

PG Diploma in Career Guidance for Executives

Syllabus

UNIVERSITY DEPARTMENT

Program Code: ECGA

2023 – 2024 onwards



BHARATHIAR UNIVERSITY

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

Coimbatore - 641 046, Tamil Nadu, India

Bharathiar University, Coimbatore – 641 046
Department of Extension and Career Guidance

Post Graduate Diploma in Career Guidance for Executives
(For the students admitted from the academic year 2023-24 onwards)

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.

About the Course

The Department of Extension and Career Guidance has been offering courses at various levels in career guidance which include Master and Doctoral degree programs. There is a need to enhance professional competency of faculty members, assessment coaches in training institutions, placement officers in Colleges and Universities and higher secondary teachers in schools, Hence the department has proposed to offer a Post Graduate Diploma in Career Guidance with **44** credits through Executive mode.

Eligibility & Pre-requisite

Faculty members, Placement Officers and Trainers / Executives in educational institutions, industries/ NGOs and aptitude coach with any undergraduate degree are eligible to apply the program.

Award of marks

Pass marks for both the theory papers and practicum is 50%.

Cumulatively 60% and above is considered as First Class.

Cumulatively 75% and above is considered as First Class with Distinction

Mark Allotment

The PG Diploma in Career Guidance for Executives 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

- Test : 15 Marks
- Assignment : 5 Marks
- Others : 5 Marks

External Marks: 75

Others include Class Participation, Case Studies Presentation, Field Work, Field Survey, Group Discussion, Term Paper, Workshop / Conference Participation, Presentation of Papers in Conferences, Quiz, Report / Content Writing, Seminars, etc.

2. Practical

a) For 6 Credits, Maximum Marks = 150

Internal Marks 40 + External Marks 110 = 150 (Total)

Internal Marks: 40

- Test – 30 Marks
- Observation – 05 Marks
- Record – 05 Marks

External Marks: 110

- Evaluation - 75 Marks
- Viva-Voce - 35 Marks

Total = 40 Marks

Total = 110 Marks

b) For 2 Credits, Maximum Marks = 50

Only Internal Marks for 50

Review 1: Report Submission (Counselling Area, Counselling Idea) – 15 Marks

Review 2: Demo Video Submission – 10 Marks

Final Video Submission – 25 Marks

Course Mode

The program consists of two semesters. Candidates should compulsorily attend the personal contact classes conducted every semester. 75% attendance is compulsory to appear the semester exam. The course examination will be held along with the examinations of the other regular programs of the university. The Internal marks of maximum 25 will be based on three

assignments and a seminar presentation for each theory paper. The external marks of maximum 75 will be based on the written exam of duration 3 hours similar to any other degree program. For practicum, a record is to be maintained and the final practical exam will be conducted under external evaluation with 40 for internal and 60 for external. For Self study paper, the candidate has to submit assignments and they have to write the final exam as like other theory paper in the second semester.

Duration and Weightage of the Programme

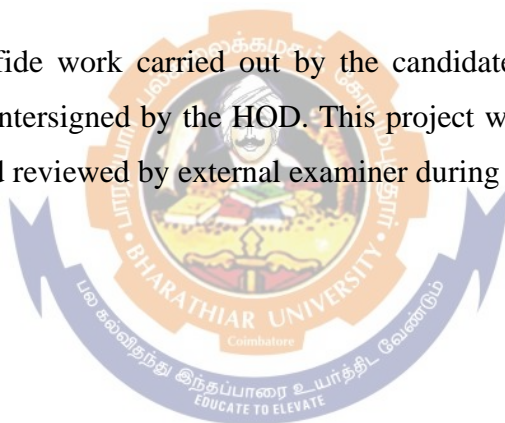
Total number of credits **44 credits** including theory, practical and research dissertation. Minimum period to complete the programme is 1 year (with two semesters under Choice Based Credit System) and maximum period to complete the programme is 2 years.

Medium of Instruction

The medium of instruction is English.

Project work & Viva Voce

The project thesis is a 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.



Programme Educational Objectives (PEO) for PG Diploma in Career Guidance

- PEO1:** Offering right career guidance and counselling 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 (PSO) for PG Diploma in Career Guidance

After the successful completion of PG Diploma 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) for PG Diploma in Career Guidance

- PO1:** Demonstrate the necessary knowledge and skills in various stages of career guidance, institutional arrangements for career readiness
- PO2:** Understand the process of career and proficiency in preparing individual career profile.
- PO3:** Mapping various competencies of an individual for professional in their discipline by accessing skill gap and plotting career map
- PO4:** Reflect on futuristic modern career skills, knowledge, and attitudes with a commitment to lifelong learning and development of professional practice.
- PO5:** 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.
- PO6:** Apply and integrate specialized knowledge of career development theories, counselling theories, and relevant industry standards in professional practice.
- PO7:** Critically evaluate and identify the impact of changes in the world of work, including automation, globalization, demographics, and trends in the labour market and industry, on the workforce, the career life cycle, and the future of work.
- PO8:** Understanding the national skill qualification framework, qualification packs and sector skill assessment for industry readiness.
- PO9:** Identify, conceptualize, and generate innovative solutions to overseas education and job opportunities world-wide.
- PO10:** Critically review, analyze and synthesize theoretical propositions in consideration of ethical and cultural frameworks, and research principles and methodologies in career development and counselling practices.

PG Diploma in Career Guidance for Executives
(For the students admitted from the academic year 2023-24 onwards)
SCHEME OF EXAMINATION - CBCS Pattern

Code	Title of the Course	Course/Field work Hours	CIA	CEE	Total Marks	Credits
Semester 1						
20PGDCC01	Career Guidance & Counselling: Principles and Techniques	4	25	75	100	4
20PGDCC02	Practicum I – Preparation of Career Diary	6	40	110	150	6
20PGDCC03	Career Assessment: Methods and Tools	4	25	75	100	4
20PGDCC04	Practicum II – Career Assessment	6	40	110	150	6
20PGDCC05	Career Development & Talent Management	4	25	75	100	4
20PGDCC06	Research Methodology	4	25	75	100	4
20PGDCC07	Competency Mapping for Careers	4	25	75	100	4
	Total	28			800	32
Semester 2						
20PGDCC08	#Career Services and Labour Market Information		25	75	100	4
20PGDCC09	Project and Viva Voce		40	110	150	6
20PGDCC10	Practicum III - @Video Record of offering career guidance to 3 students		50	-	50	2
	Total				300	12
	Grand Total				1100	44
<p># Self learning paper @ Student has to offer Career Guidance for 3 students in the aspect of Career interest, available course opportunity and alternative career / Guidance for job opportunities and its preparation.</p>						

Code	20 PGDCC 01	Career Guidance & Counselling: Principles and Techniques	L	T	P	C
Core		Core I	4	-	-	4
Pre-requisite		Knowledge in understanding of counselling and guidance	Syllabus Version		2023-24	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Gain necessary knowledge and skills in various stages of Career guidance 2. To know the institutional arrangements for Career guidance 3. Understand relationship between personality and career options 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Analyze the meaning and scope of guidance, types of guidance, stages of career guidance, personality traits and career options and various models of career guidance					K3&K4
2	Enable the students to learn the meaning and scope of guidance and various types of guidance methods to orient the students at Higher Education Level					K1&K2
3	Gain necessary knowledge and skills in various stages of Career guidance					K2 & K3
4	Know the institutional arrangements for Career guidance					K3
5	Understand relationship between personality and career options					K4
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Guidance					10 hours
Guidance- Definition -Meaning –Nature and Scope-Need-Objectives-Principles-Basic Assumptions of Guidance-Guidance and Counselling-Functions-Types of Guidance-Major areas of Guidance						
Unit:2	Counselling					10 hours
Counselling-Definition-Meaning-Essential Elements of Counselling-Characteristics-Aims and Objectives of Counselling-Difference between Counselling and Psychotherapy, Teaching and Advice-Techniques of Counselling-Levels of Counselling						
Unit:3	Career Counselling					08 hours
Career Counselling-Definition- Meaning-Nature and Scope-Importance-Types-Career Counselling with Diverse Population-Career Counselling for College Students-Career						

Counselling for Adults-Career Counselling for Women and differently-abled –Ethics of Career Counselling		
Unit:4	Career Counselling Services	07 hours
Career Counselling Services in Schools-Orientation Services -Educational and Occupational Guidance Services -Group Guidance Services -Counselling Services -Support Services-Follow-up Services - Counselling for Specific Populations: Counselling children and their parents, Counselling Women and Sexual minorities, Counselling the Elderly (Older Adults).		
Unit:5	Career counselling in Education	10 hours
Role of career counselling in education - Counselling and inter-professional interaction - Selection and training for counselors -Professional issues in counselling - Counselling student in High School -Role of parents, teachers and counselors in guide.		
Unit:6	Contemporary Issues	2 hours
Online course, Webinar and online workshops		
Total Hours		47 hours
Text Book(s)		
1	Cramer L. Herr. & Niles. G. Spencer - (2004) –Career Counselling A Systematic Approach –Pearson Inc.	
2	S S Chauhan -Second Revised Edition –Principles and Techniques of Guidance--Vikas Publishing House Pvt Ltd	
Reference Books		
1	Gideon Arulmani-(2004) –Career Counselling A Handbook –Tata Mc- Graw Hill Publishing Company Limited, New Delhi	
2	Jennifer M Kidd -(2006) –Understanding Career Counselling–Theory, Research and Practice –Sage Publication,	
3	Dr. Dalaganjan Naik – (2004) –Fundamentals of Guidance and Counselling –Adhyayan Publishers and Distributors, Delhi,	
4	Gibson. L. Robert & Mitchell-(2008) –Introduction to Counselling and Guidance –prentice hall of India New Delhi	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Guidance and Counselling by Dr. R. Rajendran - SWAYAM	
Course Designed By: Dr. A. Vimala		

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

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



Course code	20PGDCC02	Practicum I – Preparation of Career Diary	L	T	P	C
Core		Core II	-	-	6	6
Pre-requisite	Fundamental knowledge in guidance and counselling gained in the theory		Syllabus Version			2023-24
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand various courses for UG and PG admission 2. To make the students to understand the available course, entrance exams for admission and jobs. 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Students will gain information on real-time problems faced by the students in their career preparation through case studies				K4	
2	Understanding of various UG and PG courses available in the state and central				K5	
3	Gaining knowledge on various entrance exams for UG and PG admission in India					
4	Knowledge on various entrance exams for Abroad college admission				K5	
5	Knowledge on various entrance exams for government jobs in the state central				K6	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Work to be done						
<ol style="list-style-type: none"> 1. Collection of minimum two case studies and preparation of report on Career Planning 2. Preparation of career diary <ul style="list-style-type: none"> • Various UG Arts and Science/ Engineering and Poly techniques/ Medical and Allied Para- medical/ Agriculture and Allied/ Law/ Integrated courses • Various entrance exams available for UG and PG degree admission in India: NEET/ CLAT/ JEE/ AILET/<u>CU-CET</u>/ Indian Maritime University- Common Entrance test/KVPY/ MAT/CAT/GMAT. • Various entrance exams for Abroad college admission: GRE/TOFEL/IELTS/ SAT/ MCAT/LSAT. • Various entrance exams government jobs in the state and central: TNPC Group I to VII /IBPS/UPSC/RRB/ SSC/ CDS/ CTET/ IPPB/ IES Exams 						

Reference Books	
1	Dr. Arulmoni. (2012) Indian Case Studies in Career guidance counselling., 5th edition Published by Christian Counselling Centre, Vellore – 632 001.
2	Swanson & Fouad, (2010), Career theory and Practice. Learning through case studies, Sage publications. Inc
3	Rawat Agfa (2008) Career Guidance and Career Information Lal Book Depot Meerut
Course Designed By: Dr. A. Vimala	



Code	20 PGDCC 03	Career Assessment: Methods & Tools	L	T	P	C
Core		Core III	4	-	-	4
Pre-requisite		Understanding of various skills and assessment	Syllabus Version		2023-24	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. To study various assessment tools used in psychology 2. To learn the application of psychology in guidance and counselling 3. To effectively implement assessment in guidance and counselling 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn various tests used in psychological assessment				K2&K3	
2	Learn about personality assessment of students and special population				K4	
3	Develop skills on relaxation techniques				K3&K4	
4	Learn about systematic desensitization process				K3&K4	
5	Provide cognitive behaviour modification and biofeedback				K3&K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Introduction on Career theories				08 hours	
Theories of career development: Career Thoughts Inventory – Career Maturity Inventory, Career Factors Inventory and Career Belief’s Inventory.						
Unit:2	Nature of Psychological Assessments				08 hours	
Nature and definition, historical perspective, Setting and purpose of tests, Characteristic of examinee, Standardization, Reliability and Validity. Types of tests: Tests for intelligence and cognition- Verbal, nonverbal, individual and group tests of intelligence. Special aptitude tests, Attention/ concentration tests and Memory tests.						
Unit:3	Personality Assessment tools				10 hours	
Personality Assessment- Types of Personality Assessment: Big five model, Holland- RIASEC, Mayer-Briggs, DISC personality test, Caliper Profile, Occupational Personality Questionnaire, Personality Test in Work Place and School- Importance.						

Unit:4	Assessment tools for Special Population	10 hours
Tests for infants, Motor and speech handicaps, Learning disabilities, Mental sub-normality, Visual and hearing Handicapped.		
Unit:5	Assessment tools for Relaxation	12 hours
Jacobson's progressive muscular relaxation, Autogenic training, Yoga and Meditation for relaxation. Foundation of behaviour modification, Merits and limitations of behavioural approach and Behavioural counselling.		
Unit:6	Contemporary Issues	2 hours
Online course, Webinar and online workshops		
Total Lecture hours		50 hours
Text Book(s)		
1	Gary Groth. Marnat, A. Jordon Wright. Hand book of Psychological Assessment, 6th Edition, Wiley, Blackwell, 2016.	
2	Irving B. Weiner and roger, L. Green. Handbook of Personality Assessment., Wiley Blackwell, 2017, Pp. 1-696	
Reference Books		
1	Donald Meichenbaum, "Cognitive – Behaviour Modification – An integrative approach, Springer Science & Business Media, LLC, New York.	
2	Judith S. Beck, "Cognitive behaviour therapy (Basics and Beyond), Copyrighted material, 2 nd Edition.	
3	Judith Lazarus, "Stress relief & relaxation techniques", Keats publishing.	
4	Alice Muir, Relaxation Techniques, The Mc Graw-Hill Companies Inc.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	Great Experiments in Psychology - SWAYAM	
Course Designed By: Dr. A. Vimala		

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

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

Career Guidance Practicum – II

Course code	22 PGDCC 04	Career Guidance Practicum – II	L	T	P	C
Core	Core IV		-	-	6	6
Pre-requisite	Knowledge gained in Career Guidance Practicum – I		Syllabus Version		2023- 24	
Course Objectives:						
The main objectives of this course are to:						
1. Understand the need and importance of Guidance and Counselling in School level.						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learn and evaluate Self- Esteem scale assessment				K2 & K3	
2	Able to understand the learning styles and cognitive assessments				K2	
3	Know and practice administering motive and intelligence tests				K3	
4	Able to analyse and interpret the raw score obtained from the tests				K3 & K4	
5	Understand the various career parameters inventories				K2 & K3	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
I. Testing techniques						
1. Tests of intelligence- NCERT/Wechsler Adult Intelligence Scale (WAIS)/ Stanford-Binet scale : Linguistic intelligence/Logical mathematical intelligence/Spatial intelligence/Bodily-kinesthetic intelligence/Interpersonal intelligence/Intrapersonal intelligence/Naturalistic intelligence						
2. Tests of abilities: Teacher made & standard tests						
3. Tests of interests -G. Frederick Kuder: The test is meant for students of classes VII to XII. Tests are literary, social, numerical, mechanical, life sciences and Arts and Fine arts.						
4. Tests of personality- Holland Type/ DASS – 42 propounded by Lovibond						
5. Tests of achievement						
II. Non testing techniques						
1. Interview						
2. Case study						

3. Observation										
4. Cumulative Record										
5. Questionnaires										
Every Thursday the student has to visit schools for conducting the above.										
								Total Lecture hours		52 hours
Text Book(s)										
1	Irving B. Weiner and roger, L. Green. Handbook of Personality Assessment., Wiley Blackwell, 2017, Pp. 1-696									
2	Gary Groth. Marnat, A. Jordon Wright. Hand book of Psychological Assessment, 6th Edition, Wiley, Blackwell, 2016.									
3	Bengalee, M. D. 1984. Guidance and Counselling. Bombay: Sheth Publishers. Cooperation. Gibson, D. 2007. Introduction to Counselling and Guidance. New Delhi: Pearson Education.									
4	Sharma, A. 2006. Guidance & Counselling. Guwahati: DVS Publishers and Distributors.									
5	Nayak, A. K. 1997. Guidance & Counselling. New Delhi: APH Publishing									
6	Yadav, S. 2005. Guidance & Counselling. New Delhi: Anmol Publishing.									
Reference Books										
1	Donald Meichenbaum, "Cognitive – Behaviour Modification – An integrative approach, Springer Science & Business Media, LLC, New York.									
	Neeru Sood (2016), Guidance and Counselling in education, Vikash Publishing house, New Delhi									
2	Pearson Bierhoff, H. W. (2002). Prosocial behaviour. Psychology Press.									
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]										
1	NOC:Positive Psychology - NPTEL									
2	NOC: Brief introduction to Psychology - NPTEL									
Course Designed By: Dr. A. Vimala										
Mapping with Programme Outcomes										
COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	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

Code	20 PGDCC 05	Career Development & Talent Management	L	T	P	C
Core		Core V	4	-	-	4
Pre-requisite		Knowledge in personality and skill sectors	Syllabus Version		2023-24	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understanding of skill set required for the various sectors 2. Explain the concept of career development 3. Learn the process of talent management and skill sector's role 4. Explain the various stages of career for the individual 5. Educate in the point of entry level requirements 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Learning of various skill set required for different sectors				K2&K3	
2	Understanding of entry level preparation for job seekers				K4	
3	Skill sector role and importance terms for skill certificate				K2 & K4	
4	Understanding of multiculturalism for stages of career				K2 & K3	
5	Attaining the requirement of talent and work environment				K3&K4	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Skills and skill set requirement				06 hours	
Introduction of skills: Skills – Skills set –Generic Skills – Domain Skills. Skill set requirement for entry level careers in various service sectors like IT, ITES, Education, Banking, Insurance, Logistics, Health services. Future workforce skills: Sense making, Social Intelligence, Novel and Adaptive Thinking, Cross- cultural Competency and Computational Thinking, New media Literacy, Trans-disciplinary Approach, Design Mindset, Cognitive Load Management and Virtual Collaboration.						
Unit:2	Career Preparation				10 hours	
Skills for Career Development: Accessing relevant educations and skills, self-awareness and personality types, Blooms Taxonomy of knowledge, CV preparation, Group discussion, Preparing for interviews, Etiquettes and types, Aptitude Assessment: Analytical, Mental, English and Domain Knowledge						

Unit:3	National Skills Development Corporation	06 hours
National Skills Development Corporation - schemes, Sector skills councils – classification of sectors – Qualification Packs (QPs) - National Occupations standards – 10 levels, National Skills Qualification Framework, Prior Learning Approval		
Unit:4	Stages of Career	10 hours
Career development task: Early career assessment, Mid-career and Entrepreneurship - Personal values, Ethics and Goals, understanding world of work, Multiculturalism and Career alternatives and Community settings		
Unit:5	Talent Management and Environment	08 hours
Talent Management: meaning and process, Source and pre-adjustment, Talent acquisition strategy, key performance indicators. Outsourcing, Types of outsourcing, Advantages and disadvantages of outsourcing, Management of Attitude for Adult Workers: Work without supervision, Reporting truth, Admitting failures, Importance of Urgency, Pride, Identity, Achievement and Fatigue		
Unit:6	Contemporary Issues	2 hours
Online course, seminar and online workshops		
Total Lecture hours		44 hours
Text Book(s)		
1	R. M. Onkar, Personality Development and Career Management, S. Chand and Company Limited, New Delhi.	
Reference Books		
1	Career Development All-in-One For Dummies by Consumer Dummies	
2	Career Development and Counselling: Theory and Practice in a Multicultural World (Counselling and Professional Identity) by Mei Tang (Author)	
Course Designed By: Dr. A. Vimala and Dr. C. Dhayanand		

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

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



Code	20 PGDCC 06	Research Methodology		L	T	P	C
Core		Core - VI		4	-	-	4
Pre-requisite		Quantitative Techniques	Syllabus Version	2023-24			
Course Objectives:							
The main objectives of this course are to:							
<ol style="list-style-type: none"> 1. Introduce the basic concepts of research and apply the fundamentals of sampling and scaling techniques along with methods of data collection. 2. Learn the process of analyzing the collected data, interpretation, report writing and application of computers in research and documentation. 							
Expected Course Outcomes:							
On the successful completion of the course, student will be able to:							
1	Understand fundamental concepts of research, types and research process.						K2
2	Summarize the sampling design and scaling techniques.						K2
3	Construct a method for data collection and able to edit, code, classify and tabulate the collected data.						K3
4	Analyze the collected data to prove or disprove the hypothesis.						K4
5	Interpret the data and prepare a research report.						K5
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6- Create							
Unit:1	Introduction to Research Methodology					06 hours	
Research - Definition - Significance – Criteria of Good Research – Types -Research Process– Selecting the Research Problem – Techniques Involved in Defining a Problem - Research Design: Features of a Good Design – Important Concepts Relating to Research Design - Different Research Designs.							
Unit:2	Sampling and Scaling					06 hours	
Sampling Design – Steps - Types - Sampling Errors and Non-Sampling Errors – Factors Influencing the Size of the Sample - Scaling – Classification of Measurement Scales – Scaling Techniques.							
Unit:3	Data Collection and Preparation					06 hours	
Collection of Primary Data: Observation Method –Interview Method- Questionnaire Method – Schedule Method- Some other Methods of Data Collection - Collection of Secondary Data - Case Study Method – Data Preparation: Editing - Coding- Classification - Tabulation-Graphical Representation.							

Unit:4	Processing and Analyzing of Data	12 hours
Hypothesis – Basic Concepts Concerning Testing of Hypothesis - Procedure for Hypothesis Testing - Z Test - T Test - Chi-Square Test - ANOVA - Application of SPSS (Simple Problems Only).		
Unit:5	Interpretation and Report Writing	05 hours
Interpretation: Techniques - Precautions- Report Writing – Steps in Writing Report – Layout of the Research Report –Types of Reports - Mechanics of Writing a Research Report - Precautions for Writing Research Reports.		
Unit: 6	Contemporary Issues	02 hours
Expert lectures, online seminars – webinars		
Total Lecture Hours		37 Hours
Text Book(s)		
1	C.R.Kothari, Gaurav Garg. 2019. Research Methodology (Methods & Techniques). New Age International Publishers, New Delhi. 4th Edition.	
2	S.P.Gupta. 2017. Statistical Methods. Sultan Chand & Sons, New Delhi. 44 th Edition.	
Course Designed By: Dr. A. Vimala and Dr. C. Dhayanand		
Reference Books		
1	Boyd and Westfall: Marketing Research	
2	Gown M.C.: Marketing Research	
3	Green Paul and Tall: Marketing Research	
4	Online Content: https://onlinecourses.swayam2.ac.in/cec20_hs17/preview	

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

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

Code	20 PGDCC 07	Competency Mapping for Careers	L	T	P	C
Core		Core VII	4	-	-	4
Pre-requisite		Knowledge in performance analysis and understanding of competency methods	Syllabus Version		2023-24	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Understand the meaning, scope and Importance of Competency mapping with reference to an individual and an organization. 2. Enable the students to use various assessment methods to measure the competency of an individual and understand the evolution of various competency theories 						
Expected Course Outcomes:						
On the successful completion of the course, student will be able to:						
1	Understand the meaning and scope of Competency mapping in the context of Career choice and Talent management.					K1
2	Know the types of Competencies, Assessment methods and various theories on competency					K1
3	Gain necessary knowledge and skills in mapping various competencies of an individual					K1 & K2
4	Understand the meaning, scope and Importance of Competency mapping with reference to an individual and an organization					K2
5	Enable the students to use various assessment methods to measure the competency of an individual and understand the evolution of various competency theories					K2 & K3
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1	Competency Mapping-Introduction					06 hours
Meaning and Concept of Competency – Definition, Characteristics and Functions of Competencies, Task Competency – Behavioral Indications Job Competency Model – Difference between Competency and Performance						
Unit:2	Methods of Competency					10 hours
Classification and Types of Competencies – Managerial, generic, technical/functional – Technical, Cognitive, Social and Business Competencies – Levels of Competency (practical competency, foundational competency, reflexive competence and applied competence) –						

Application levels of a competency (advanced, proficient and knowledgeable)		
Unit:3	Performance Process	06 hours
Competency assessment – Key features – testing techniques (360-degree feedback, assessment center exercises) – Benefits (selection, retention, performance management, training and succession planning)		
Unit:4	Techniques and Gap Analysis	10 hours
Competency mapping – Meaning – Process of competency mapping – Competency development model – Techniques (position questionnaire, behavioral event interview, critical incident technique, repertory grid, star technique) –Application/Uses of competency mapping (recruitment and selection, identification of training needs, role renewal) – Competency gap analysis for specific jobs		
Unit:5	Theories	06 hours
Competency Theories – Socio-technical systems theory, Competency Theory, Leadership theory, Knowledge theory, Harter’s competency motivation theory		
Unit:6	Contemporary Issues	2 hours
Online course, seminar and online workshops		
Total Lecture hours		40 hours
Text Book(s)		
1	Ganesh Shermon, Competency Based HRM 1st edition ., 2004	
2	Seema sangvi, A Hand Book of Competency Mapping, 2004	
Reference Books		
1	Model, Method for Competency Mapping and Assessment, Milind Gotwal, Sunrise Management Consulting Service, Mumbai, India	
2	Human Competence and Business Development, Peter Docherty and Borry Nyhan, 1997, Springer-rerlag, London.	
Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]		
1	https://www.citehr.com/	
Course Designed By: Dr. A. Vimala & Dr. C. Dhayanand		

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

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



Code	20 PGDCC 08	# Career Services & Labour Market Information	L	T	P	C
Core/Elective/Supportive		Core VIII	4	-	-	4
Pre-requisite		Knowledge in education system and sources of employment	Syllabus Version		2023-24	
Course Objectives:						
The main objectives of this course are to:						
<ol style="list-style-type: none"> 1. Comprehend the status and characteristics of various educational systems 2. Acquire contemporary perspectives of the world of work 3. Identify the various sources of educational and career information 4. Compiling client-specific tailor-made labour market information 5. Prepare a compendium of entrance/competitive examinations and the schemes/scholarships offered by state and central government departments 						
Expected Course Outcomes:						
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	
K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate; K6 - Create						
Unit:1					06 hours	
Status and Characteristics of Elementary Education (Pre-primary, Primary, Upper Primary), Sarva Shiksha Abhiyan (SSA) – Status and characteristics of Secondary Education (Secondary, Higher Secondary) – Rashtriya Madhyamik Shiksha Abhiyan (RMSA), Educational Boards (CBSE, ICSE, IGCSE, State Board, NIOS) – Implications of career counselling						

Unit:2		06 hours
Characteristics and Status of Tertiary/Higher Education (Undergraduate, Post graduate, Research Degree: Professional, Non-professional) – Status of Vocational Education (Craftsmen training scheme, Apprenticeship Training Scheme, Modular Employable Skills under SDIS)		
Unit:3		06 hours
Labour Market Information: Concepts and types – Identifying individual needs – choosing and presenting appropriate LMI – checking quality of the information - ILO – Labour Migration – Employment in Primary, Secondary and Tertiary sectors – Types of unemployment – Impact of Technology on careers - Exclusion of woman due to technology up gradation - White papers produced by International organizations and companies (ILO, Mckinsey, etc)		
Unit:4		06 hours
Sources of Information: Directorate General of Employment & Training – Central Institute of Research and Training – Industries – Defense– Newspaper & magazine – Internet. Occupational information: Classification of occupation and information –Filing occupational information – Dictionary of Occupational Titles (DOT) – National Career Service (NCS) – National Classification of Occupation		
Unit:5		05 hours
Pattern and Significance of Scholastic Aptitude Tests: JEE(MAIN) – CET – NATA – NEET – ICHMCT – CART – MAT – GATE – CLAT– UGC/NET – SLET – GRE – GMAT – IELTS – TOEFL – Scholarships for students offered by various Government and Non-Government Organizations		
Unit:6	Contemporary Issues	2 hours
Online course, seminar and online workshops		
Total Lecture hours		31 hours
Text Book(s)		
1	Rashmi Sharma and Vimala Ramachandran (2009), “The Elementary Education System in India”, published by Routledge, Pp. 1- 69	
Reference Books		
1	Cheryl Desha, Karlson 'Charlie' Hargroves (2014), “Higher Education and Sustainable Development: A Model for Curriculum Renewal”, published by Routledge	

Related Online Contents [MOOC, SWAYAM, NPTEL, Websites etc.]	
1	http://www.ugc.ac.in
Course Designed By: Dr. A. Vimala and Dr. C. Dhayanand	

Self learning paper

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

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

