: This course of study presents the role and functions of HRD, HRP, Total Factor Productivity and Human Resource Planning. Further it also explains the objectives of career development and skill set requirement for various types of jobs. Employee compensation is also discussed in the context of performance.

Goals: To enable the students to learn the functions of HRD in the context of HRP, Designing training programmes and methods and identifying skills for various sectors of employment.

Unit 1: Objectives, Role and focus of HRD; HRD Climate and Matrix; Human Resource Procurement: Improving Productivity, Total Factor Productivity, Productivity Measurement; Technology upgradation, Job Analysis, Job Design, Job Specifications, Job Evaluation schemes, Pricing Job Value, Work Measurement

Unit 2: Human Resource Planning, Steps in HRP, Manpower Demand, Forecasting Analysis of Performance and Productivity, Recruitment: Function, Policies and sources, Screening of Applicants, Reference Checking, Testing Attitudes, Induction and its steps, Employee Socialization and Placement, outsourcing temporary employees in the present service sector

Unit 3: Training and Development: Need for Manpower training, Classification of Training, Designing Training programmes and Methods; Performance Appraisal and standards, HR Competencies, Performance Counseling

Unit 4: Career Planning and Development : Definition, Elements and Objectives of Career Development, Career Development programmes, Interrelation with other HRD functions, Career Anchors, Developing Career paths, Leadership - Succession planning paths, Job Rotation, HRM and Organizational Culture

Unit 5: Skills : Definition and types, Multi-Skilling Competencies and Competency Mapping, Business planning, Organizational flexibility, CMM Model, Human Capital Return on Investment, Managing Manpower Redundancy; Employee Compensation, Wage Policy and Determination,

Wages and Incentives, Performance Based Pay; Employee Mobility: Transfer and its types, Transfer Policy, Forms of promotion, Elements of Job Rotation.

Reference:

1. Dipak Kumar Bhattacharyya(2006), Human Resource Management, Excel Books, New Delhi 28 (Second Edition)
2. Arcalion (2006), Human Resource Management, X Edition, Pearson Prentice Hall, New Delhi

Paper IV - Aptitude Assessment and Remedial Programmes

Subject Description: This course of study presents the need for aptitude test and Areas of aptitude assessment in the selection process of employees. It further describes the assessment methods to measure the Mental ability, Quantitative aptitude, Psychometric testing and English Language Proficiency.

Goals: To enable the students to learn the purpose of aptitude test in the selection of employees and various aptitude test constructions.

Unit 1: Aptitude Test: Need and Purpose of aptitude tests, Areas in Aptitude Tests- General Knowledge, Business and Socio Economic Awareness, English, Mental abilities and Quantitative aptitude - Remedial Coaching

Unit 2: General Knowledge and Current Affairs – happenings in the surroundings, State, National and International level, Budgeting of time for preparation and answering the questions - Analysis of Business situation – major objectives in making decision, major and minor factors in making decision, strategies to be employed to solve the questions.

Unit 3 : Mental Ability – Definition, The purpose of mental ability tests, Types of mental ability tests (Analogy Test, Series Test, Same Class (Odd) test, Logical Venn Diagrams, Syllogism, Strong and Weak Arguments, Conclusion test, Coding and Decoding test, Missing Numbers, Mathematical Operation, Alphabet Test) Nature of mental ability tests, Tips to solve the problems quickly - Need for English Language Assessment, selection of the English Language test (Comprehension, Spotting errors, synonym, Antonym, Vocabulary, Cloze test, sentence completion test, ordering of words in sentence, Voice, Accent, spelling, Analogy, Preposition), Techniques and strategies to be followed

Unit 4: Quantitative Aptitude Tests: Importance of Quantitative aptitudes, Classifications and its explanations (Average, Percentage, Profit and loss, Direction test, Time and work, Time and Distance, Data interpretation, Square roots and Cubic roots, Simple interest, Simplification), Time

Management, Methods/Strategies to solve the problems, Scheme of aptitude test for various employment sectors

Unit 5: Psychological Assessment in Career Counseling-Career Assessment-Importance of Assessment in Career Counseling - Types of Assessment tools, Psychometric Testing: Ability testing- Aptitude testing- Personality profiling- Primary test areas- Intelligence-Personality- Adjustment capabilities- Individual achievement tests- Diagnostic tests- Criterion-referenced tests- Minimum-level skill test- Subject area tests- Occupation series- Achievement Motivation Test- Goal setting, Career Development Scale-Employee Competency Scale-Gardon Occupational Checklist-Job Satisfaction Assessment-Aspiration Desires - Vocational Interest Inventory-Occupational Aspiration-Work Motivation Test- Holland's RIASEC Questionnaire – Benefits of Psychometric test.

Reference:

1. Chand.S, and P.K. Agarwal., 2005, A Handbook of Test of Reasoning and Quantitative Aptitude, S.Chand and Company Ltd, New Delhi
2. Agarwal.R.S., 2007, Quantitative Aptitude, S.Chand and Company Ltd, New Delhi
3. Edgar Thrope, 2006, Mental Ability and Quantitative Aptitude, Tata McGraw Hill Publishing Company Ltd, New Delhi.

Paper V - Career Preparation and Talent Management

Subject Description: This course presents the skill set requirement for entry level jobs in major service and production sectors, helping the students to prepare for careers, managing talent and understanding key performance indicators in talent management

Goals: To enable the students to learn the requirements of skills for various sectors of employment, to understand the role of HR, Talent Management and Career Development Task.

Unit 1 : Skill set requirement for entry level and mid careers in IT, ITES, Logistics, Infrastructure development, Entertainment, Private Education and training, Retail marketing, Banking and Insurance, Health service including health insurance, Skill set requirement for various manufacturing sectors at the entry level jobs.

Unit 2 : C.V : Structure of C.V., C.V. Types : Chronological and Skill based, on-line registration of C.V. and attachment of files. Types of cover letters and their focus - Interview: Preparation for Interview, Interview types, Stress Management during Interviews

Unit 3: Evolution of HR Roles: Employee champion, functional expert, strategic partner, Outsourcing for various service sectors, Demographic, legislative and social challenges to talent management

Unit 4: Talent Management : Meaning and Process, Sourcing and Pre-Assessment, Key processes in talent acquisition strategy: Job boards, Employee referral, Executive recruiters, Staffing companies for temps, consulting companies, Talent pipeline, Key performance indicators : Quality of hire, time and cost of hire, Maturity levels of organizations for talent management.

Unit 5: Career Development Task: Self awareness, personal values and goals, Personal cognition, understanding world of work, career alternatives and multiple job offers, Job Satisfaction and Organizational change-implication of Subcontracting, down sizing, Privatizing, Outsourcing.

Reference:

1. B.R.Kishore, Success in Interviews, New Light Publishers, New Delhi
2. Subash Jagota, Succeeding in Interviews, 2001, Anurang Jain for Excel Books, New Delhi.
3. Jayant Neogy, Sure success in Interviews, 2005, Unicorn Books Pvt.Ltd, New Delhi.
4. Lance A.Berger and Dorothy R.Berger, 2004, The Talent Management Handbook, Tata McGraw-Hill Publishing Company Limited, New Delhi.

Paper VI - Web based Career Guidance

Subject Description: This course of study describes the stages of career guidance through web based learning, designing websites by using various tools available. It further presents the mechanism for database creation and online counseling for career support service.

Goals: To enable the students to learn the importance of web based counseling for providing individual guidance. The students will also learn the tools for creating a website related to career counseling.

Unit 1: Internet: Source of Information, Legitimacy and Accuracy of Information. Role of Websites for creating personal constructs within a world of multiple realities. Career Resources on the internet: Assessment services, Occupational information, data base, General information.

Unit 2: Website Development: Front end tools – Front page and flash, Back end support – Ms Access, Uploading – Smart FTP and Cute FTP

Unit 3: Basics of web pages, HTML Commands, Creating HTML with a Text Editor, Tags for a page, Paragraphs, line breaks, Headings, Hypertext links, Linking with other web pages, Text Formatting and Alignment, Font

control and special characters, Intrapage and E mail Links, Putting Images - Testing: Registering a site – search engines.

Unit 4: Data base creation: creation of tables, query processing, report generation, security physical logical, Data base Management: Introduction to Data base, Query processing, query optimization Security and integrity.

Unit 5: Online Counseling, using chat soft wares, creation of blogs, maintaining timings, data base collection, faculty student relation, online meetings, online course completion.

Reference: C.J.Datta, Introduction to Data base

VII - Career Counseling Skills

Subject Description: This course presents the requirement of various skills for providing career counseling for the students of various branches of study. It also explains the various stages of counseling and the challenges and opportunities available for professional career counselors in Higher Education Institutions.

Goals: To enable the students to understand the various stages of career counseling and to develop appropriate career counseling skills.

Unit 1: Career Counseling: Meaning and Scope, Counseling skills, creating our mind, creating our communication and feelings, Micro skills and holistic approaches to skills training, stages in Counseling skills learning

Unit 2: The Relating stage, Helping relationships, involvement of mental process and emotions, communication processes and patterns, core conditions: Empathy, unconditional positive regard, congruence, Culture, Religion social class, Gender, Physical disability.

Listening: Active listening, Verbal and Nonverbal cues, client's perspectives, bodily and vocal communication, paraphrasing, reflection, starting the helping process, opening statements, Dealing with difference, reluctance and resistance, summarizing, Self talk, creating rules and explanations.

Unit 3: The understanding stage : Purposes for clarifying understanding, Questioning skills, Types and areas of questions, creating rules, perception, explanations, expectations, The changing stage : Setting goals and planning, Strategies for changing communication and Actions, Strategies for Changing the Thinking Process

Unit 4: Portfolio of skills for career counselors for Higher Education – Basic skills, complex problem solving skills, social skills, Resource management skills, technical and systems skills, Counselors- Counselee relationship, Ethical Issues - Different Counseling techniques: directive, Non-directive and Eclectic,

Unit 5: Career Development Plan: Career Counseling: Challenges for Career Counseling in Higher Education Institutions, Skills for Career Counseling for individuals and Groups, Efforts of the Government and the Universities for Career Counseling, Career Discovery equation – Career Counseling: Women, special children, Minorities and Marginalized groups.

Reference:

1. Richard Nelson – Jones (2001) Introduction to Counseling skills : Text and Activities, Sage publications, New Delhi

Paper VIII - Internship and Project work

In the final semester each student has to visit a College/Polytechnic/University Dept / HR Division of a company and conduct a Career Guidance programme for two weeks either at a time or in holidays for the benefit of final year students/ Involve in the HR activities of the company. An attendance certificate in this regard has to be submitted from the head of the institution/Company. A report of the activities carried out during the period is to be submitted to the Head of the Department. Further he/she has to submit a project report explaining various activities carried out during his visit to the College / Polytechnic / University Dept / Company.

Examination Question Pattern

Time: 3 Hours

Max.marks: 75

I. Answer any 10 Questions

Each question carries two marks
 (Definitions, Concepts related)

10 x 1 = 10

Total Questions : 15

II. Answer any 5 Questions

Each question Carries 5 marks
 Total Questions : 8

5 x 5 = 25

III. Answer All Questions

(Unit Based; Application Oriented)

5 x 8 = 40

1. a) ----- or b) -----
 2. a) ----- or b) -----
 3. a) ----- or b) -----
 4. a) ----- or b) -----
 5. a) ----- or b) -----
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