

**BHARATHIAR UNIVERSITY: COIMBATORE-641 046**  
**M. Phil. /Ph.D. – CAREER GUIDANCE**  
**(Effective from October 2011 onwards)**

**Part-I**

**COURSE I – RESEARCH METHODOLOGY IN CAREER GUIDANCE**

**Unit- I: BASICS OF SOCIAL RESEARCH**

Social Science Research: Meaning, Objectives, Characteristics, Purpose and Qualities – Career Guidance Research : Meaning, Objectives, Functions, Characteristics, Scope and Importance – Types of Research : Pure, Applied and Action research, Basic Concepts of Research: Theory, Facts, Variables, Research Problem and Hypothesis formulation in Career Guidance studies.

**Unit – II: RESEARCH DESIGN AND SCALING TECHNIQUES**

Research Design: Meaning, Importance and Concepts; Features of a Good Research Design – Types of Research Design : Exploratory, Formulative, Descriptive, Diagnostic, Experimental, Quasi-Experimental, Evaluative and Participatory Research, Research Designs for Career Studies – Scaling Techniques: Likert, Guttman, Thurstone and Sociometry.

**Unit – III: SAMPLING, METHODS AND TOOLS OF DATA  
COLLECTION, ANALYSIS AND REPORT WRITING**

Sampling: Concepts and Sample Frame, Probability and Non-probability Sampling Techniques, Characteristics of a Good Sampling Design – Methods of Data Collection; Consolidation /Data Entry on Computers, Data Analysis – Measures of Central Tendency and Dispersion; Correlation and Regression; Tests of Significance and Analysis of Variance, Content Analysis and Report writing.

**Unit – IV: REVIEW OF CAREER COUNSELLING THEORIES AND  
RESEARCH METHODS**

Suitability of Research Methods for Trait oriented theories, Developmental theories, Cognitive Information and Decision making theories – Research Methods for long term research in Career Guidance and Counselling areas.

**UNIT – V: LABOUR MARKET SURVEYS AND POLICY RESEARCH**

Labour Market Surveys with reference to organized Service sector, National Skills Mission : Skills Gap Analysis and Policy Intervention, Higher Education and Vocational Education Efforts for Skills Promotion, Policy Perspectives of FICCI, CII, NASSCOM Studies and Surveys on Skills promotion.

**BIBLIOGRAPHY:**

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- Battacharyya D.K. : Research Methodology, New Delhi, Anurag Jain, 2003
- Blalock, Hubert M.(Jr.) : Social Statistics: Fundamentals, New York: McGraw Hill, 1998
- Bradford, S.W. and Others : Techniques and Guidelines for Social Work Practice, Massachusetts: Allyn and Baco Inc., 1988
- Donald B and Others : Contemporary Social Work, New York: McGraw Hill Book, 1975
- Festinger, Leon Katz, Daniel : Research Methods in the Behavioural Sciences, New York: The Dryden Press
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- Selltiz G et al : Research Methods in Social Relations, New York; Holt (3<sup>rd</sup> ed), 1973
- Young Pauline, V. : Scientific Social Surveys and Research, Bombay: Asian Publication House, 1960

- G.Arulmani, : Career Counseling, Tata McGraw – Hill  
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- Mary Vishala, SND. : Counseling and Guidance, Rajendra Ravindra  
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- Philip Burnand, : Counseling Skills Training, Vinod Vasishtha for  
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**Part - I**

**COURSE II: RESEARCH TRENDS IN CAREER GUIDANCE**

**Unit I : Understanding Career and Sectors of Employment :** Concept of Career, Career Preparation and Planning, Definition of work, job and Career – Career Preparation Process, Career Information Service, Career alternatives - Sectors of employment, Sourcing for various sectors of employment – CV screening, Structure of Aptitude tests, Assessment of Group Discussion, Interview Process, Evaluation of multiple offers.

**Unit II: Career Counseling :** Counseling, career Counseling, Difference between guidance and counseling, Qualities, attitudes and beliefs of counselor, Skills needed for counselor, Purpose of career Counseling, Benefits of career counseling, Roles and Responsibilities of Career Counsellors and Placement Officers, Recent development in career guidance in developed nations and in India.

**Unit III: Models and Theories of Career Counseling :** Transactional Analysis – Theories of Career Counseling – Trait – oriented theories: Holland’s theory – Dawis’s theory – Developmental theories: Super’s approach – Gotfredson’s theory- Bordin’s Ego Psychological Model – Social learning and cognitive theories: Krumboltz’s Social learning theory – Cognitive Information and Decision making theory – Theories of Career Decision making.

**Unit IV: Career Development:** Personality types and Career choice, Career Development Planning, Influences on Career Development – family, society, skills, self, gender and Economic development, Globalization and Technological Impact, Impact of MNCs – Role conflict and Role strain in World of Work.

**Unit V: Web based Career Guidance:** Web page creation-front end and back end tools, Use of Internet for job search, Career resources on the internet, Assessment services, Online counseling, Finishing School, Data base creation - Legitimacy and Accuracy of Information for Career Support Service.

**References:**

1. G.Arulmani, (2004), Career Counseling, Tata McGraw – Hill Pub. Ltd. New Delhi
2. Sister Mary Vishala, SND, (2006), Counseling and Guidance, Rajendra Ravindra Printers Pvt Ltd, New Delhi
3. Philip Burnand, (2002), Counseling Skills Training, Vinod Vasishtha for viva books Pvt Ltd, New Delhi
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**Part - I**

**COURSE III: COMPETENCY MAPPING AND HUMAN RESOURCE PLANNING**

**Unit I: Competency** – Concept, Meaning, Types/Classification and usage of competencies at entry and mid career level.

**Unit II: Process of Competency Mapping** – Identifying competency requirement for various sectors of employment / various jobs IT, ITeS, Insurance, Banking and other Financial Service, Entertainment, Health Service, Private Education and Training, defining competency requirements - skills, tasks, activities and technologies / techniques used for various types of jobs in Service Sector.

**Unit III : Human Resource Management and Career Planning :** Human resource Planning, Man power demand, forecasting Analysis of performance and productivity, recruitment: function, policies and sources, screening of applicants, Testing attitudes, induction and its steps, Training and Development: Need for training, performance appraisal and standards.

**Unit IV: Competency Mapping** – Meaning, purpose and Benefits, Competency mapping at different levels – Corporate companies/institutions, HR interview and Individual level.

**Unit V: Methods of Competency Mapping** – Assessment Centre, Critical Incident Techniques, Questionnaire method, Psychometric tests, etc.

**References:**

1. Lance A.Berger and Dorothy R.Berger, 2004, The Talent Management Handbook, Tata McGraw-Hill Publishing Company Limited, New Delhi.
2. Margaret Dale and Paul Iles, 2002, Assessing Management Skills – a guide to competencies and evaluation techniques, Jaico Publishing House, Mumbai.
3. Lyle M.Spencer, Signe M. Spencer, 2008, Competence at work models for Superior Performance, Wiley India Pvt. Ltd, New Delhi.

4. Michael Armstrong and Helen Murlis, 2005, Handbook of Reward Management, Crest Publishing House, New Delhi.
5. Radha R.Sharma, 2004, 360 Degree Feedback, Competency Mapping and Assessment Centres for Personal and Business Development, Tata McGraw-Hill Publishing Company Limited, New Delhi.
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