

**BHARATHIAR UNIVERSITY : COIMBATORE-641 046**  
**M.Phil./Ph.D. – CAREER GUIDANCE**  
**(For the candidates admitted from the academic year 2012-13 onwards)**

**Part - I**  
**Course III - SYLLABUS**

**COURSE III : CAREER ASPIRATION AND DECISION MAKING**

**Unit I: Career Development:** Meaning – Work as Career – Characteristics of Career – The Development of a Career – **Theories of Career Development** – Social learning theories – Social Cognitive theory – The Trait factor approach theory.

**Unit II: Influences of Career Development :** Social and Cultural influences – Influences of educational system – socio-economic influences – **Career Development discontinuities** – Influences of Career beliefs – Impact of Self efficacy and Career Development

**Unit III : Career Counselling:** Meaning – Core skills for Career Counselling – Career Counselling process – Strategic foundation – Activities and Career development interventions – **Self Discovery** – Interests – Understanding – the world of work – Career alternatives and Career preparation.

**Unit IV : Decision making:** Career Beliefs – Personal values and goals - Career Discovery equation – Career Information – Maturation – Gender – Psycho-social influences, Socio-cultural Influences – Personal Responsibility - Self understanding – Talent Management – Talent acquisition strategies – Key performance.

**Unit V: Decision Making skill development:** Meaning – Ethics and morality in decision making – Kinds of decision making – Components – Strategies – Procedure – Risk taking in decision making – Personal biases – techniques – Dynamic decision making – Analysing emotional decision making – Common decision making mistakes.

**References:**

1. William G.Forgang, 2004, Strategy – Specific Decision Making A Guide for Executing Competitive Strategy, Prentice- Hall of India Private Limited, New Delhi- 110 001.
2. S.Narayana Rao, 1991 & 31<sup>st</sup> reprint 2010, Counselling and Guidance Second Edition, Tata McGraw Hill Education Private Limited, New Delhi.
3. Gideon Arulmani & Sonali Nag-Arulmani, 2004, Career Counselling A Handbook, Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Lance A.Berger and Dorothy R.Berger, 2004, The Talent Management Handbook, Tata McGraw-Hill Publishing Company Limited, New Delhi.
5. Paul parcon, 2007, Develop your decision making skills, Lotus Press, Fourteenth revised Edition.