

Maulana Abul Kalam Azad University of Technology, WB
(Formerly known as West Bengal University of Technology)

Course Name: Career Planning and Management
MIM 602A

Mode: Offline

Credits: 4

Aim of the Course: The aim of this course is to equip students with a comprehensive understanding of career planning and management, enabling them to make informed career decisions and develop the necessary skills to achieve professional growth and success.

Course Objectives:

- To introduce students to the fundamentals of career planning, including career anchors and personality typology.
- To help students identify and develop behavioural traits essential for workplace success.
- To guide students through the process of researching and selecting career options based on company preferences and job profiles.
- To explore various theories and models of career development, including strategies for decision-making and managing life roles in career growth.

Goals:

- **CO1:** Students will gain a foundational understanding of career planning, including career anchors, behavioural models, and personality types.
- **CO2:** Students will learn to identify key behavioural traits such as adaptability, leadership, and communication, and understand their impact on organizational culture and career success.
- **CO3:** Students will acquire skills in researching company profiles, understanding company functions, resume building, and interview preparation.
- **CO4:** Students will develop a comprehensive understanding of career development theories, decision-making strategies, and the relationship between work and other life roles.

SI	Course Content	Mapped Module	Hours allotted
CO1	INTRODUCTION TO CAREER PLANNING Define the starting point, career anchors, behavioural models, personality typology	M1	4
CO2	BEHAVIOURAL TRAITS Identification of Behavioral Traits , Understanding key traits such as adaptability, leadership, and communication , organizational culture, fostering teamwork and enhancing workplace harmony, Corporate Competencies , problem-solving with competencies that drive career success and organizational performance.	M2	10
CO3	CHOOSING YOUR CAREER Researching and Clarifying Company Preferences, Creating a Company Profile, Making Contact with Companies, Understanding Company Functions, and	M3	6

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	Developing the Resume , preparing yourself for interview		
CO4	CAREER DEVELOPMENT Theories and Models of Career Development, Career Counseling and Decision-Making, Conceptualizing the Interrelationships Among Work, Mental Wellbeing, Relationships, and Other Life Roles, Utilizing Career and Vocational Information Resources, Technologies, and Systems, Strategies for Career Development Program Planning, Organization, Implementation, and Administration	M4	10

Learning Outcomes / Skills for Intellectual Property Rights Course

By the end of this course, students will have developed the following competencies:

1. Career Planning and Self-Assessment:

Students will be able to assess their career anchors, personality traits, and align them with career goals.

2. Behavioural Traits and Workplace Integration:

They will recognize behavioural traits that foster a better cultural fit and enhance teamwork and organizational performance.

3. Job Search Skills:

Students will develop the ability to research, prepare resumes, and communicate effectively during interviews.

4. Career Development Knowledge:

They will understand career counselling theories and their application in managing work-life balance and career progression.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	INTRODUCTION TO CAREER PLANNING	4	20%	1,2	NA
M2	BEHAVIOURAL TRAITS	10	30%	1,2,3	NA
M3	CHOOSING YOUR CAREER	6	20%	1,2,3	NA
M4	CAREER DEVELOPMENT	10	30%	2,3,4	NA
Total Theory		30	100		
Tutorial		10			
Total		40			

Books:

1. **Career Planning and Management** – Souvik Ghosh, Krishnarup Chaudhuri, Saswata Kanjilal – Taurean Publications.