

# CHAPTER - 5

## CAREER PLANNING





# WHAT IS A CAREER ?

- The term '**career**' refers to lifelong development of an individual beginning with their education, their achievement in different spheres of life, their lifestyle and their vocational adjustment.
- Essential requirements for building career are:
  - *PERSONALITY*
  - *INTEREST*
  - *APTITUDE*

# What is Career Planning?

- Career planning consists of activities and actions that you take to achieve your individual career goals.
- It is way by which one can achieve goals & ambitions successfully
- It is a difference between success & failure which always leads to satisfactory results
- It is a Vision



## OBJECTIVES OF CAREER PLANNING

1. Identifying and making clear opportunities available.
2. To reduce employee turnover.
3. To Increase productivity.
4. To identify the career stages and enhance the motivational level.
5. To achieve the organization's goal by providing the employees paths to reach higher order needs.

# Benefits Of Career Planning

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Lowering the rate of employee turnover

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Promote growth and develop

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Meet the needs of organizations of the need for human resources in the future.

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Provide a better information

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Develop employees who can be promoted

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Provide facilities for international placement

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Help create the diversity of the workforce

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Paving the way for potential employees

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Reducing excess

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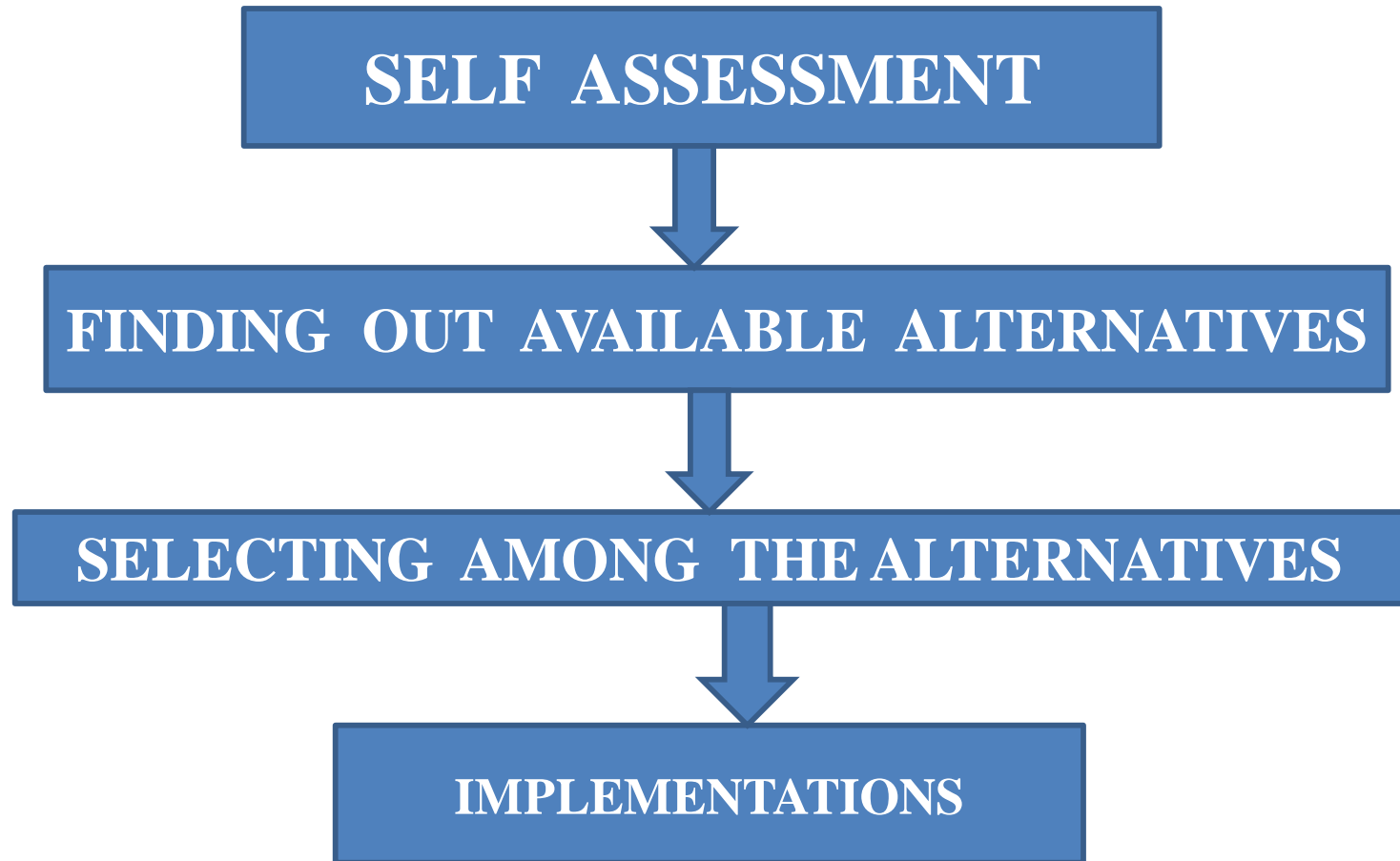
Assist the implementation of action plans that have been approved

# Career planning 4 step planning process

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# **CAREER PLANNING PROCESS (or) STEPS IN CAREER PLANNING PROCESS (or) PHASES OF CAREER PLANNING**



## MEANING OF SUCCESSION PLANNING

Succession planning is a process for identifying and developing internal people with the potential to fill key business leadership positions in the company. Succession planning increases the availability of experienced and capable employees that are prepared to assume these roles as they become available.





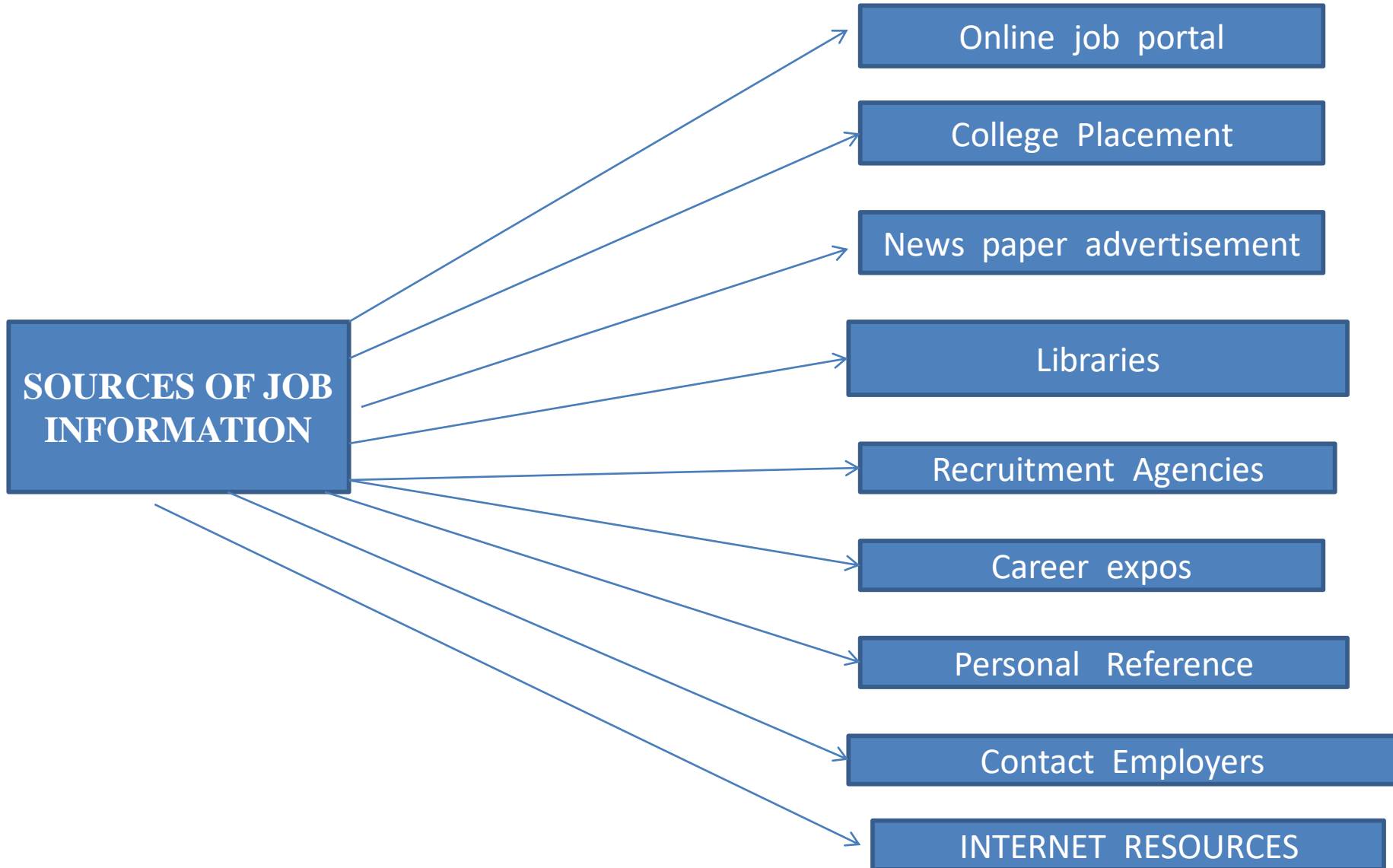
# DIFFERENCE BETWEEN CAREER PLANNING AND SUCCESSION PLANNING

BASIS FOR COMPARISON	CAREER PLANNING	SUCCESSION PLANNING
Meaning	Career Planning is the process through which an individual selects the goals of his work life and finds ways to reach the goals.	Succession Planning is a process who tends to spot and develop the employees, that can occupy the key positions in the organization.
Subset of	Career Management	Succession Management
What is it?	Individual Planning	Organizational Strategy
Position	One employee holds different positions, in his/her work life.	One position is held by different employees, over a period of time.
Ensures	Success in one's career.	Continuity in leadership for all key positions.
SCOPE	In career planning, one employee will perform various roles over a period of time.	In succession planning, one role will be performed by a number of employees over a period of time.

# **AWARENESS OF DIFFERENT CAREER OPPORTUNITIES IN MANAGEMENT EDUCATION (or) CAREER OPPORTUNITIES IN MANAGEMENT**

- CAREERS IN SUPPLY MANAGEMENT
- CAREER IN LOGISTICS
- CAREERS IN BRAND MANAGEMENT
- CAREERS IN DISASTER MANAGEMENT
- CAREER IN OPERATIONS MANAGEMENT
- CAREERS IN PROMOTIONS AND SELLING
- CAREERS IN MARKET RESEARCH
- CAREERS IN PRODUCTION MANAGEMENT
- CAREERS IN REAL ESTATE MANAGEMENT
- CAREERS IN QUALITY ASSURANCE
- CAREERS IN INDUSTRIAL MANAGEMENT

# **SOURCES OF JOB INFORMATION (or) VARIOUS SOURCES OF INFORMATION**



# COUNSELLOR

counselor is a person who is involved in counseling. It refers to a person who is concerned with the **profession** of giving **advice** on various things such as academic matters, vocational issues and personal relationships.

# **BENEFITS OF CAREER COUNCELLING (or) HOW DO CAREER COUNSELLORS HELP THE CANDIDATE TO ACHIEVE SUCCESS IN PERSONAL AND PROFESSIONAL LIFE**

- 1. Testing to Determine Strengths and Weaknesses**
- 2. Goal Setting for Greater Results**
- 3. Identifying Choices in Careers**
- 4. Educational Support and Guidance**
- 5. Job Search Support**
- 6. Helps in determining a student's true potential**
- 7. Clear doubts**
- 8. Support and motivation**
- 9. Discard confusion**
- 10. students can identify choices in careers as per their interest**
- 11. testing to determine strengths and weaknesses**
- 12. educational guidance and support**
- 13. Goal setting for greater results**