



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (MBA)

Subject: Career Management - MBAXX14518

Type of course: Major (Core)

Prerequisite:

Students must have a basic understanding of organizational behavior, human resource management, and personal development skills.

Rationale:

This Course is crucial for developing lifelong employability, navigating career transitions, and aligning personal aspirations with professional opportunities. It empowers students with strategies to effectively plan, manage, and succeed in their careers.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Introduction to Career Management <ul style="list-style-type: none"> • Concept and importance • Career stages and transitions • Self-assessment: values, skills, interests, and personality • Career goals and personal branding • Understanding the changing world of work and new-age careers • Role of mentors, coaches, and professional networks 	15	25
2	Career Planning and Development Strategies <ul style="list-style-type: none"> • Career planning frameworks: Traditional vs. contemporary approaches • Career anchors and drivers • Networking and relationship building for career growth • Leveraging social media (LinkedIn, etc.) for career management • Work-life balance 	15	25
3	Job Search Strategies and Professional Development <ul style="list-style-type: none"> • Job search techniques: Online and offline methods • Crafting effective resumes, cover letters, and professional profiles • Interview preparation: Types of interviews • Salary negotiation and offer management • International careers and cross-cultural competence • Essential workplace skills (communication, teamwork, problem-solving) 	15	25
4	Career Transitions and Long-term Career Sustainability <ul style="list-style-type: none"> • Managing career transitions: Promotions, job changes, and career pivots • Mid-career crisis and its management • Entrepreneurship as a career option • Leadership development and succession planning • Retirement planning and second careers 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Goal Setting Exercise Students will set their own SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) career goals for the next five years and upload the PDF on GMIU web Portal.	10
2	Personal Branding Presentation Student will creates a personal branding presentation that includes their career goals, values, skills, and an elevator pitch and uploads PDF on GMIU Web Portal.	10
3	Professional Social Media Profile Creation: Students will create their LinkedIn profiles, incorporating elements such as a professional summary, skills endorsements, and connections and upload a Link in PDF on the GMIU Web Portal.	10
4	Research New-Age Careers Conduct research on a new-age career and identify the skills and qualifications required, current industry trends, and potential growth opportunities and upload a PDF Document on the GMIU Web Portal.	10
5	Case Study Analysis: Students will be provided a case study related to career transitions, mid-career crises, or entrepreneurship. Students have to analyze the case and upload the solution on GMIU Web Portal.	10
Total		50

Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	10%	30%	30%	20%	-	10%

Note: This specification table shall be treated as a general guideline for students and teachers.

The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Analyze and identify their career goals and align them with personal strengths.
CO2	Develop personalized career plans using modern career planning strategies and tools.
CO3	Execute job search strategies effectively and prepare for professional interviews.
CO4	Manage career transitions and ensure long-term career success and sustainability.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory. The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] . "Career Management" by Jeffrey H. Greenhaus, Gerard A. Callanan, and Veronica M. Godshalk
- [2] "Designing Your Life: How to Build a Well-Lived, Joyful Career" by Bill Burnett and Dave Evans
- [3] "The Start-Up of You" by Reid Hoffman and Ben Casnocha
- [4] "Career Management & Work-Life Integration: Using Self-Assessment to Navigate Contemporary Careers" by Brad Harrington and Douglas T. Hall
- [5] "What Color Is Your Parachute?" by Richard N. Bolles

