

2014

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Education & Career Planning of ayushi garg

Auctus Infometrics Pvt Ltd
www.Edumilestones.com
June 19, 2014



Serial	Description	Page
1	Profiling	1
2	Current stage of Education and career life cycle	2
3	Personality	3
4	Your personality type is	4
5	Your Career Interest	5
6	Your top 3 interest Levels are	6
7	Career Cluster	7
8	Top 3 Career cluster	8
9	Career Path	9
10	Your Favourite Career Path	10
11	Work Nature	11
12	Skills and Abilities	12
13	Education Road Map : Career Path	13
14	Analysis	16
15	Contingency plan	17
16	Summary	19
17	Disclaimer	20

Preface

Dear ayushi garg,

We, on behalf of Edumilestones.com, congratulate you for availing Customized Education & Career planning service. We understand you and your career related worries. E&C caters to your unique needs and requirements by providing complete planning. Thereby, Getting More out of Life and ensuring a better tomorrow. Our researchers are committed towards providing a comprehensive Education & Career solution which is in line with Edumilestones.com VISION of offering best education and career planning services to those who needs it most and **play an active role in each individual's life cycle.**

Our Customized planning provides a direction and meaning to your education & career related decisions. You will achieve all your future endeavors through Scientifically proven approach and planning of your resources. We gather your relevant information such as career goals, Interest level, Feasibility, examine your current status and identify a strategy that shows how you can meet your goals.

In our journey towards successful achievement of your goals, we shall need constant support and feedback.

Thanking you,

Regards,

Edumilestones.

Profiling

Personal Profiling is the first step of career planning. The purpose of profiling is to understand your current career stage. It will help us to decide the objective and roadmap for your career. The ultimate objective of the planning is to take you from current stage of career planning to optimized stage of career planning. Personal profiling includes information about your current stage, risk and action plan for your career development.

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Current stage of Planning



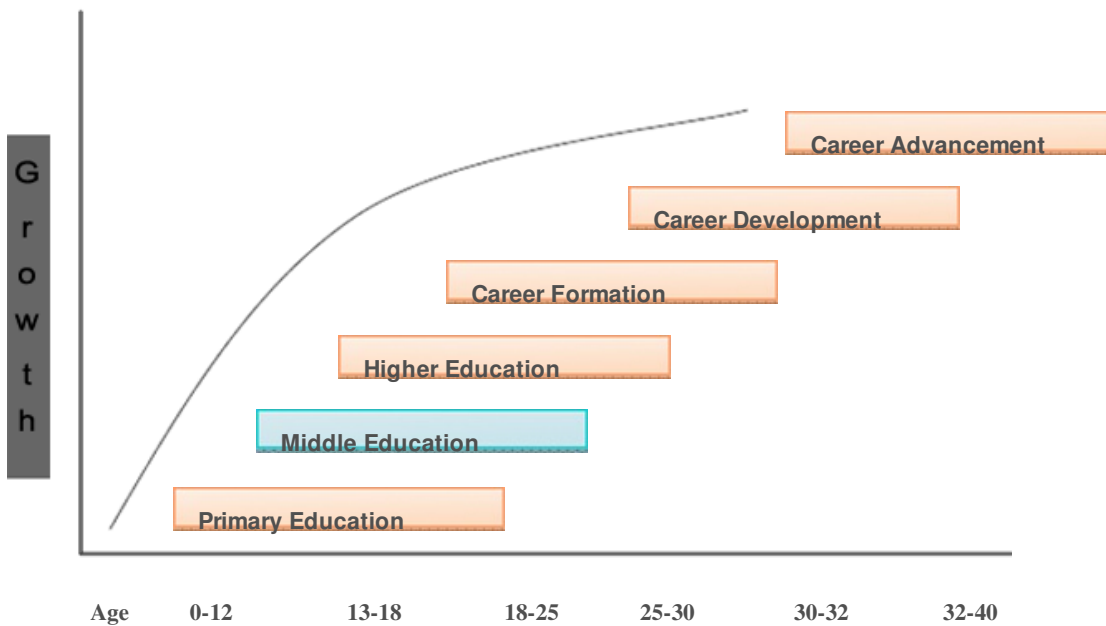
Confused

Confused: You belong to the category of confused. We understand that you are having little idea of career planning, but usually confused among various career options. At this stage you are looking for proper guidance. Generally at this stage, your career decisions shall be influenced by friends and parents.

Risk Involved: Wrong selection of career path, Career dissatisfaction, and self interest mismatch.

Action Plan : Explore your strengths and weakness > Explore career options > Gather information>match best suitable option> early execution.

Current stage of Education and career life cycle

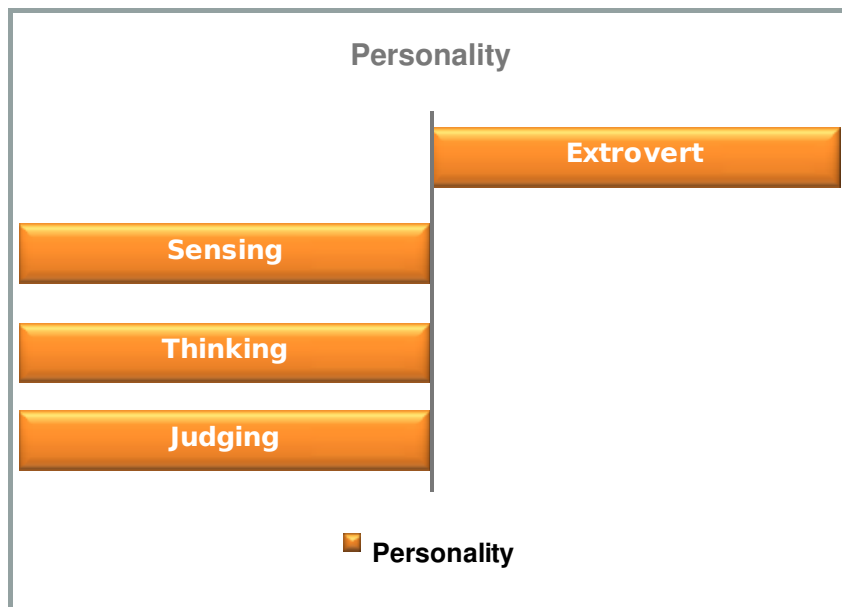


Middle Education

This is the second stage of your Education and career lifecycle. A Student studying between 9th class to 12 th class belongs to this stage. For career planning this is the most important stage. This is a formative stage to shape your career. Mostly career decisions are taken at this stage. A wrong decision could cause enormous financial and time losses. Moreover, it will lead to career dissatisfaction and mental stress as well.

Action Plan: Explore your career interest, Personality, skills and ability. Explore your career options, Match your Interest & abilities with your career options, Right Selection of your career path, execution.

Personality assessment will help you to understand what kind of person you are. It will help you to expand your career options and align your personality with your career. Self-understanding and acknowledgement can lead you to more appropriate and rewarding career choices. The Personality Type Model identifies four dimensions of personality. Each Dimension will give you a clear differentiation of your personality. The combination of your most dominant preferences is used to create your individual personality type. Your four dimensional personality is mentioned in this chart. Your personality assessment will indicate your preferences. The graph below provides information about the personality type you belong based on the scoring of your responses. Each of the four preferences as your answers indicated is shown by a bar in the chart.



Your personality type is:

1. Extrovert

You are an extrovert. Extroverts like to socialize and most often the center of attraction wherever they go. Extroverts are quite good when it comes to making new friends. You are more action oriented and believe in act first, think later. You like more outdoor activities. Basically, an individual with extrovert personality traits tends to be more keen on what is happening around him. Extroverts are assertive, enthusiastic, talkative, blunt, etc. Extroverts do well in careers like politics, teaching, marketing, etc.

2. Sensing

Your personality type is sensing. *You* are more likely to trust information that is in the present, tangible and concrete: that is, information that can be understood by the five senses. This makes you an attentive person who lives in the present moment, is very aware of details, however small, and accurate with facts and with a good sense of practicalities. Sensing People do well in hands on work and practices like Mechanical work, architecture, Engineering.

3. Thinking

You like take decisions through thinking. People who are of the thinking type make decisions based on logic rather than the circumstances. This makes you very good at analyzing situations, standing your ground when necessary or find flaws in systems or reasoning. You are ruled by your head instead of your heart. Thinking people do well in logical work like law, computer engineer, pilot, clerical work.

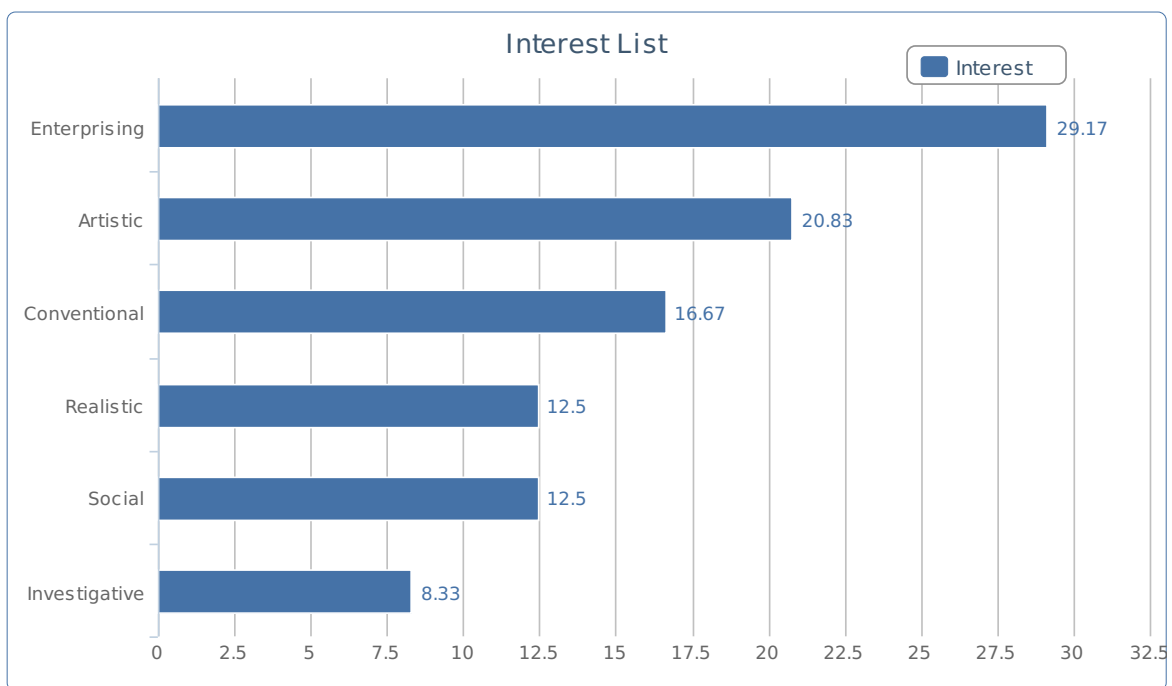
4. Judging

Your Personality is also aligned with judging. Judgers approach life in a structured way. Creating plans and organizing their world to achieve their goals and desired results in a predictable way. They get their sense of control by taking charge of their environment and making choices early. They are self-disciplined and decisive, and seek closure in decisions. When they ask for things they are specific and expect others to do as they say. They enjoy being experts. At work, they decide quickly and clearly and work to get the job done. Judging people do well in enterprising work like marketing and sales, military etc.

Your Career Interest

Career interest assessment will help you to understand which careers might be the best fit for you. It is meant to help you find careers that you might enjoy. Understanding your *Top career interest* will help you identify a career focus and begin your career planning and career exploration process.

Career Interest Assessment (CIA) measure six broad interest patterns that can be used to describe your Career Interest. Most people's interests are reflected by two or three themes, combined to form a cluster of interests. This career interest is directly linked to your occupational Interest.



Your top 3 interest Levels are:**1. Enterprising**

You are interested in occupations that requires to work with people, influencing, persuading, performing, leading or managing for organizational goals or economic gain. you generally enjoy starting own business, promoting ideas, and managing people. The **‘E’ type** is described as acquisitive, adventurous, agreeable, ambitious, attention-getting, , energetic, extroverted, impulsive, optimistic, pleasure-seeking, popular, self-confident, and sociable.

Work Environment: competitive environments, leadership, persuading

High**2. Artistic**

You are interested in occupations that requires artistic, innovating or intuitional abilities and like to work in unstructured situations using their imagination and creativity. you generally enjoy fashion, creative writing, drawing, and creating new things in a variety of settings. The **‘A’ type** is described as complicated, disorderly, emotional, expressive, idealistic, imaginative, impractical, impulsive, independent, introspective, intuitive, nonconforming, open, and original.

Work Environment: creative, original, independent

Medium**3. Conventional**

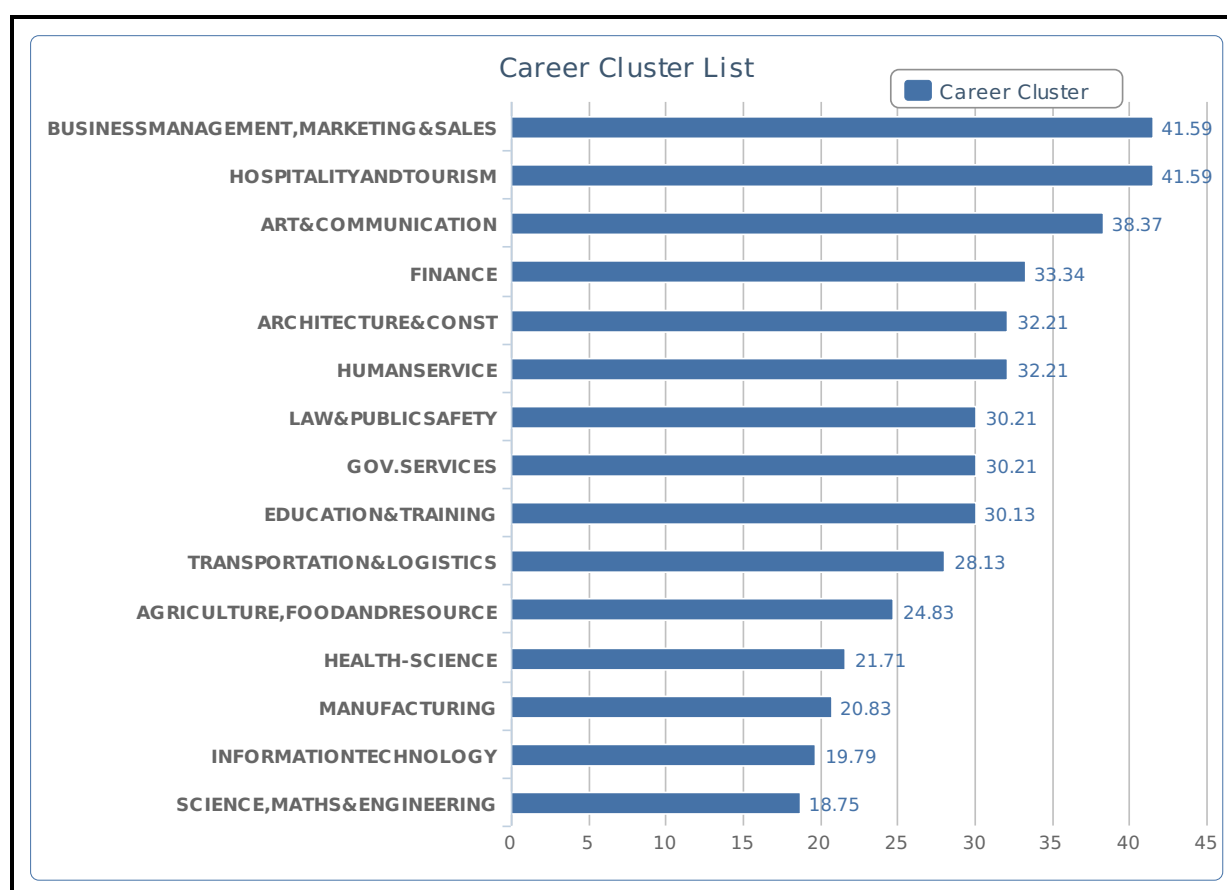
You are interested in occupations that requires to work with data, have clerical or numerical ability, carry out tasks in detail or follow through on others instructions. you generally enjoy working with data and creating reports. The **‘C’ type** is described as conforming, conscientious, careful, efficient, inhibited, obedient, orderly, persistent, practical, thrifty, and unimaginative.

Work Environment: detail-oriented, organizing, clerical

Low

Career Cluster

Career clusters are groups of similar occupations and industries that require similar skills. It provides a “road map” for students and adults in planning for and pursuing further education and careers through pathways. It makes a bridge between Education and Career Planning. There are 15 different career clusters. Career Cluster assessment helps you narrow down your occupation choices based on your responses to activities you like, your career interest, your personality and subjects you like. Results show which career clusters would be best for you to explore. A simple graph report shows how you scored in each of the career clusters.



Top 3 Career cluster

1. BUSINESS MANAGEMENT, MARKETING&SALES

This Career Cluster includes careers in planning, organizing, directing & evaluating business functions essential to efficient and productive business operations. Career opportunities are available in every sector of the economy which requires specific skills in organization, time management, customer service and communication. Careers under this category are very enterprising like Marketing, Sales, Administrative Services etc.

High

2. HOSPITALITY AND TOURISM

This Career Cluster includes Careers in management, marketing & operations of restaurants, food services, lodging, attractions, recreation and travel related services. You like travel and are intrigued by the idea of helping others, explore the beauty, culture and cuisine of the world around them. This career cluster offers wide range of career opportunities like Restaurant Manager, Event Manager and Travelling Consultant etc.

High







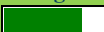
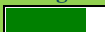
3. ART&COMMUNICATION

This Career Cluster includes careers in Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual, performing arts, design, journalism and entertainment services. This career cluster offers career opportunities that range from writing to audio engineer; they all share one thing in common: a desire to improve our understanding of one another through communication. Careers under this category are very creative like Writing, Animation, journalism, broadcasting & film etc.

High

Career Path

Career Cluster 1 : BUSINESS MANAGEMENT, MARKETING&SALES

Code	Career Path	Profiles	Interest	Skills&Abilities	Comment
ECA	Sales & Marketing	Sales Manager, Business Development Officer, Marketing Manager	High 	High 	Top Choice
IEC	Business Analyst	Business Analyst, Management Analyst, Operations Research Analysts	L-Medium 	Medium 	Develop
CEI	Administrative & Information Support	Office Administrative Support, Data Entry Executives, BPO/ITES Executives, Customer Relationship Officer,	L-Medium 	Medium 	Develop
ESC	Human Resources	HR Manager, Recruiter; Trainer	High 	High 	Top Choice

Career Cluster 2 : HOSPITALITY AND TOURISM

Code	Career Path	Profiles	Interest	Skills&Abilities	Comment
ECS	Travel and Tourism	Travel Agent, Air hostess, Hotel Manager, Airport Staff	High 	High 	Top Choice
EAC	Event & Entertainment Hospitality	Event Manager, Hospitality Manager,	High 	Medium 	Optional
ERC	Restaurants and Food/Beverage Services	Restaurant manager, Chef, Recipe consultant	High 	High 	Top Choice



Career Path

Career Cluster 3 : ART&COMMUNICATION

Code	Career Path	Profiles	Interest	Skills&Abilities	Comment
ARE	visual arts	Cartoon Animator, Multimedia Artist, Animator, Photographer, Painter	L-Medium 	High 	Optional
ASE	Performing Art	Actor, Singer, Play writer, Director, Music Editors	L-Medium 	High 	Optional
AIS	Mass Communication	Reporter, Radio Jokey, News Reader, Script writing	L-Medium 	Medium 	Develop
RIC	Audio -Video Technician	Audio Technician, Video Technician, Sound recorder, Lightning Technician	Low 	Medium 	Avoid
AES	Personal Care	Fashion Designer, Cosmetologist, Beauty consultant, Grooming&Stylist, Fitness Trainer	H-Medium 	High 	Good Choice

Your Favourite Career Path: Sales & Marketing

Career Pathway is like your road map of learning that helps you to plan and pursue further education and career. It will help you to be directional and focused for your best suitable career. Your Favorite career path is determined by a combination of career interest and your ability to apply your skills & Abilities to work environment. It will help you to find out what career best suits your talents, and what skills and training you need for your chosen career. Remaining segment of report will focused on projection, analysis and execution of your chosen career path.

Code	Career Path	Profiles	Interest	Skills&Abilities	Comment
ECA	Sales & Marketing	Sales Manager, Business Development Officer, Marketing Manager	High 	High 	Top Choice

Scenarios

- | | |
|------------------------------------------------------|---------------|
| 1. High Interest, High Skills and Abilities | - Top Choice |
| 2. Medium High Interest, High Skills and Abilities | - Good Choice |
| 3. Low Medium Interest, High Skills and Abilities | - Optional |
| 4. High Interest, Medium Skills and Abilities | - Optional |
| 5. High Medium Interest, Medium Skills and Abilities | - Develop |
| 6. Low Medium Interest, Medium Skills and Abilities | - Develop |
| 7. High Interest, Low Skills and Abilities | - Avoid |
| 8. Low Interest, High Skills and Abilities | - Explore |
| 9. High Medium Interest, Low Skills and Abilities | - Avoid |
| 10. Low Medium Interest, Low Skills and Abilities | - Avoid |
| 11. Low Interest, Medium Skills and Abilities | - Avoid |
| 12. Low Interest, Low Skills and Abilities | - Avoid |

Work Nature

-
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Compile lists describing product or service offerings.
- Initiate market research studies and analyze their findings.
- Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.
- Determine price schedules and discount rates.
- Review operational records and reports to project sales and determine profitability.
- Monitor customer preferences to determine focus of sales efforts.







Knowledge:

- Sales and marketing
- Administration and management
- English



Skills and Abilities

Skills & Abilities helps you to identify occupations that use the same skills and abilities you like. It also helps you to recognize skills that transfer between occupations. It is used to select occupations to explore, identify ways to modify your career direction. Simple graph shows how you have scored in each of skills and abilities, required for selected career path. Skills & Abilities are specific for each career path.

Required Skills & Abilities for Sales & Marketing

20%	Poor 	Logical thinking	:	Analytical thinking, Data analysis, Reasoning and Complex Problem Solving.
43%	Average 	Communication skills	:	Good in Communication, Expressing Myself, Interpersonal Skills, Persuading and Convincing others.
100%	Excellent 	Organizing and Planning Skills	:	Planning, Organizing Time, Prioritizing Work and Maintaining Higher Accuracy and Consistency.
80%	Good 	Leadership & Decision making skills	:	Leadership, Decision taking, Motivation skills
100%	Excellent 	Social & Cooperation Skills	:	Helping, Friendly, Cooperation skills
80%	Good 	Visualization skills	:	Imagining, Visualizing, Improvising Ideas or Creating & Inventing new things.

Other Skills & Abilities

40%	Fair 	Numerical Abilities	:	Solving maths problems, Calculation and Measuring data.
80%	Good 	Memorization	:	Remembering data, Pictures, Theoretical content for a longer time.M

Education Road Map : Career Path





Education road map will give you clear idea of subjects that you should choose at different level of your career path. You Can choose any one of these courses to get success in your career.

Sales & Marketing			
Stages	Subjects	Education Subjects	Occupations
Middle Education	10th Subjects	<ul style="list-style-type: none"> • Maths • Commerce • Arts • English 	<ul style="list-style-type: none"> • Sales Manager • Business Development Officer • Marketing Manager • Product Manager • Sales Representative • Retail Sales Person • Public Relationship Officer • Promotional Manager • Brand Development Manager • Institutional Sales Officer • Area Manager
	12th Subjects	<ul style="list-style-type: none"> • Maths • Commerce • Arts • English 	
Higher Education /Career Courses	Courses Graduation	<ul style="list-style-type: none"> • BBA(Sales and Marketing) • BA(Hons. Marketing) • BBA-Sales and Distribution • BBA-Global Marketing • BBA in Event Management • BBA(Integrated Marketing Communication) • BBA in Retail Management • BBA In International Marketing • BBA-E-Commerce 	

	Courses Post Graduation	<ul style="list-style-type: none"> • MBA(Sales and Marketing) • Master of International Business • MBA (International) – Marketing • MBA in Advertisement and Communication • MBA in Sales • MBA in Brand Management • Master of Marketing Management • MBA in Retail Management • Mba in E-Commerce 	<ul style="list-style-type: none"> • Sales Manager • Business Development Officer • Marketing Manager • Product Manager • Sales Representative • Retail Sales Person • Public Relationship Officer • Promotional Manager • Brand Development Manager • Institutional Sales Officer • Area Manager
Career Development/Career Change	Career Advancement	<ul style="list-style-type: none"> • Diploma in Sales and Marketing Management • Certificate in Advance Sales • Post Graduate Diploma in Advertising and Marketing Communication • Certificate Courses in Sales and Marketing(IIT-Delhi) • Certificate Course in International Marketing • Diploma in marketing from Chartered Institute of marketing (CIM-UK) • Diploma in Public Relations and Marketing • Certificate of SAP(Mo- Sales and Distribution) • Executive Program of Advance Marketing Strategy- (NIIT-Imperia) • Certificate course in Brand Management • Certificate course of Digital Marketing 	

Analysis

Career Path Analysis contains four important parameters to have a better insight of your favorite career path. These factors are fees of main course, Demand of career path, Salary offered, Level of preparation required. Based on the indicators such as Low, Mid and High, you can visualize and forecast your favorite career path.

1.	Fees	High		300000-500000 Fees
2.	Demand	High		High Opportunities
3.	Salary	High		> 4 Lakhs
4.	Level Of Preparation	Low		< 1 Year

Contingency plan

Contingency plan is a very important part of career planning. It can also be considered as plan 'B'. Based on your Interest and skills & abilities, we have prepared a detailed list of your optional career choices. You can choose any one career path out of these possible career paths across different career clusters.

Career Cluster	Career Path	Profiles	Interest	Skills & abilities	Comment
HOSPITALITY AND TOURISM	Travel and Tourism	Travel Agent, Air hostess, Hotel Manager, Airport Staff	High 	High 	Top Choice
HOSPITALITY AND TOURISM	Restaurants and Food/Beverage Services	Restaurant manager, Chef, Recipe consultant	High 	High 	Top Choice
BUSINESS MANAGEMENT, MARKETING&SALES	Sales & Marketing	Sales Manager, Business Development Officer, Marketing Manager	High 	High 	Top Choice
BUSINESS MANAGEMENT, MARKETING&SALES	Human Resources	HR Manager, Recruiter, Trainer	High 	High 	Top Choice

Summary

Career planning is a systemized and planned approach to derive career related conclusion. Before you start your career, it is useful to access your educational milestones. You will benefit more if you have better idea of your ideal career path.

Deciding what type of career you want to pursue depends on various factors like knowledge and understanding of your interests, your values, what motivates you and the skills you possess. Ideally you want a career that gives you a sense of purpose, expresses your talents & passion and also consistent with your values.

Our Career assessments are based on the crux of Correlation theory and various psychometric and statistical models.

Current Profile	: Confused
Current Career Stage	: Middle Education
Top Career Interest	: Enterprising
Career cluster	: BUSINESS MANAGEMENT, MARKETING&SALES
Favourite Career Path	: Sales & Marketing

Disclaimer

This Career & Education Planning is prepared by **Auctus Info Metrics**. This report is based on various psychometric assessments that we consider reliable. The plan is just an advice and no guarantee of the achievement of the same is undertaken. Students must make their own decision. While acting upon any information or analysis mentioned in this report, students and subscribers may please note that neither Auctus info metrics Ltd (Pvt) limited nor any person connected with any associate companies of Auctus Info Metrics accepts any liability arising from the use of information and advice provided in this plan. In case of any dispute or unsubscribe send mail to **unsubscribe@edumilestones.com**