

BHARATHIAR UNIVERSITY : COIMBATORE-641 046

M.Phil./Ph.D. – CAREER GUIDANCE

Paper I -SYLLABUS (With Effective from 2008-09 onwards)

**Paper : I TEACHING TECHNIQUES / PEDAGOGICAL
METHODES IN CAREER GUIDANCE**

Unit I : Concept of Career, Career Preparation and Planning – Career Preparation Process, Career Information, Career alternatives / sectors of employment, Selection procedure for various sectors of employment – CV screening, Aptitude tests, 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 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 : 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, Internet, Career resources on the internet, Assessment services, Online counseling, Faculty student relationships, Data base creation, legitimacy and Accuracy of Information.

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
4. Abha Sharma (2006), Counseling and Guidance, Vista International Pub House, New Delhi.
5. C.J.Datta, Introduction to Data base.

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PART-I-SYLLABUS (With Effective from 2008-09 onwards)

PAPER II – RESEARCH METHODS AND CAREER GUIDANCE TRENDS

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

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: METHODS AND TECHNIQUES OF TEACHING

Large Group Techniques: Lecture, Modified Lecture, Seminar, Symposium, Panel Discussion, Team Teaching, Project Approach and Workshop ... Small Group Techniques: Group Discussion, Simulation, Role Playing, Buzz Technique, Brain Storming, Case Discussion and Assignment Systems Approach in Education.

UNIT – V: MODELS AND THEORIES OF CAREER COUNSELLING

Models of Career Counselling – Transactional Analysis – Theories of Career Counselling – Trait oriented theories, Holland, Dawis, Developmental theories : Super's approach Golttfredson – Bordin. Krumboltz. Cognitive Information and Decision making theory, Career Development Planning : Factors affecting Career Development.

BIBLIOGRAPHY:

- Allen Rubin and Eari Babbie : Research Methods for Social Work, California; Cole Publishing Company, 1992
- Battacharyya D.K. : Research Methodology, New Delhi, Anurag Jain, 2003
- Blalock, Hubert M.(Jr.) : Social Statistics: Fundamentals, New York: McGraw Hill, 1998
- Brad ford, 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, Lcon Katz, Daniel : Research Methods in the Behavioural Sciences, New York: The Dryden Press
- Goldberg : Social Work in General Practice, London: Allen and Unwin Ltd., 1972
- Goode.W.J. and Paul.K.Hatt : Methods in Social Research, New York: McGraw Hill, 1952
- Jonson, L.C. : Social Work Practice: General Approach,

- London: Allen and Bacon Inc., 1986
- Laldas D.K. : Practice of Social Research, New Delhi: Rawat Publications, 2000
- Leslie M.Tutty, Micheal A Rothery : Qualitative Research for Social Workers, Richard M Grinnell USA: Needdham Height, 1996
- Moser, C.A. : Survey Methods in Social Work, London: Heinemann Educational Books, 1975
- Selltiz G et al : Research Methods in Social Relations, New York; Holt (3rd ed), 1973
- Young Pauline, V. : Scientific Social Surveys and Research, Bombay: Asian Publication House, 1960
- G.Arulmani, : Career Counseling, Tata McGraw – Hill Pub. Ltd. New Delhi, 2004
- Mary Vishala, SND. : Counseling and Guidance, Rajendra Ravindra Printers Pvt Ltd, New Delhi, 2006
- Philip Burnand, : Counseling Skills Training, Vinod Vasishtha for viva books Pvt Ltd, New Delhi, 2002
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Paper: III - SYLLABUS (With Effective from 2008-09 onwards)

Paper: III : CAREER PLANNING METHODS

Unit I: Objectives and Goals: Importance of objectives and goals in a career, Setting goals and Objectives, Identification of Ability and Aptitude, Planning a career choice.

Unit II: Mission, Goals and careers: Career by choice, not chance- Career and values, Choose your career, The short term strategy, The long term strategy, planning the job search.

Unit III : Sectors of employment : Job structure and 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 demand for various manufacturing sectors at the entry level jobs.

Unit IV : 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 V: Current trends in Employability pattern in relation to Higher Education – curriculum design, multiple degree courses, Soft skill coaching classes, advanced educational resources; current trends in job availability.

References:

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.
5. Dipak Kumar Bhattacharyya(2006), Human Resource Management, Excel Books, New Delhi 28 (Second Edition)
6. Arcalion (2006), Human Resource Management, X Edition, Pearson Prentice Hall, New Delhi.
7. Guidance and Counselling, S.Chand & Company Ltd., New Delhi, Sister Mary Vishala, SND Year-2006
8. Goal-setting Tips at [my Goals.com.htm](http://myGoals.com.htm).
9. Simple steps to reach you.goal.htm.