

**BHARATHIAR UNIVERSITY : COIMBATORE-641 046**

**M.Phil./Ph.D. – CAREER GUIDANCE**

**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](http://you.goal.htm).