

# M.A. Career Guidance (Lateral Entry)

## Syllabus

**UNIVERSITY DEPARTMENT**

**Program Code: \*\*\*\***

**2023 – 2024 onwards**



**BHARATHIAR UNIVERSITY**

**(A State University, Accredited with “A++” Grade by NAAC,  
Ranked 21<sup>st</sup> among Indian Universities by MHRD-NIRF)**

**Coimbatore - 641 046, Tamil Nadu, India**

**M.A. Career Guidance (Lateral Entry in Second Year)  
Academic Year 2023-2024 onwards**

**Vision**

To create aspirations, build capacity, assure quality, create demands, promote synergy, extend career guidance support, ensure inclusivity, promote commitment, and to promote innovation

**Mission**

To establish an ecosystem by providing knowledge, imparting skills and nurture a desired mind set 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)**

- PEO1:** Offering right career guidance and counseling to the graduates, school students and employees for their career.
- PEO2:** Applying the suitable techniques to access 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 development plan for their perspective future as well as to offer the right guidance for mid-career transition.



**Program Specific Outcomes (PSOs)**

After the successful completion of PG program, the students are expected for

- PSO1:** Professional Capacity Building in Counselling and Guidance
- PSO2:** Professionals in applying psychometric tools
- PSO3:** Capacity in offering academic advice on skill development
- PSO4:** Professional in understanding of industry demand and mapping the skills
- PSO5:** Commitment towards society and professional development



**Programme outcome (PO)**

- 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 one's 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 client's career related problems, administering personality, aptitude, intelligence and interests' tests for career development, rendering career guidance and counselling in individual and group situations.
- PO10:** Organise career guidance programmes and exhibitions to equip the graduates and other aspirants about their stress-free career as well as for better employment.

## **MA Career Guidance Curriculum – Lateral Entry (University Department)**

*(For the students admitted during the academic year 2023 – 24 onwards)*

### **About the Course**

The Master of Career Guidance – Lateral Entry is a professional programme designed for the degree holders of Undergraduate with PG Diploma in Career Guidance for Executives/ PG Diploma in Career Guidance/Counselling, PG Diploma in Guidance/Counselling from the recognised University. The main purpose of this programme is to prepare the students as career counsellors and to guide in global as well as a national vision for education and employment. The programme provides opportunities for students to extend as well as deepen their knowledge and understanding of education, guidance, counselling, various tools for skill test, event management, organising career exhibitions, understanding of source of information for guidance and employment opportunity and skill assessment at school, college and industry level for early and midcareer.

### **Duration and Weight age of the Programme**

Total number of credits: **42 credits**. Additional **2 credits** for SWAYAM MOOCs- Online course has to be completed in the third semester. Combined credits of PG Diploma course and the M.A. Career Guidance - Lateral entry should be **90 + 2 credits**. The shortage of credits if any in the PG Diploma courses can be earned during the course period as given in the scheme. Minimum period to complete the programme: 1 year (with two semesters under Choice Based Credit System). Maximum period to complete the programme: 3 years

### **Eligibility**

Any UG with PG Diploma in Career Guidance for Executives/ PG Diploma in Career Guidance/Counselling, PG Diploma in Guidance/Counselling from the recognised University with minimum pass marks in all papers shall eligible to join second year MA Career Guidance as lateral entry. The lateral entry students has to obtain their shortage credit (if any) through the credit accumulation course given in the scheme for Lateral entry M.A. Career Guidance programme prescribed by the department before 4<sup>th</sup> semester.

### **Medium of Instruction and class**

The medium of instruction is English and five days per week and six hours per day.

### **Practical & Viva Voce**

During the third semester of study, the students have to undergo Practical which is mainly through field visits. That is once in every week the students will be sent to schools, colleges based on the requirement of the syllabus. The visit has to be recorded and the report has to be submitted. The report is evaluated by the class tutor/field in charge and countersigned by the HOD. This report

must be presented by the candidate and reviewed by class tutor and HOD during Viva Voce Examination and the same will be reported to COE for awarding marks

### **Project work & Viva Voce**

The project is the bonafide work carried out by the candidate under the guidance of a faculty authenticated and countersigned by the HOD. This project work must be presented and defended by the candidate and reviewed by external examiner during Viva Voce Examination.

### **Mark Allotment**

The MA Career Guidance theory, practical and supportive courses have the following components:

#### **1. Theory**

**Maximum Marks – 100 (credits – 4 )**

Internal Marks 25 + External Marks 75 = 100 (Total)

**Internal Marks: 25**

**External Marks: 75**

- Test : 15 Marks
- Assignment : 5 Marks
- Seminar : 5 Marks

#### **2. Practical**

**a) For 6 Credits, Maximum Marks = 150**

Internal Marks 50 + External Marks 100 = 150 (Total)

**Internal Marks: 50**

**External Marks: 100**

- Test – 10 Marks
- Model – 10 Marks
- Observation – 10 Marks
- Record – 20 Marks

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Total = 50 Marks  
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**b) For 4 Credits, Maximum Marks = 100**

Only Internal Marks for 100

Review 1: Report Submission (Counselling Area, Counselling Idea) – 25 Marks

Review 2: Demo Video Submission – 25 Marks

Final Video Submission – 50 Marks

**3. Supportive Papers: Credits – 2, Maximum Marks – 50**

**Internal Marks: 12**

**External Marks: 38**

- Test - 6 Marks
- Assignment - 3 Marks
- Seminar - 3 Marks

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Total = 12 Marks  
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**Bharathiar University, Coimbatore–641046**  
**Department of Extension and Career Guidance**  
**M.A. Career Guidance – Lateral Entry**  
(For the students admitted from the academic year **2023-24** onwards)

**SCHEME OF EXAMINATION – CBCS Pattern**

Code	SUBJECT	Hours		Marks for		Total Marks	Credits
		Field Work	Class	CIA	ESE		
<b>Year I – Semester III</b>							
10CGC09	<b>Core IX: Career Guidance Practicum – III*</b> Career exhibition and Campus Placements	6	-	50	100	150	6
10CGC10	<b>Core X:</b> Occupational Health and Stress Management	-	4	25	75	100	4
10CGC11	<b>Core XI:</b> Occupational Preparation and Information	-	4	25	75	100	4
10CGC12	<b>Core XII:</b> Quantitative Research Methods	-	4	25	75	100	4
10CGC03EA	<b>Elective III:</b>	E-Career Guidance		25	75	100	4
10CGC03EB		Organizational Behaviour					
	<b>Supportive III:</b> Would be chosen by the students from other departments	-	2	12	38	50	2
	<b>Total</b>	<b>6</b>	<b>18</b>			<b>600</b>	<b>24</b>
<b>Year I – Semester IV</b>							
10CGC13	<b>Core XIII:</b> Entrepreneurship Development	-	4	25	75	100	4
10CGC14	<b>Core XIV:</b> Career Development in Social Context	-	4	25	75	100	4
10CGC15	<b>Core XV:</b> Project Work & Viva Voce Exam	6	-	50	100	150	6
10CGC16	<b>Core XVI:</b> Video Record of counselling - Practicum	4	-	100	-	100	4
	<b>Total</b>	<b>10</b>	<b>8</b>	-	-	<b>450</b>	<b>18</b>
	<b>Grand Total</b>	<b>16</b>	<b>26</b>	-	-	<b>1050</b>	<b>42</b>
	<b>Online Course – SWAYAM/MOOC<sup>s</sup></b>	-	-	-	-	-	<b>2</b>

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

\$ Online 2 credit Course is mandatory and it **SHOULD BE COMPLETED IN 3<sup>rd</sup> SEMESTER.**

**Credit Accumulation Courses<**

Code	SUBJECT	Hours		Marks for		Total Marks	Credits
		Field Work	Class	Internal	External		
10CGC01CA	Mini Project & Viva Voce ( <i>To be completed in 3<sup>rd</sup> Semester</i> )	4	-	100	-	100	4
10CGC02CA	Four Track Career Guidance and Preparation ( <i>To be completed in 4<sup>th</sup> Semester</i> )	-	4	25	75	100	4
10CGC03CA	Event Management ( <i>To be completed in 4<sup>th</sup> Semester</i> )	-	4	25	75	100	4

*<(Credit accumulation recommended for the shortage of credits for lateral entry students to satisfy the 90+2 credits of PG Programme as per the University norms)*

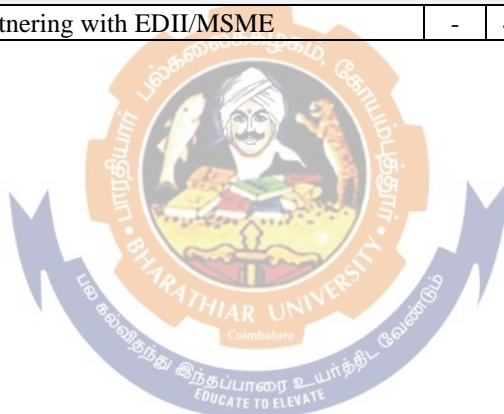


**Value Added Courses**

S. No.	SUBJECT	Hours		Marks for		Total Marks	Credits
		Field Work	Class	Internal	External		
<b>Year II – Semester III</b>							
1	Global Business Foundation skills – Infosys BPS	-	40	100	-	100	4

**Job Oriented Courses**

S. No.	SUBJECT	Hours		Marks for		Total Marks	Credits
		Field Work	Class	Internal	External		
<b>Year II – Semester IV</b>							
1	Entrepreneurship skills partnering with EDII/MSME	-	40	-	-	-	9



**Core IX – Career Guidance Practicum – III**

<b>Course code</b>	10CGC09	<b>Career Guidance Practicum – III</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core</b>	<b>Core IX</b>		-	-	6	6
<b>Pre-requisite</b>	<b>Knowledge gained in Career Guidance Practicum – I and II</b>		<b>Syllabus Version</b>			<b>2021-22</b>
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>Understand and gaining knowledge on organising various career exhibition and career fair for the students</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Learn the objective of career fair				K2 & K3	
2	Understand the benefits of career exhibition				K3	
3	Will gain knowledge on how to organise career oriented programmes				K3	
4	Able to analyse the industry expectation				K3 & K4	
5	Learn how to effectively navigate a career fair				K2 & K3	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<ol style="list-style-type: none"> <li>Organising career exhibition on various UG and PG Courses available in India and abroad- School/College</li> <li>Organising Job fair/ placements with the support of University departments/ Affiliated Colleges</li> </ol>						
<b>Every Thursday the students have to visit Colleges/industries/schools to learn and organize Placement/Career fairs. The student has to submit the report and Viva Voce will be conducted.</b>						
					<b>Total Lecture hours</b>	<b>52 hours</b>
<b>Text Book(s)</b>						
1. Sita Ram Singh “Event Management”, APH Publishing Company, New Delhi-2						
<b>Reference Books</b>						
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>						
1	<a href="https://www.talentlyft.com/">https://www.talentlyft.com/</a>					
2	<a href="https://www.wikijob.co.uk/">https://www.wikijob.co.uk/</a>					
Course Designed By: <b>Prof. Dr. A. Vimala</b>						

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	L	S	S	M	S	L	S	S
CO2	M	S	S	M	S	M	M	S	S	S
CO3	S	S	M	S	M	S	S	M	M	S
CO4	M	M	M	S	M	M	M	S	S	S
CO5	S	S	M	M	S	M	S	M	M	S

\*S-Strong; M-Medium; L-Low



### Core X – Occupational Health and Stress Management

<b>Course code</b>	<b>10CGC08</b>	<b>Occupational Health and Stress Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core</b>	<b>Core VIII</b>		4	-	-	4
<b>Pre-requisite</b>	<b>Knowledge in basics of working environment and Health Issues</b>		<b>Syllabus Version</b>		<b>2022-23</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Know the meaning and scope of the health in career choice, various systems of the body</li> <li>2. Understand bio-psycho-social aspects of stress, coping mechanism</li> <li>3. Knowledge of Stress on human biological system due to occupational environment and programmes for health promotion</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Know the meaning and scope of the health in career choice, various systems of the body				K1	
2	Understand bio-psycho-social aspects of stress, coping mechanism				K1	
3	Knowledge of Stress on human biological system due to occupational environment and programmes for health promotion				K1 & K2	
4	Know the importance of occupational health and stress management methods in the context of stress oriented careers				K1 & K2	
5	Gain necessary knowledge, skills and importance of occupational health and stress management practices				K2 & K3	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>Fundamentals of Health and Biological systems</b>				<b>12 hours</b>	
Definition by WHO – Illness Vs Wellness continuum – Current perspectives on Health and Illness - Body’s Physical systems – Cardio vascular systems – Immune system - Reproductive system						
<b>Unit:2</b>	<b>Nature of Stress</b>				<b>12 hours</b>	
Stress and illness – Impact and sources of Stress, Dimensions of stress – Bio psycho – social aspects of stress - Physiological responses – Behavioural responses - Stress during interviews and in career – Anxiety reduction for Adolescents						

<b>Unit:3</b>	<b>Occupational and Organizational stress</b>	<b>12 hours</b>
Overview of occupational and organizational stress – Individual Differences – Eustress – Distress (Medical, Psychological and Behavioural) - Direct/Indirect consequence of stress on Health and occupation		
<b>Unit:4</b>	<b>Coping with and reducing stress</b>	<b>12 hours</b>
Coping with stress and methods of coping – Reducing potential for stress and stress reactions - Stress Management steps – Cognitive and Behavioural methods for stress management – Health related behaviour and Health promotion		
<b>Unit:5</b>	<b>Preventive Medicine and Occupational Health</b>	<b>12 hours</b>
Globalization and Emerging trends in Job scenario – Drug and Substance abuse and addiction - Wellbeing and Positive Psychology - Programmes for health promotion – Nutrition, Diet and Exercise.		
<b>Unit:6</b>	<b>Contemporary Issues</b>	
Seminars, Workshop, Guest Lecturers and Online orientation Programme		
<b>Total Lecture hours</b>		<b>60 hours</b>
<b>Text Book(s)</b>		
1	Hand book of Stress, Theoretical and Clinical aspects, Edit. Leo Cold Berger, The Free press, New York	
<b>Reference Books</b>		
1	UIF Luundberg, Cary L. Cooper. The Science of Occupational Health: Stress, Psychobiology, and the New world of work, Wiley Blackwell, 2010, P.182 (ISBN:978-1- 4051-9914-8)	
2	Cary, L. Cooper and James Campbell Quick. The Handbook of Stress and Health: A Guide to Research and Practice. Wiley –Blackwell, 2017, P.728 (ISBN:978-1-118-99377-4)	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	NOC: Stress Management by Prof. Rajlakshmi Guha - NPTEL	
Course Designed By: <b>Prof. Dr. A. Vimala &amp; Dr. C. Dhayanand</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	M	M	S	M	L	M	M
CO2	M	S	M	S	S	M	M	L	M	M
CO3	M	S	M	S	M	S	S	M	S	S
CO4	S	M	S	M	S	M	M	M	M	S
CO5	M	S	M	M	M	M	S	M	M	S

\*S-Strong; M-Medium; L-Low



### Core XI - Occupational Preparation and Information

Course code	10CGC11	Occupational Preparation and Information	L	T	P	C
<b>Core</b>		<b>Core XI</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>6</b>
<b>Pre-requisite</b>		<b>Knowledge in sectors of Occupation</b>	<b>Syllabus Version</b>		<b>2021-22</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Comprehend the status and characteristics of various educational systems</li> <li>2. Acquire contemporary perspectives of the world of work</li> <li>3. Identify the various so to Create aspirations, Build capacity, Assure Quality, Create demands, Promote synergy, Extend support, Strengthen ICT enablement, Ensure Inclusivity, Promote commitment, Promote innovation sources of educational and career information</li> <li>4. Compiling client-specific tailor-made labour market information</li> <li>5. Prepare a compendium of entrance/competitive examinations and the schemes/ scholarships offered by state and central government departments</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Comprehend the status and characteristics of various educational systems				K2	
2	Acquire contemporary perspectives of the world of work				K2	
3	Identify the various sources of educational and career information				K2 & K4	
4	Compiling client-specific tailor-made labour market information				K3	
5	Prepare a compendium of entrance/competitive examinations and the schemes/ scholarships offered by state and central government departments				K3 & K4	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>Status and Characteristics of Elementary Education</b>				<b>12 hours</b>	
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.						

<b>Unit:2</b>	<b>Skill set requirement</b>	<b>10 hours</b>
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.		
<b>Unit:3</b>	<b>Labour Market Information</b>	<b>10 hours</b>
Labour Market Information: Concept and types - Identifying individual needs - choosing and presenting appropriate LMI - checking quality of the information		
<b>Unit:4</b>	<b>Sources of Information - National &amp; Local</b>	<b>10 hours</b>
Sources of Occupational Information (National & Local): Directorate General of Employment & Training, Central Institute of Research and Training in Employment Service, Ministry of Human Resource Development, Industries, Defence, Social Justice and Empowerment, Types of information materials, Classification of occupation-evaluation of occupational information.		
<b>Unit:5</b>	<b>Scholastic Aptitude Tests</b>	<b>10 hours</b>
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.		
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>
Seminars, Workshop, Guest Lecturers and Online orientation Programme		
<b>Total Lecture hours</b>		<b>54 hours</b>
<b>Text Book(s)</b>		
1	Rashmi Sharma and Vimala Ramachandran (2009), "The Elementary Education System in India", published by Routledge, Pp. 1- 69	
<b>Reference Books</b>		
1	Cheryl Desha, Karlson 'Charlie' Hargroves (2014), "Higher Education and Sustainable Development: A Model for Curriculum Renewal", published by Routledge	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	<a href="http://www.ugc.ac.in">http://www.ugc.ac.in</a>	
2	<a href="http://nchm.nic.in/">http://nchm.nic.in/</a>	
3	<a href="http://jeemain.nic.in/webinfo/Public/Home.aspx">http://jeemain.nic.in/webinfo/Public/Home.aspx</a>	
Course Designed By: <b>Prof. Dr. A. Vimala&amp;Dr.S.Sadhasivam</b>		



<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	M	M	S	M	M	S	M	M	M	M
<b>CO2</b>	M	S	M	S	M	M	M	M	M	M
<b>CO3</b>	M	S	M	M	M	M	M	L	M	M
<b>CO4</b>	M	M	S	S	M	M	M	M	M	M
<b>CO5</b>	M	M	S	M	S	M	M	S	M	S

\*S-Strong; M-Medium; L-Low



### Core XII - Quantitative Research Methods

Course code	10CGC12	QUANTITATIVE RESEARCH METHODS	L	T	P	C
<b>Core</b>		<b>Core XII</b>	4	-	-	<b>4</b>
<b>Pre-requisite</b>		<b>Knowledge in Aptitude and Research</b>	<b>Syllabus Version</b>			<b>2021-22</b>
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. To enable the students to learn the purpose of aptitude test in the selection of employees</li> <li>2. To construct various aptitude tests for entry level jobs.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Understand the significance and methods in social science research					K2
2	Identify the suitable sampling method and size of sample.					K2, K3
3	Attempt quantitative studies of social phenomena.					K2, K3
4	Understanding the usage of Descriptive and Inferential statistics in research					K2, K3
5	Learn about various tests and tools in statistics					K2, K3
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>Introduction to Research</b>					<b>12 hours</b>
Meaning – Context - Elements of Social Science Research – Social Research Strategies – Theory and Research – Deductive – Inductive – Research Problem – Selecting and defining the problem – Research Designs: Experimental, Cross-sectional, Longitudinal, Case study, Comparative						
<b>Unit:2</b>	<b>Review of Literature and Hypothesis</b>					<b>10 hours</b>
Reviewing the existing literature: Systematic, Narrative – Searching the existing literature: Electronic databases, Keywords and Defining Search parameters – Referencing: Bibliography – Avoiding Plagiarism – Hypothesis: Definition, Characteristics of Good hypothesis – Formulate the Hypothesis – Type 1 and Type 2 Errors						
<b>Unit:3</b>	<b>Sampling</b>					<b>10 hours</b>
Introduction – Sampling Error – Types of Sample – Probability Sampling: Simple Random– Systematic – Stratified Random – Multi-Stage Clustering – Qualities - Sample Size - Non-Probability Sampling: Convenience – Snowball – Quota– Limits to generalization – Error in survey research						
<b>Unit:4</b>	<b>Quantitative Data Analysis</b>					<b>10 hours</b>
Introduction – Missing Data – Types of Variables – Univariate Analysis: Frequency Tables, Diagrams, Measure of Central Tendency, Measures of Dispersion – Bivariate Analysis: Contingency tables - Correlation – Statistical Significance: Chi-Square test						

<b>Unit:5</b>	<b>Report Writing</b>	<b>10 hours</b>								
Meaning of Interpretation – Technique of Interpretation – Significance of Report Writing – Steps in Writing Report – Layout of Research Report – Types of Report										
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>								
Seminars, Workshop, Guest Lecturers and Online orientation Programme										
<b>Total Lecture hours</b>		<b>54 hours</b>								
<b>Text Books</b>										
1	Bryman, A. (2015). Social research methods. Oxford University Press.									
<b>Reference Books</b>										
1	Kothari, C. R. (2004). Research methodology: Methods and techniques. New Age International.									
2	Malhotra, N. K. (2015). Marketing research. Pearson Higher Ed.									
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>										
1	Research Methodology - SWAYAM									
Course Designed By: <b>Prof. Dr. A. Vimala &amp; Dr. C. Dhayanand</b>										
<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	M	M	S	M	M	L	M	M	M	M
<b>CO2</b>	M	S	M	M	M	L	M	M	M	M
<b>CO3</b>	S	M	M	M	M	M	M	M	S	M
<b>CO4</b>	S	M	S	M	M	M	S	M	S	S
<b>CO5</b>	S	M	M	M	M	M	S	M	M	S

\*S-Strong; M-Medium; L-Low

### Elective III - E-Career Guidance

<b>Course code</b>	<b>10CGC03EA</b>	<b>E-CAREER GUIDANCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Elective</b>	<b>Elective - III</b>		<b>4</b>	<b>-</b>	<b>-</b>	<b>4</b>
<b>Pre-requisite</b>	<b>Knowledge in Online usage and guidance</b>		<b>Syllabus Version</b>		<b>2021-22</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. To equip the students with online career guidance know-how</li> <li>2. To use internet resources for effective counselling session</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Students can get knowledge on various online career resources				K2	
2	They can apply and retrieve information in various search engines				K2	
3	Students can understand and apply the online etiquettes during online counselling				K2 & K3	
4	Students can understand the methods of effective communication				K3 & K4	
5	Students can do online career counselling				K3 & K4	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>Introduction on career resources</b>				<b>12 hours</b>	
Source of Information, Legitimacy and Accuracy of Information, Role of Websites for creating personal constructs within a world of multiple realities, Career Resources on the internet: Assessment services, Occupational information, database information, employer details, aptitude tests, career services, psychological tests and other General information.						
<b>Unit:2</b>	<b>Search Engines, Career and Job Portals</b>				<b>10 hours</b>	
Search Engines: Role and usage, various search engines – Industry and sectors, career page in company websites, NCS, tnvelaivaaippu, O*Net, Google, Yahoo, Naukri, Shine, Monster India, Indeed, Times Jobs, Simply Hired, Jobs DB, Indi Govt Jobs, Freshers World, LinkedIn etc..						
<b>Unit:3</b>	<b>Essential skills for online Career coach</b>				<b>12 hours</b>	
Basic skills: Meaning and Types of skills - Dressing and grooming skills – Work-desk etiquette – Email etiquette -Telephone and meeting etiquette - Professional competencies: Facilitating skills-analytical thinking -listening skills - time management - team skills. Types of online sessions: One-way (Television, Recorded video/podcasts) and Two-way (Live discussions, webinars).						

<b>Unit:4</b>	<b>Effective Communication</b>	<b>10 hours</b>								
Linguistic Communication – Barriers to Communication – Importance of Communication – Non-Verbal Communication: Personal Appearance, Posture, Gestures, Facial Expression, Space Distancing and presentation skills. Promoting the career services through Social Media and Digital Marketing.										
<b>Unit:5</b>	<b>Online Career Guidance</b>	<b>10 hours</b>								
Online helpline, online placements guidance – online Counselling, using chat soft-wares, creation of blogs, maintaining timings, data base collection, faculty student relation, online materials for meetings – Structure and functions of selected career related websites by Universities and HR Companies.										
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>								
Seminars, Workshop, Guest Lecturers and Online orientation Programme										
<b>Total Lecture hours</b>		<b>56 hours</b>								
<b>Reference Books</b>										
1	Rajendra pal, S.S. Korlahalli Essentials of Business Communication, Sultan Chand and Sons									
2	P.Titus, Remedial English, NCBH Book House (P) Ltd.,									
3	Bill Scott, The Skills of Communications, Jaico Publications House									
4	Krishna Mohan and Meera Banerji, Developing Communication Skills, Macmillan Publishers									
5	R. Sudarsanam, Understanding Technical English, Sterling Publishers Private Limited, Bangalore.									
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>										
1	Basics of Digital Marketing By Dr. Lalit Engle - SWAYAM									
<b>Course Designed By: Prof. Dr. A. Vimala &amp; Dr. C. Dhayanand</b>										
<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	M	L	M	M	S	M	M	S	M	S
<b>CO2</b>	L	M	S	S	M	M	S	S	S	M
<b>CO3</b>	M	S	S	M	S	S	M	S	S	S
<b>CO4</b>	M	M	M	L	M	M	S	M	M	M
<b>CO5</b>	L	S	L	M	M	M	M	M	M	S

\*S-Strong; M-Medium; L-Low

### Elective III - Organizational Behaviour

Course code	10CGC03EB	Organizational Behaviour	L	T	P	C
Elective		Elective III	4	-	-	4
Pre-requisite		Knowledge in Management and organisation	Syllabus Version			2021-22
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. To provide a basic knowledge of main ideas and key theories relating to individual, group and organizational behavior;</li> <li>2. To develop an understanding on the key concepts and theories in all dimensions of organizational behavior;</li> <li>3. To develop skills in diagnosis and problem solving by applying the learned material to given situations;</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Analyze individual and group behaviour, and understand the implications of organizational behaviour on the process of management.				K2	
2	Identify different motivational theories and evaluate motivational strategies used in a variety of organizational settings.				K2 & K3	
3	Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.				K2 & K3	
4	Describe and assess the basic design elements of organizational structure and evaluate their impact on employees.				K2 & K3	
5	Explain how organizational change and culture affect working relationships within organizations.				K2 & K3	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>Need and Importance of Organizational Behaviour</b>				<b>10 hours</b>	
Definition – Need and Importance of Organizational Behaviour – Nature and Scope – Management Roles – Management Functions – Management Skills – Challenges and Opportunities for Organisational Behaviour – Contributing Disciplines to the Organisational Behaviour – Organisational Behaviour Models – Personality – Personality Determinants – Dimension of Self Concept – Personality Traits – Matching Personality and Job Types						

<b>Unit:2</b>	<b>Individual and Group</b>	<b>10 hours</b>
Individual: Diversity in Organizations – Attitudes – Emotions and Moods – Perception and Individual Decision Making — Group: Foundation of Group Behaviour – Understanding Work Teams - Communication: Functions – Process- Direction of Communication – Organizational Communication – Modes of Communication – Choice of Communication Channel – Barriers		
<b>Unit:3</b>	<b>Stress and Conflict</b>	<b>12 hours</b>
Job Satisfaction - Motivation Concepts – Theories of Motivation - Content Theories: Maslow, Herzberg, Alderfer, McGregor, McClelland - Organisational stress and its Management: What is stress, Measurement of stress, Sources of stress, Symptoms of stress - Conflict: Individual Conflict – Interactive Conflict – The effects of Stress and Individual Conflict – Coping Strategies for stress and conflict		
<b>Unit:4</b>	<b>Leadership</b>	<b>10 hours</b>
Define Leadership - Managers versus Leaders, Leadership Perspectives, New era of Leadership, General Indian Culture and Leadership Theories: Personality Trait Theories – Behavioural Styles – Situational and Contingency Style - Transformational Leadership - Leadership styles and Effectiveness, Examples of Successful Leadership – Organizational Climate		
<b>Unit:5</b>	<b>Managing Negotiation</b>	<b>10 hours</b>
Negotiation Described, Assumptions in Negotiation, Negotiation Process, Characteristics of an Effective Negotiator, Game Plan, Kinds of Negotiation, Cross Cultural Negotiation - Management of Change: What is change, Characteristics of Change, Kinds of Change, Understanding Organisational Change, Behavioural Reactions to change, Resistance to Change, Organisation Development, Role of Leadership and Change Agents.		
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>
Seminars, Workshop, Guest Lecturers and Online orientation Programme		
<b>Total Lecture hours</b>		<b>54 hours</b>
<b>Text Books</b>		
1	Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organizational Behaviour, Pearson	
2	Luthans, F., Luthans, B. C., & Luthans, K. W. (2013). Organizational behaviour: An Evidence Based approach, 12th ed. IAP.	
<b>Reference Books</b>		
1	Organizational Behaviour, Mercy Anselm,	
2	Introduction to Organizational Behaviour, Don Hell Riegel	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]										
1	NOC:Organizational Behaviour - NPTEL									
Course Designed By: <b>Prof. Dr. A. Vimala &amp;Dr. S. Sadhasivam</b>										
Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	M	S	M	M	L	L	M	M
CO2	M	M	S	M	M	M	M	M	S	M
CO3	M	S	M	M	M	M	M	M	S	M
CO4	M	M	M	M	S	S	S	M	S	S
CO5	S	M	M	M	S	M	M	M	M	M

\*S-Strong; M-Medium; L-Low





### Core XIII - Entrepreneurship Development

Course code	10CGC13	Entrepreneurship Development	L	T	P	C
<b>Core</b>		<b>Core XIII</b>	4	-	-	<b>4</b>
<b>Pre-requisite</b>	<b>Knowledge in business, organisation set up and entrepreneurial skills</b>		<b>Syllabus Version</b>		<b>2021-22</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
1. To enable the students to learn the function in importance of Entrepreneurship Development programmes in the context of Career choice.						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Students will understand nature and types of entrepreneurship				K2	
2	Students will know the selected group of entrepreneurship				K2	
3	Ability to understand project feasibility				K2 &K3	
4	Able to know various financial institutions assistance and regulations				K3&K4	
5	Students can able to establish small scale industries				K2 &K3	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>Entrepreneurship – An Introduction</b>				<b>12 hours</b>	
Entrepreneur - meaning - importance - Qualities, nature types, traits, culture, Similarities and differences between entrepreneur, intrapreneur and startupreneur. Entrepreneurship and economic development- its importance - Role of entrepreneurship - entrepreneurial - environment.						
<b>Unit:2</b>	<b>Green Entrepreneur</b>				<b>12 hours</b>	
Introduction to Green Entrepreneurship: Definition and scope - Importance of sustainability - Green business trends and opportunities. Identifying Sustainable Business Ideas: Understanding environmental challenges - opportunities - Market demand - Identifying niche markets and target customers. Marketing and Branding for Green Entrepreneurs: Green brand identity - Marketing strategies for eco-conscious consumers - Communication of green values and benefits.						

<b>Unit:3</b>	<b>Project Management</b>	<b>10 hours</b>
Project management: Sources of business idea - Project classifications - identifications - formulation and design - feasibility analysis - Preparation of Project Report and presentation. Financial analysis - concept and scope - project cost estimate - operating revenue estimate – Ratio analysis - investment Process - B E analysis - Profit analysis - Social cost benefit analysis- Project Appraisal methods - Project Report preparation.		
<b>Unit:4</b>	<b>Source of Finance and Institutions</b>	<b>10 hours</b>
Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank - Appraisal of bank for loans. Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau - Approaching Institutions for Assistance		
<b>Unit:5</b>	<b>Setting up of small scale industries</b>	<b>12 hours</b>
Setting small scale industries - location of enterprise - steps in setting SSI unit - Problems of entrepreneurs - Sickness in small industries - reasons and remedies - Incentives and subsidies-Evaluating entrepreneurial performance - Rural entrepreneurship - Women entrepreneurship.		
<b>(Case studies, Seminars and group exercises may be used to supplement the class lectures)</b>		
<b>Unit:6</b>	<b>Contemporary</b>	<b>2 hours</b>
Seminars, Workshop, Guest Lecturers and Online orientation Programme		
<b>Total Lecture hours</b>		<b>58 hours</b>
<b>Reference Books</b>		
1	Vasanth Desai “Dynamics of Entrepreneurial Development and Management” Himalaya Publishing House	
2	N.P.Srinivasan & G.P.Gupta “Entrepreneurial Development” Sultanchand & Sons	
3	P.Saravanavelu “Entrepreneurship Development” Eskapee publications	
4	S.S. Khanka “Entrepreneurial Development” S.Chand& Company Ltd.,	
5	SatishTaneja, Entrepreneur Development; New Venture Creation.	
6	The Green Entrepreneur's Guide: Start and Grow a High-Impact Business, by Eric Koester, Entrepreneur Press publication, 2021, ISBN: 978-1599186949	
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>		
1	NOC:Entrepreneurship -NPTEL	
2	NOC:Entrepreneurship Essentials -NPTEL	
Course Designed By: <b>Prof. Dr. A. Vimala &amp;Dr. S. Sadasivam</b>		

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	M	M	M	M	M	M	M
CO2	M	S	M	M	M	M	M	M	S	M
CO3	S	M	M	M	M	M	S	M	S	M
CO4	S	M	S	M	M	M	S	M	M	S
CO5	S	M	M	M	M	M	S	M	S	S

\*S-Strong; M-Medium; L-Low



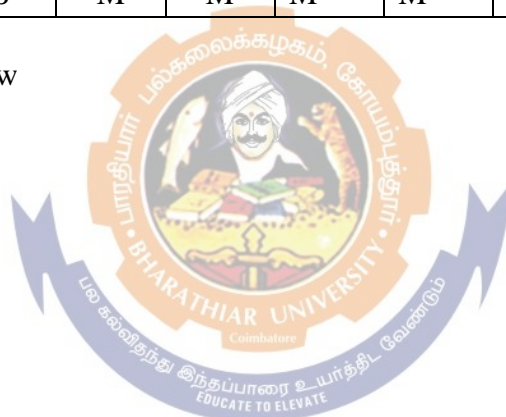
**Core XIV- Career Development in Social Context**

<b>Course code</b>	<b>10CGC14</b>	<b>Career Development in Social Context</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Core</b>	<b>Core XIV</b>		4	-	-	4
<b>Pre-requisite</b>	<b>Knowledge in Guidance and Counselling as well as in application skills in social context</b>		<b>Syllabus Version</b>		<b>2022-23</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Examine the impact of socialization and belief system on career development</li> <li>2. Gain insight about family as institution for career development.</li> <li>3. Understand the impact of parenting styles on career development</li> <li>4. Appreciate the significant contribution of school and community in developing a career</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Examine the impact of socialization and belief system on career development				K4	
2	Gain insight about family as institution for career development.				K2	
3	Understand the impact of parenting styles on career development				K2	
4	Appreciate the significant contribution of school and community in developing a career				K5	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 – Create</b>						
<b>Unit:1</b>	<b>Socialization Process</b>				<b>10 hours</b>	
Meaning of Socialization, Socialization – Concept, Process of Socialization, and Factors affecting the process of socialization, Theories of Socialization, Elements of Socialization, and Role of Socialization.						
<b>Unit:2</b>	<b>Social Agents</b>				<b>08 hours</b>	
Agents of Socialization, Role of School and Community, Role of Family, School and Community in Equipping Youth for different Adult Roles, Role of Social Agents in career development. Cultural learning: Work as Socialization - Work, Career and Cultural preparedness - Cultural preparation process model.						

<b>Unit:3</b>	<b>Family</b>	<b>10 hours</b>
Meaning, origin, functions, Types - Joint and Nuclear, Single, Female Headed, Male Headed, Divorced parents, Separated Parents, Families with Working Mother, Influence of Family Types on Career Development, Family dynamics in Career Development - Urban and Rural Differences, Migration of Family and its Effects on Children.		
<b>Unit:4</b>	<b>Parental Dynamics in Career Development</b>	<b>08 hours</b>
Parenting Styles: Disciplinary, Distant, Formal, Authoritative, Permissive, Grand Parent Type – Influence of neighbourhood and peer group. Influence of Environment and Society.		
<b>Unit:5</b>	<b>Empowerment of socially disadvantaged</b>	<b>10 hours</b>
Schedule castes, Backward classes, Schedule Tribes, Minorities, Social deviants and other disadvantaged youth. Population Profile, Conceptualization of Poverty, Deprivation and Disadvantage, Perception of Poverty- Socio-Psychological Dimensions, Need, Issues, Concerns and Implications of career guidance for disadvantaged Youth		
<b>Practicum</b>		<b>10 hours</b>
Conducting a small survey to study the effect of parenting styles and family types on career choice and Career decision making and submitting a report – Internal marks of 5 will be awarded for this activity. This will be included in the internal marks of 25 (Individual/Group work is permitted).		
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 hours</b>
Seminars, Workshop, Guest Lecturers and Online orientation Programme		
<b>Total Lecture hours</b>		<b>58 hours</b>
<b>Text Book(s)</b>		
1	Gideon Arulmani (2014) Handbook of Career Development: International Perspectives (International and Cultural Psychology, Springer Publication.	
2	Nichols, M.P. and Schwartz, R.C (1998) Family Therapy, Concepts and Methods (4th Edition) Boston, Allyn and Bacon	
3	Dilys Davies(1997) Counselling in Psychological Services, USA Open University Press	
4	Vernon G. Zunker (2006) Career Counselling A Holistic Approach, Thomson Brooks/Cole.	
5	Ariel Kalil& Thomas DeLeire (2004) Family Investments in Children’s Potential - Resources and Parenting Behaviours That Promote Success, Lawrence Erlbaum Associates, Inc., Publishers	

<b>Reference Books</b>										
1	John O. Crites (1969), Vocational Psychology – The Study of Vocational Behaviour and Development, McGraw-Hill Book Company, New York									
2	Judith A. Lewis & Michael D. Lewis (1977), Community Counselling									
3	Human Services Approach John Wiley & Sons, New York									
4	Sjery. J. (2004) Counselling Children, Adolescents and Families, Sage Publications, New Delhi.									
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>										
Course Designed By: <b>Prof. Dr. A. Vimala &amp; Dr. C. Dhayanand</b>										
<b>Mapping with Programme Outcomes</b>										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M	M	S	M	M	M	M	M	M	M
CO2	S	S	M	S	M	M	L	M	M	M
CO3	M	S	M	M	M	M	L	M	M	M
CO4	S	S	M	M	M	M	M	M	S	M
CO5	M	M	S	M	M	M	M	M	S	M

\*S-Strong; M-Medium; L-Low



**Core XV - Project Work and Viva-voce**

Course code	10CGC 15	Project Work and Viva-voce Exam	L	T	P	C
Core		Core XV	-	-	6	6
Pre-requisite		Knowledge in Guidance, counselling and placement	Syllabus Version		2021-22	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. The students will get on-the-job training and experience.</li> <li>2. The students will gain knowledge on problem identification and solutions.</li> <li>3. The students will gain a complete knowledge on the program and the course outcome.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	The students will know practical understanding of guidance and counselling				K2	
2	The students will understand the process of career assessments, administration and interpret career related assessment tests				K3	
3	The students can identify the various sources of educational and career information, compiling client-specific tailor-made labour market information for guidance.				K3 & K4	
4	The students can come to know the various job opportunities and pre-requisite education				K4	
5	By recording videos, the students can learn the real practice of counselling. This will equip the students to ready for practice their own clinic for career guidance and counselling.				K5	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create</b>						
<b>Textbook(s)</b>						
1	C.R. Kothari, "Research Methodology Methods & Techniques", Second Edition, New Delhi: New Age International publisher, 2004					
<b>Reference Books</b>						
1	Ranjit Kumar, Research Methodology: A Step-by-Step Guide for Beginners, SAGE Publications, 2014					
2	Robert B Burns, Introduction to Research Methods,SAGE Publications					
Course Designed By: <b>Dr. A. Vimala, Dr. S. Sadasivam &amp; Dr. C. Dhayanand</b>						

<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	M	S	S	M	S	M	S	M
<b>CO2</b>	M	S	S	S	S	S	S	M	S	S
<b>CO3</b>	S	S	S	S	S	M	M	S	S	S
<b>CO4</b>	S	S	S	S	S	S	S	S	S	S
<b>CO5</b>	S	S	S	S	M	M	M	M	M	S

\*S-Strong; M-Medium; L-Low





**Core XVI - Video Record of Counselling**

Course code	10CGC 16	Video Record of Counselling	L	T	P	C
<b>Core</b>		<b>Core XV</b>	-	-	4	4
<b>Pre-requisite</b>		<b>Knowledge in Guidance, counselling and placement</b>	<b>Syllabus Version</b>		<b>2021-22</b>	
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>The students will get on-the-job training and experience.</li> <li>The students will gain knowledge on problem identification and solutions.</li> <li>The students will gain a complete knowledge on the program and the course outcome.</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	The students will know practical understanding of guidance and counselling				K2	
2	The students will understand the process of career assessments, administration and interpret career related assessment tests				K3	
3	The students can identify the various sources of educational and career information, compiling client-specific tailor-made labour market information for guidance.				K3 & K4	
4	The students can come to know the various job opportunities and pre-requisite education				K4	
5	By recording videos, the students can learn the real practice of counselling. This will equip the students to ready for practice their own clinic for career guidance and counselling.				K5	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 – Create</b>						
<b>Textbook(s)</b>						
1	C.R. Kothari, "Research Methodology Methods & Techniques", Second Edition, New Delhi: New Age International publisher, 2004					
<b>Reference Books</b>						
1	Ranjit Kumar, Research Methodology: A Step-by-Step Guide for Beginners, SAGE Publications, 2014					
2	Robert B Burns, Introduction to Research Methods,SAGE Publications					
Course Designed By: <b>Dr. A. Vimala, Dr. S. Sadasivam &amp; Dr. C. Dhayanand</b>						

Mapping with Programme Outcomes										
COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	M	S	S	M	S	M	S	M
CO2	M	S	S	S	S	S	S	M	S	S
CO3	S	S	S	S	S	M	M	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	M	M	M	M	M	S

\*S-Strong; M-Medium; L-Low



**Credit Accumulation Courses**

**Mini Project and Viva voce**

Course code	23CGC0 1CA	Mini Project and Viva Voce		L	T	P	C
Credit Accumulation	Mini Project			-	-	4	4
Pre-requisite	Career guidance preparation		<b>Syllabus Version</b>		2023-24		
<p>The Students has to conduct the survey/case study and has to submit the report. A guide will be assigned for each student and they will undergo semester exam viva voce with the external examiner for the award of internal mark.</p>							



**FOUR TRACK CAREER GUIDANCE AND PREPARATION**

<b>Course code</b>	23CGC0 2CA	<b>Four track career guidance and preparation</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Credit accumulation			-	4	-	4
<b>Pre-requisite</b>	Knowledge on basic career guidance and counselling	<b>Syllabus Version</b>				<b>2023-24</b>
<b>Course Objectives:</b> Career ready and preparation means more than just pursuing a three/four-year college degree or getting an entry-level job. Career readiness signifies a student's capacity to succeed in whatever pursuit he or she desire						
<b>Expected Course Outcomes:</b> On the successful completion of the course, student will be able to:						
1	Identification of next level career/ position that best fits ones skills and interests.					K3
2	Assesse the financial, eligible and entrance examination requirements and availability for next level education					K4
3	Analyze the traits of successful students and employees and identify areas of improvement					K3
4	Identify which life skills you need to learn before you enter college or the workforce					K3
5	Application of the identified task for the implementations					K4
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyse; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>College and Universities:</b> College- University- College admission- Eligibility for admission- government norms- Post graduate admission and its eligibility. College knowledge: Subject-Programme- Credit- Credit advance- credit earning and accumulation-examinations. Preparation of career report: Evidence about student's career readiness- Interpret the report-findings-follow up plan and action taken.					<b>12 Hours</b>
<b>Unit:2</b>	<b>Preparation for Immediate job:</b> Knowledge on aptitude test- Communication- Resume building- Group discussion and Interview- Acquiring domain and general skills. Life skills: Self-Assessment - Communication -Creativity and Innovation-Critical Thinking and Problem Solving- Developing values and beliefs- attitude and social awareness – Stress management and developing academic abilities.					<b>16 Hours</b>

<b>Unit:3</b>	<b>Preparation for Post-Graduation:</b> Selection of programme- horizontal-vertical-same discipline. Assessment of eligibility: Academic marks- Communal eligibility- entrance examination for the country and abroad- Research Opportunity- Financial requirements- availability of scholarships and Loan.	<b>08 Hours</b>
<b>Unit:4</b>	<b>Preparation for Government Jobs:</b> Job availability in the state-central. Tamil Nadu State government jobs- TNPSC Group I to VII - Department jobs- teaching job in schools- college and Universities. Central Government jobs: UPSC, Staff section commission (SSC), Railway Recruitment Board (RRB), Indian Banking Professional Services (IBPS) and other department jobs. Eligibility and its preparation.	<b>12 Hours</b>
<b>Unit:5</b>	<b>Preparation for entrepreneur and start-ups:</b> Entrepreneur- Qualities- Types- government institutions for entrepreneur development-Generating ideas- idea registration and development- Expert and workshops for discussions- Identification of seed money lender- Implementation of start-ups.	<b>12 Hours</b>
<b>Unit:6</b>	<b>Contemporary Issues</b>	<b>2 Hours</b>
Case Study, Expert Lectures, Online Seminars - Webinars		
<b>Total Lecture Hours</b>		<b>62 Hours</b>
<b>Textbook(s)</b>		
1	<b>Paul D. Tieger, Barbara Barron, Kelly Tieger, Do What You Are: Discover the Perfect Career for You Through the Secrets of Personality Type.</b>	
2	<b>Helen Tupper and Sarah Ellis, “The Squiggly Career: Ditch the Ladder, Embrace Opportunity and Carve Your Own Path through the Squiggly World of Work”.</b>	
3	<b>A. Vimala and C. Dhayanad, “Campus to Corporate”, First Edition, Oviya publications, Coimbatore, 2022.</b>	
<b>Online and Other Reference</b>		
1	<a href="http://www.ocisd.net">www.ocisd.net</a> › docs › ochs Career Preparation I – OCISD	
2	<a href="http://www.naceweb.org">www.naceweb.org</a> › career-readiness › competencies	
3	<a href="http://www.schoolinks.com">www.schoolinks.com</a> › resource › a-complete-guide-to A Complete Guide to Building A College And Career Readiness.	
4	Career Chart published by the Department of Extension and Career Guidance, Bharathiar university, 2023.	

Course Designed By: Dr. A. Vimala					
<b>Mapping with Programme Outcomes</b>					
COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	S	S	S	S
CO3	S	S	S	S	M
CO4	S	M	S	S	S
CO5	S	S	M	S	S
*S-Strong; M-Medium; L-Low					



<b>Course code</b>	23CGC03CA	<b>Event Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Credit accumulation</b>	<b>Core</b>		-	4	-	4
<b>Pre-requisite</b>	<b>Knowledge in fundamentals of Management</b>	<b>Syllabus Version</b>	2021-22			
<b>Course Objectives:</b>						
The main objectives of this course are to:						
<ol style="list-style-type: none"> <li>1. Provide necessary knowledge and skills for organizing and executing micro to macro level career fairs.</li> <li>2. Learn event planning, organizational design of event, managing the event process, Event leadership, Positioning of events and measuring the performance of the event</li> </ol>						
<b>Expected Course Outcomes:</b>						
On the successful completion of the course, student will be able to:						
1	Provide necessary knowledge and skills for organizing and executing micro to macro level career fairs				K1 & K2	
2	Learn event planning, organizational design of event, managing the event process				K2 & K3	
3	Knowledge and know-how of Event leadership				K2 & K3	
4	Positioning of events and measuring the performance of the event				K3	
5	Gain necessary knowledge and skills in Event management especially in organizing career fairs				K1 & K2	
<b>K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create</b>						
<b>Unit:1</b>	<b>Events and Planning</b>				<b>12 hours</b>	
Objectives of Events – Characteristics of Events – Importance of Events – Types of Events – Structure of Events – Key elements of Events – Event Hierarchy – Categories of Events – Event variation - Event Planning function – Needs for Event Planning- Types of Event Planning – Principles of Event Planning – Steps in Event Planning – Organizational design of event – making the organization work – Authority and power – Event staffing – Decentralization						
<b>Unit:2</b>	<b>Managing event process</b>				<b>12 hours</b>	
Activities in Event management – Components of event process – property creation – Celebrity management and endorsements – managing media coverage – Controlling events, management of exhibition						
<b>Unit:3</b>	<b>Event leadership</b>				<b>12 hours</b>	
Event Leadership model – Improving leadership skills – Event marketing: Focus of event marketing – Brand building and sales stimulation, Brand building – pricing – key issue for event marketing – Global integration in Event marketing						

<b>Unit:4</b>	<b>Event Promotion and Advertising</b>	<b>12 hours</b>								
Promotion in Events: Networking components – Print media – Television – Internet – Cable Networking – Outdoor Media – Direct marketing - Positioning of Events – Celebrity advertising.										
<b>Unit:5</b>	<b>Evaluation and Organizing Events</b>	<b>12 hours</b>								
Measuring performance – measuring reach – measuring interaction - Writing Evaluation of the events - Organizing Career fairs, Exhibitions and Placement events: Purpose, reach, Interaction with partners.										
<b>Unit:6</b>	<b>Contemporary Issues</b>									
Seminars, Workshop, Guest Lecturers and Online orientation Programme										
	<b>Total Lecture hours</b>	<b>60 hours</b>								
<b>Text Book(s)</b>										
1	Sita Ram Singh “Event Management”, APH Publishing Company, New Delhi-2									
<b>Reference Books</b>										
1	Foster Walker, “Start and Run an Event Planning”, Business Self counsel Press, Bellingham, W.A									
<b>Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]</b>										
1	BHC-012: Event Planning By Prof. Heena K. Bijli- SWAYAM									
2	BHC-011: Basics of Event Management By Prof. Heena K. Bijli- SWAYAM									
Course Designed By: <b>Prof. Dr. A. Vimala &amp; Dr. C. Dhayanand</b>										
<b>Mapping with Programme Outcomes</b>										
<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	M	S	M	M	M	S	M	M	S	M
<b>CO2</b>	S	M	S	S	M	S	M	M	M	M
<b>CO3</b>	S	M	M	S	S	M	S	S	S	M
<b>CO4</b>	M	S	S	S	M	S	L	M	M	M
<b>CO5</b>	M	S	M	S	S	M	M	S	S	S