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|  <p>Since 1951</p> | <p align="center"><b>B. J. VANIJYA MAHAVIDYALAYA</b><br/> <b>(Autonomous)</b><br/> <b>(Grant-in-Aid)</b><br/> <b>(Affiliated to Sardar Patel University)</b><br/> <b>Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India</b><br/> <b>Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC</b><br/> <b>Syllabus with effective from June - 2025</b></p> |
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**Master of Commerce (M.Com.)**  
**Semester - III**

| Course Code<br>PB03ACOM51 | Title of the Paper<br>Career Planning-I   | Total Credit<br>04 |
|---------------------------|---|--------------------|
| <b>Course Objectives</b>  | <ol style="list-style-type: none"> <li>1. To find a job that aligns with my values, supports my priorities, and fosters growth through networking and self-analysis.</li> <li>2. To create a compelling CV, resume, and cover letter that highlight my competencies and skills, ensuring alignment with job requirements.</li> <li>3. To prepare for and perform confidently in job interviews by researching the company and anticipating questions.</li> <li>4. To excel in group discussions by demonstrating communication, teamwork, and problem-solving skills while preparing effective strategies.</li> </ol> |                    |

| Course Description |   |           |
|--------------------|---|-----------|
| Unit               | Description   | Weightage |
| 1.                 | <b>Strategies in the Job Search Process</b> <ul style="list-style-type: none"> <li>• The job search: Building network of contacts, Identifying appropriate job, Analyzing yourself, Finding your employer</li> <li>• Establishing Your Values and Career Priorities</li> <li>• Understanding the Importance of Core Values</li> <li>• Priorities Exercise</li> <li>• Key Job Search Strategies</li> </ul>                                   | 25%       |
| 2.                 | <b>Investing in your CV</b> <ul style="list-style-type: none"> <li>• Self-Test: Measuring Your Core Competencies</li> <li>• Further Skills</li> <li>• Difference: CV, Resume and Bio data</li> <li>• Importance of a Well-Crafted CV</li> <li>• Constructing the resume</li> <li>• Resume Critique Checklist</li> <li>• Writing the cover page</li> <li>• Email cover message</li> <li>• Follow up and ending in the application</li> </ul> | 25%       |
| 3.                 | <b>Handling the Interview</b> <ul style="list-style-type: none"> <li>• Preparing for the Interview</li> <li>• Investigating company</li> <li>• Pre-planning Making good appearance</li> <li>• Anticipating questions and preparing answers</li> <li>• Facing the interview board</li> </ul>   | 25%       |

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|           | <ul style="list-style-type: none"> <li>• Body sport for interview</li> </ul>  |            |
| <b>4.</b> | <b>Group Discussion</b> <ul style="list-style-type: none"> <li>• Understanding Group Discussions</li> <li>• Importance of Group Discussion in the Selection Process</li> <li>• Qualities looked for in Group Discussion</li> <li>• Strategies for GD – Do's and Don'ts</li> <li>• How to prepare for group discussion</li> <li>• Different topic of group discussion</li> </ul> | <b>25%</b> |

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| <b>Teaching- Learning Methodology</b> | Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar |
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| <b>Evaluation Pattern</b> |   |                  |
|---------------------------|---|------------------|
| <b>Sr. No.</b>            | <b>Details of the Evaluation</b>  | <b>Weightage</b> |
| <b>1.</b>                 | Internal/ Written Examination   | <b>20%</b>       |
| <b>2.</b>                 | Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance | <b>10%</b>       |
| <b>3.</b>                 | External Examination  | <b>70%</b>       |

Students will have to score minimum of 40% to pass the course.

| <b>Course Outcomes: Having Completed this course, the students will be able to:</b> |   |
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| <b>1.</b>   | To know and understand about how to find appropriate Job in Market.                                   |
| <b>2.</b>   | To know and practically understand about preparing of Resume, CV, Bio data for Job with cover letter. |
| <b>3.</b>   | To know and practically understand about how to face personal interview.                              |
| <b>4.</b>   | To know and practically understand about Group Discussion.  |

| <b>Suggested References:</b> |  |
|------------------------------|--|
| <b>Sr. No.</b>               | <b>References</b>  |
| <b>1.</b>                    | Asha Kaul, Business Communication, Prentice Hall of India Private Limited, New Delhi, 2002.  |
| <b>2.</b>                    | Raymond V. Leskar, Maries, E Flatley, Kathryn Rentz, Neerja Pande, Business  |
| <b>3.</b>                    | Communication-Making Communication in Digital World, Tata Mc Graw Hill, 2009.  |
| <b>4.</b>                    | On-Line Resources available that can be sued as Reference Material.<br><a href="http://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/lecture-notes-all-lectures-corporate-communicatiion/730409">http://www.studocu.com/da/document/copenhagen-business-school/corporate-communication/lecture-notes-all-lectures-corporate-communicatiion/730409</a> |