

Bharathiar University, Coimbatore–641046
Department of Extension and Career Guidance
M.A. Career Guidance

Vision

To Create aspirations, Build capacity, Assure Quality, Create demands, Promote synergy, Extend support, Strengthen ICT enablement, Ensure Inclusivity, Promote commitment, Promote innovation

Mission

To establish an ecosystem by providing knowledge, imparting skills and nurture a desired mindset by teaching, research and extension for various skill development activities in service sector. This will be achieved by constructing curricula, arrange delivery, devising efficient training methods and materials, employing right assessment tools and promoting technology intervention. As a team we will work with the Universities, Colleges, Training partners, Industry bodies and innovators in the Western Parts of Tamil Nadu and in alignment with NSDC and UGC

Programme Educational Objectives (PEO)

Post Graduate MA Career Guidance

PEO1: Offering right career guidance and counselling to the graduates, school students and employees for their right career.

PEO2: Applying the suitable techniques to assess the individual skill level and map the expected level for the individual excellence and to the skilled society.

PEO3: Creating and building with high vision of early career plan for their perspective future.

Programme outcome (PO) for Master of Career Guidance(2018-19)

PO1: Demonstrate the necessary knowledge and skills in various stages of career guidance, basic guidance, Institutional arrangements for Career guidance and the relationship between personality and career options.

PO2: Demonstrating different perspectives of Education and training for personal development and careers. Also gain necessary knowledge on labour market demand and the impact of globalization on the job market.

PO3: knowledge and skills in various performance measurement tools, performance improvement methods and performance based career planning efforts.

PO4: Identify the necessary knowledge and skills in the use of appropriate parts of speech in appropriate contexts, communication in career counselling contexts and design necessary testing devices to understand ones language competence.

PO5: Create knowledge and skills in Event management especially in organizing career fairs and career awareness programme for various sectors.

PO6: Use the required information, skills and importance of occupational health and stress management practices for the employee's effective performance as well as to retain the talent.

PO7: Understand the process of career assessments, administer and interpret career related assessment tests, acquire competency in various career assessments tools and proficiency in preparing individual career profile.

PO8: Comprehend the status and characteristics of various educational systems, identify the various sources of educational and career information, compiling client-specific tailor-made labour market information, and prepare a compendium of entrance /competitive examinations and the schemes / scholarships offered by state and central government departments.

PO9: Understanding the clients career related problems, administering personality, aptitude, intelligence and interests tests for career development, rendering career guidance and counselling in individual and group situations.

PO10: Mapping various competencies of an individual for professional in their discipline by assessing skill gap and plotting career map.

PO11: Explore various approaches and theories of Counselling, career and work, preparation process and the issues, factors influencing the career choice and provide information about the current trends and techniques in Employment Counselling.

PO12: Organise career guidance programmes and exhibitions to equip the graduates and other aspirants about their stress free career as well as for better employment.

Bharathiar University, Coimbatore–641046
Department of Extension and Career Guidance
M.A. Career Guidance

(For the students admitted from the academic year 2018-19 onwards)

SCHEME OF EXAMINATION – CBCS Pattern

SEM	Paper: Core / Elective / Supportive	Code	Subject	Field work	Class Hours	University Examination			
						Internal	External	Total	Credits
I	Core-I	10CGC01	Principles of Guidance and Counselling	-	4	25	75	100	4
	Core-II	10CGC02	Perspectives of Education and Careers	-	4	25	75	100	4
	Core-III	10CGC03	Developmental and Positive Psychology of Counselling	-	4	25	75	100	4
	Core-IV*	10CGC04	Practicum - Developmental and Positive Psychology of Counselling	2	2	40	60	100	4
	Elective-I	10CGC01E	Performance Management (or) Essential of Communication skills	-	4	25	75	100	4
	Supportive-I		Would be chosen by the students from other department	-	2	12	38	50	2
			*#Social Psychology (SWAYAM Online Course)	-	-	-	-	-	NC
II	Core-V	10CGC05	Counselling in Practice	-	4	25	75	100	4
	Core-VI	10CGC06	Psychological assessment in Guidance and Counselling	-	4	25	75	100	4
	Core-VII	10CGC07	Event Management	-	4	25	75	100	4
	Core-VIII	10CGC08	Occupational Health and Stress Management	-	4	25	75	100	4
	Elective-II*	10CGE03E	Practicum in Career Guidance and Counselling (or) Aptitude Assessment for Careers	2	2	40	60	100	4
	Supportive-II		Would be chosen by the students from other department	-	2	12	38	50	2
	Core-IX	10CGC09	Internship	-	-	50	-	50	2
III	Core-X	10CGC10	Competency Mapping	-	4	25	75	100	4
	Core-XI	10CGC11	Occupational Preparation and Information	-	4	25	75	100	4
	Core-XII	10CGC12	Curriculum Development	-	4	25	75	100	4
	Core-XIII	10CGC13	Quantitative Research Methods	-	4	25	75	100	4
	Elective-III	10CGC02E	Organizational Behaviour (or) E-Career Guidance	-	4	25	75	100	4
	Supportive-III		Would be chosen by the students from other department	-	2	12	38	50	2
			** Block placement with Government/industry/civil society	-	-	-	-	-	NC
IV	Core-XIV	10CGC14	Human Resource Management	-	4	25	75	100	4
	Core-XV	10CGC15	Entrepreneurship Development	-	4	25	75	100	4
	Core-XVI	10CGC16	Career Development in Social Context	-	4	25	75	100	4
	Elective-IV	10CGC04E	Career Assessment and Profiling / Personality Development and Career Management	-	4	25	75	100	4
	Core-XVII	10CGC17	Project Work Viva-voce Exam	-	-	25	75	100	4
				*#Developing Soft Skill and personality (NPTEL Online course)	-	-	-	-	50
			\$Leadership/Human Rights in India (SWAYAM C	-	-	-	-	50	2

			course)						
				Total				2300	92

*Practical exam – Both internal and external examiner will conduct and evaluate

** NC – Non credit course- Block placement with Government/industry/civil society (4 weeks)

*# Non-credit course – Open source Learning through SWAYAM and assessment by MHRD, Subject to the availability of the course in the online portal.

\$ Online 2 credit Course is mandatory and it **SHOULD BE COMPLETED WITHIN 3RD SEMESTER.**

(Students can opt any one of the listed course)

NOTE: The papers Elective I – Essential of Communication Skills, Core – IX - Internship and Core XI - Occupational Preparation And Information are revised and furnished below. For the remaining papers the existing syllabus is to be followed.

ELECTIVE I – ESSENTIAL OF COMMUNICATION SKILLS

Subject Description: This course of study describes the parts of speech in English, the importance of basic communication skills, skills for professional writings and testing methods for the effective English communication.

Goals: To enable the students to learn the parts of speech, need for gaining adequate competence in basic communication skills to take up career support service and to prepare simple tools to test a person's basic English communication skills.

Objectives/Expected Outcomes: On completion of this course the students will gain necessary knowledge and skills in the use of appropriate parts of speech in appropriate contexts, communication in career counselling contexts and design necessary testing devices to understand one's language competence.

Contents:

Unit - 1 Essential and Importance of business Communication. Methods of communication – Types – Barriers.

Unit - 2 Business Correspondence: Purpose – Structure – Layout and Form – Qualities – Types – Social Correspondence. Communication in Organizations – Importance of Professional Writing – Features of Written Communication – Choice of Words and Phrases – Sentence Structure and Length – Paragraph Structure and Length – Final Draft . Preparing Agenda and Minutes for Meetings - Writing Notices and Memos - Drafting an E-mail, Press Release - Correspondence with Govt./Authorities, Office Orders, Enquiries and Replies

Unit - 3 Corporate culture - Corporate etiquette – importance of corporate etiquette in India, UK and US - Dressing and grooming skills - Workplace etiquette - Business etiquette - Email etiquette - Telephone and meeting etiquette - Professional competencies: analytical thinking - listening skills - time management - team skills - stress management.

Unit – 4 Language and Communication: Linguistic Communication – Barriers to Communication – Importance of Communication – Non-Verbal Communication: Personal Appearance, Posture, Gestures, Facial Expression, Space Distancing and presentation skills.

Unit - 5 English Language Assessment – Written and Oral comprehension tests – Spotting Errors, Synonyms, Antonyms, CLOZE Test, Sentence completion test, Ordering of words in sentences, Voice Accent, Spelling, Prepositions.

References:

1. P.Titus, Remedial English, NCBH Book House (P) Ltd.,
2. Bill Scott, The Skills of Communications, Jaico Publications House
3. Krishna Mohan and Meera Banerji, Developing Communication Skills, Macmillan Publishers
4. R.Sudarsanam, Understanding Technical English, Sterling Publishers Private Limited, Bangalore.
5. Rajendra Pal & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New delhi, 2006

In the end of first year each student has to visit employment exchange, National and state skill development centre, Ministry of Labour and employment, College/Polytechnic/University Dept / HR Division of an organization to get first hand information on job and conduct a Career Guidance programme either at a time or during holidays for the benefit of students/ involve in HR activities of the company. An attendance certificate in this regard has to be submitted from the Authority concerned, Principal of the College/HR Manager of the Company. A report of the activities carried out during the period is to be submitted to the Head of the Department through his/her guide. The guide will brief the students, review the resource /testing materials and propose a model for reporting.

CORE XI - OCCUPATIONAL PREPARATION AND INFORMATION

Objectives: On successful completion of the course, students will be able to:

- Comprehend the status and characteristics of various educational systems
- Acquire contemporary perspectives of the world of work
- Identify the various sources of educational and career information
- To Create aspirations, Build capacity, Assure Quality, Create demands, Promote synergy, Extend support, Strengthen ICT enablement, Ensure Inclusivity, Promote commitment, Promote innovation
- Compiling client-specific tailor-made labour market information
- Prepare a compendium of entrance/competitive examinations and the schemes/ scholarships offered by state and central government departments

UNIT – 1 Status and Characteristics of Elementary Education -Pre-primary, Primary, Upper Primary, Educational Boards -CBSE, ICSE, IGCSE, State Board, NIOS – Characteristics and Status of Tertiary/Higher Education-Undergraduate, Postgraduate, Research Degree: Professional, Non Professional - Status of Vocational Education-Craftsmen training scheme, Apprenticeship Training Scheme, Modular Employable Skills under SDIS.

UNIT - 2 Skill set requirement for Entry level careers in various service sectors like IT, ITES, Private Education, Banking, Insurance, Logistics, Health services. Career preparation: Self awareness, Aptitude assessment: Analytical, Mental, English and Domain knowledge, CV Preparation, Group discussion and Preparing for interviews.

UNIT III UNIT – 3 Labour Market Information: Concept and types - Identifying individual needs - choosing and presenting appropriate LMI - checking quality of the information

UNIT - 4 Sources of Information (National & Local): Directorate General of Employment & Training, Central Institute of Research and Training in Employment Service, Ministry of Human Resource Development, Ministry of Industries, Ministry of Defense, Ministry of Social Justice and Empowerment, Newspapers & magazines, Audio visual media (Radio & TV), Internet; Types of information materials, evaluation of occupational information; Classification of occupational information; Classification of Occupations (International System of Classification of Occupation, National Classification of Occupation, Filing occupational information, Setting up occupational information services in different contexts. National Classification of Occupation, Dictionary of Occupational Titles, national career development association, Computer based Career Guidance and Information System, Video and Tele Counselling, Online Counselling.

UNIT - 5 Scholastic Aptitude Tests: JEE (MAIN), CET, NATA, (NEET), ICHMCT, CART, MAT, GATE, CLAT, NEED, CEED, AIPVT, UGC/NET, SLET, GRE, GMAT, IELTS, TOEFL) Scholarship for students offered by various Government and Non-Government Organisations.

References:

1. Rashmi Sharma and Vimala Ramachandran (2009), “The Elementary Education System in India”, published by Routledge, Pp. 1- 69.
2. Cheryl Desha, Karlson 'Charlie' Hargroves (2014), “Higher Education and Sustainable Development: A Model for Curriculum Renewal”, published by Routledge.
3. <http://www.ugc.ac.in>, <http://nchm.nic.in/>
4. <http://jeemain.nic.in/webinfo/Public/Home.aspx>