事业导向的课程

事业导向的课程旨在培养未来的商业管理人才，该课程于2014年1月20日获得了大学 Grants 委员会的批准（信函号 No. 4-415/2013 (COC)）。大学 Grants 委员会批准了一次性的种子资金为 700 万卢比，供该课程使用。

此课程提供了一种方法，用来理解和掌握规划、决策、控制、员工配置和组织等基本原理，以及在业务和行业中应用这些原理的新方法。此课程的主要目标是提供扎实的理解，以便在业务和行业中应用基本管理原理。

此课程自2014-15学年开始，现有超过176名学生受益于此课程，通过深入理解管理相关领域的规划、决策、控制、员工配置和组织等。

下表提供了过去五年内参加和完成此课程的学生人数。

<table>
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<tr>
<th>学年</th>
<th>参加人数</th>
<th>完成人数</th>
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<td>2014-15</td>
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课程的课程内容：
Syllabus
For
Career Oriented Programme

Mugberia Gangadhar Mahavidyalaya
Bhupatinagar, Purba Medinipur
West Bengal :: Pin-721401
CAREER ORIENTED PROGRAMME

Career is the course or progress through life. In this definition career is understood to relate to a range of aspects of an individual's life, learning and work. Career is also frequently understood to relate only to the working aspects of an individual's life. A third way in which the term career is used to describe an occupation or a profession that usually involves special training or formal education, and is considered to be a person's lifework. In this case "a career" is seen as a sequence of related jobs usually pursued within a single industry or sector e.g.

"a career as law" or "a career in the building trade". The etymology of the term comes from the Latin word "carrus," which in turn comes from the Latin word (via) "carrus" (track for wheeled vehicles) which originated from the Latin word "carrus" which means "wagon".

By the late 20th century, a wide range of choice (especially in the range of potential profession and more widespread education) had allowed it to become possible to plan (or design) a career: in this respect the careers of the career counselor and of the career adviser have grown up. It is also not uncommon for adults in the late 20th/early 21st century to have dual or multiple careers, either sequentially or concurrently. This professional identities have become hyphenated or pluralized to reflect this shift in work ethic. Economists note this trend generally and more specifically among the "creative class".

Changing occupation is an important aspect of career and career management. Over a lifetime, both the individual and the labour market will change, it is to be expected that many people will change occupations during their lives.

There are a range of different educational, counseling and human resource management interventions that can support individuals to develop and manage their careers. Career support is commonly offered while people are in education, when they are transitioning to the labour market, when they are changing career, during periods of unemployment, and during transition to retirement. Support may be offered by career professionals, other professionals or by non-professionals such as family and friends. Professional career support is sometimes known as "career guidance".
Section B: Essentials of Practical English

1. Interpersonal Communication Skills
2. Business Communication Skills
3. Professional Communication Skills
4. Language of Sales and Marketing
5. Language of Human Resources
6. Language of Finance

Section C: Essentials of Business Management

1. Understanding the Business Environment
2. Principles of Management
3. Functions of Management
4. Organizational Behavior
5. Management Decision Making

Section D: Essentials of Business English

1. Written Business English
2. Oral Business English
3. Business Communication Skills
4. Business Writing Skills
5. Business Letter Writing