



## Generating employment opportunities through student career counseling - time for an integrated policy

Harish kumar.R. Assistant Professor, Department of Economics, Government First Grade College, Malavalli, Mandya Dist-571430, Karnataka state

**Abstract:** Career counseling or career guidance includes an extensive diversity of professional activities which help students & youth to deal with career-related challenges. Career counselors work with these young people who are seeking to find a good job providing them with guidance along with career options, experienced professionals who are contemplating on a career change, parents who want to return to the world of work after taking time to raise their child, or people seeking employment.

**Key words:** Career, Counseling, Advancements, Aptitude Development, Skill Training, Career Guidance Cells

**Introduction-**Career counseling also known as career guidance includes an extensive diversity of professional activities which help students to deal with career-related challenges. Career counselors work with young people especially students seeking to search career options, experienced professionals who are contemplating on a career change, parents who want to return to the world of work after taking time to raise their child, or people seeking employment (Howard Figler & Richard B Boles -The Career Counselors 2013).

**Career counseling settings:** Career counseling is offered in various settings, including in groups such as pool counseling & individual counseling such as one to one counseling. Counseling is offered directly through personal counseling or indirectly by means of any digital communication. Several approaches have been undertaken to systemize the variety of professional activities related to career guidance and counseling. The word career means a journey or a race; all need career help to

reach out for a better living. Career counseling helps to make a fully informed career decision (Howard Figler & Richard B Boles -The Career Counselors Hand book).

The career counselor will provide with career advice which is qualified and client centered. Any registered career guidance professionals can open up career choices and provide independent, impartial career advice. Their primary focus will be career development. (Howard Figler & Richard B Boles -The Career Counselors Hand book introduction pp 1-22)

### Objectives of counseling

It is a comprehensive developmental program designed to assist youth in making & implementing informed educational & occupational choices (Swanson, J.L. (1995). The process and outcome of career counseling).

A program development an all-round competencies of the individuals



It educates him in self-knowledge educational & occupational exploration & career planning

It helps him to acquire knowledge skills & experience necessary to identify options explore alternative to succeed his career

**The process of counseling** – identifying the interest of the student, giving serious thought to prepare him for the required job, preparing him to face barriers helping him to pursue the goal

**Career counseling benefits:** Career counseling opens opportunities for counselors to participate in an education & training system that integrates academic & vocational education to encourage youth to superior participation in further education (Swanson, J.L. 1995, The Process and Outcome of Career Counseling 2010). Youth need guidance & support in deciding & working towards successful career. Career programs prepare students for the changing work situation of the 21st century by:

1. through counseling on labor market changes and complexity of the workplace
2. Broadening knowledge base , skills, and abilities
3. Improving decision making skills
4. Increasing self-esteem and motivation
5. Building interpersonal effectiveness
6. Maximizing career opportunities

7. Improving employment marketability and opportunities
8. Promoting effective job placement
9. strengthening employer relations

**Beneficiaries:** Career counseling is offered in various subjects for various jobs

1. Career counseling for Administrators ,
2. Career counseling Disabled ,
3. Career counseling Disadvantaged ,
4. Career counseling Displaced homemakers ,
5. Career counseling Employers ,
6. Career counseling Limited English proficient people ,
7. Career counseling Minorities,
8. Career counseling Parents ,
9. Career counseling School / college dropouts,
10. Career counseling Senior Male and female,
11. Career counseling Single parents ,
12. Career counseling Youth and adults ,

**Universal beneficiaries:** Following are the universal beneficiaries

1. Career resource centers,
2. Community and business organizations,
3. Community colleges,
4. Community-based organizations,
5. Correctional services,
6. Elementary schools ,
7. Employment and placement services
8. Human service agencies,
9. Job consultancies
10. Junior and senior high schools,
11. Skill & aptitude tutorials ,



12. Talent resource management services  
 13. Technical institutes,  
 14. Universities,
- Components of successful career guidance- Components of successful career guidance is shown in table-1

**Table-1**

Outcome oriented Career counseling	through good consultation network
achieving specific competencies Career counseling	through consultation with employers & referral to good employers
adoption of various approaches Career counseling	through outreach programs ,
creating chances for accountability and improvement Career counseling	through follow-up, consultation, referral to good employers
Qualified leadership Career counseling	through designing of new curriculum, capacity building program & formal training
Effective management of Career counseling	through job placement & follow-up action

A successful career guidance it should be outcome oriented as the career guidance team needs to plan the sequence of activities and previous experiences to achieve specific competencies such as self-appraisal, decision making, goal setting, and career planning are needed

1. A successful career guidance team needs to plan programs towards accountability and improvement based on the results & outcomes A continuous evaluation is needed at every step.
2. A successful career guidance team needs to plan programs to train aspirants towards gaining qualified leadership because employers seek leadership qualities in a candidate.
3. A successful career guidance effective management needed to support comprehensive career guidance programs
4. A successful career guidance s team approach where certified counselors are central to the program

5. A successful career guidance adequate facilities, materials, resources
6. A successful career guidance Strong professional development activities so counselors can regularly update their professional knowledge and skills
7. A successful career guidance Different approaches to deliver the program such as outreach, assessment, counseling, curriculum, program and job placement, follow-up, consultation, referral

**The policy implications :** A successful career guidance should ensure qualified leadership and supervision continues expenditures for program support ensures program quality and effectiveness requires career development and activities for special populations promotes counselor training and retraining encourages elimination of sex bias and stereotyping Strengthens tech prep programs through recruitment, retention and placement.



Career counseling opens opportunities for counselors to participate in an education & training system that integrates academic & vocational education to encourages individuals to superior participation in further education by articulating secondary & post-secondary education to refurbish their assurance to serving the most underprivileged classes of society to promote programs outcomes & performance procedures & to respond to business, economic & commercial development Youth need guidance & support in deciding & working towards successful career. It is linked directly with goals wishes to attain that goal considering their specials & aptitudes interests requirements youth should consider their career

### Challenges

1. Students tend to reject the placement offers on personal grounds such as family relationships , financial barriers, etc
2. Students tend to hear to their peers / parents / friends more than the professional counselor
3. Students are more concerned about their career choices hence they tend to listen to their senior friends working in that organization .
4. Students also tend to rely on online career portals as they think career portals offer on hand advice
5. Several web job portals take online assessments & hence now it is easy to students to gain access to career choices
6. Career management competencies have to be built by each student through understanding & identifying his unique strengths,

abilities, interests, aspirations & weaknesses.

Several web portals might also misguide students with abroad jobs / hefty salaries, emoluments & such other big dreams. There is a likelihood that a student might end up with landing in an inferior job than he expected through fake career counselors.

**Conclusion-** effective career counseling thus opens opportunities for career counselors to participate in an education & training system that integrates academic & vocational education to encourage students to get good employment. A profession counselor can design outreach programs with outcomes & performance measures to react to student's personality development as well as career choices. The student generation is facing career instability as they have to defend against global changes & rally themselves to adaptation of career requirements. A good counseling whether inside a college or through a career organization should help the student to develop the best in him.

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