

BHARATHIAR UNIVERSITY : COIMBATORE-641 046

M.Phil./Ph.D. – CAREER GUIDANCE

PART-I-SYLLABUS

PAPER I – RESEARCH METHODOLOGY IN CAREER GUIDANCE

Unit- I: BASICS OF SOCIAL SCIENCE 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, Sampling process and Sample Size, Characteristics of a Good Sampling Design – Methods of Data Collection : Observation, Participant Observation, Interview Method and Case Study, Tools of Data Collection: Schedule, Mailed Questionnaire, Interview Guide; Data Collection for Career studies.

Unit – IV: DATA BASE MANAGEMENT, STATISTICS AND REPORT WRITING

Data Analysis; Checking, Editing, Coding, Classification and Tabulation, Data Entry on Computers – Use of Spreadsheets, Databases and Software; Measures of Central Tendency and Dispersion; Correlation and Regression; Tests of Significance : Chi-square test, t-test and Analysis of Variance (ANOVA); Content Analysis, Report Writing: Purpose, Structure and Writing Style of a Research Report; Utilization and Presentation of Diagrams, Graphs and Tables in Research Report.

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 Goltfredson – Bordin. Krumboltz. Cognitive Information and Decision making theory, Career Development Planning : Factors affecting Career Development.

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- Blalock, Hubert M.(Jr.) : Social Statistics: Fundamentals, New York: McGraw Hill, 1998
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- 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
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- Mary Vishala, SND. : Counseling and Guidance, Rajendra Ravindra
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- Philip Burnand, : Counseling Skills Training, Vinod Vasishta for
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PAPER II – RESEARCH TRENDS 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.

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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, (2204), Career Counseling, Tata McGraw – Hill Pub. Ltd., New Delhi
2. Sister Mary Vishala, SND, (2206), 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 Internation Pub. House, New Delhi
5. C.J.Datta, Introduction to Data base.
