

SARDAR PATEL UNIVERSITY
Programme: MCOM
Semester: IV
Syllabus with effect from: DECEMBER 2014

Course Code: PB04SCOM01	Total Credits: 5
Course Title: Career Planning	

Unit	Description in detail	Weightage (%)
1	Strategies in the job search process The job search: Building network of contacts, Identifying appropriate job, Analyzing your self, Finding your employer Establishing Your Values and Career Priorities Understanding the Importance of Core Values Eulogy and Priorities Exercise Encapsulating Your Values	25 %
2	Investing in your CV Self-Test: Measuring Your Core Competencies Further Skills Difference : CV, Resume and Bio data Constructing the resume, Resume Critique Checklist Writing the cover page Digital resume and email cover message Follow up and ending in the application	25 %
3	Handling the Interview Investigating company Pre-planning: Making good appearance Anticipating questions and preparing answers Facing the interview board Body sport for interview	25 %
4	Group Discussion Qualities looked for in Group Discussion Strategies for GD – Do's and Don'ts How to prepare for group discussion Different topic of group discussion	25 %

Basic Text & Reference Books:

- Asha Kaul, Business Communication, Prentice Hall of India Private Limited, New Delhi, 2002.
- Raymond V. Leskar, Maries, E Flatley, Kathryn Rentz, Neerja Pande, Business Communication- Making Communication in Digital World, Tata Mc Graw Hill, 2009.
- Herb Cohen, You Can Negotiate Anything, Jaico Publishing House.

