COMMERCE - CAREER DEVELOPMENT

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Abstract

In many ways consumers around the world are becoming more alike. As Indian consumers start shopping online with great enthusiasm, it is time to bust a few myths and understand a few simple tips to make online shopping safe and enjoyable. The first myth is that using credit cards online is safe. The reality is that paying by credit card online is safer than using a credit card offline. Most credit card frauds in the world happen because card details get compromised offline. In the online world, credit card information is always submitted directly to a bank and never captured by merchants.

Keywords: consumers, Shopping, Online, credit card.

INTRODUCTION

Career development is essential for implementing career plans. It consist of activities undertaken by the individual employees and the organization to meet career aspirations and job requirements. The most important requirement of career development is that every employee must accept his responsibility for development.

Paramasivan, C. (2015) Education is a light that shows the mankind the right direction to surge. The purpose of education is not just making a student literate but adds rationale thinking, knowledgeable and self sufficiency. When there is a willingness to change, there is hope for progress in any field.

A career development system is a formal, organized, planned effort to achieve a balance between individual career needs and organizational workforce requirements.

"Career development is the total constellation of psychological, sociological, educational, physical, economic and chance factors that combine to influence the nature and significance of work in the total life span of any given individual".

CAREER PLANNING:

Career planning is the process by which one selects goals and the path to these goals. Career programmers should not concentrate only on career growth opportunities. Practically speaking, there may not be enough high level positions to make upward mobility a reality for a large number of employees.

Career planning is not an event or end in itself, but a continuous process of developing human resources for achieving optimum results.

INDIVIDUAL CAREER DEVELOPME

b) Exposure

Career development comes through exposure, which implies becoming known by those who decided promotions, transfers and other career opportunities.

h) Expand ability

Employees who are career conscious must prepare themselves for future opportunities that may come their internally or externally by taking a series of proactive steps (e.g. attending a training programmes, acquiring a degree, updating skills in an area etc.)

ORGANIZATIONAL CAREER DEVELOPMENT

The assistance from managers and HR department is equally important in achieving individual career goals and meeting organizational needs.

a) Self – assessment tools

Here the employees go through a process in which they think through their life roles, interests, skills and work attitudes and preferences. They identify career goals, develop suitable action plans and point out obstacles that come in the way. Two self – assessment tools are quite commonly use in organizations. The first one is called the career – planning workshop. After individuals complete their self – assessments, they share their findings with others in career workshops.

b) Individual Counseling

Employee counseling is a process whereby employees are guided in overcoming performance problems. It is usually done through face – to face meetings between the employee and the counselor or coach.

c) Information Services

Employment opportunities at various levels are made known to employees through information services of various kinds.

- ❖ Job Posting System
- ❖ Skills Inventory
- ❖ Career Ladders and career paths

- ❖ Career resource center

d) Employee assessment programmes

Initially, a new recruit is informed about career policies and procedures of the company. Socialization efforts help the recruit learn about these things quickly.

- ❖ Assessment Centres
- ❖ Psychological Tests
- ❖ Promotability forecasts
- ❖ Succession Planning

e) Career programmes for special groups

In recent years, there is growing evidence regarding dual career families development tensions and frictions owing to their inability to reconcile the differences between family roles and work demands.

METHODS OF TRAINING

I. ON- THE JOB- TRAINING

1. Job rotation:

This training method involves movement of trainee from one job to another gain knowledge and experience from different job assignments. This method helps the trainee understand the problems of other employees.

2.Coaching:

The trainee is placed under a particular supervisor who functions as a coach in training and provides feedback to the trainee. Sometimes the trainee may not get an opportunity to express his ideas.

3. Job instructions:

Also known as step-by-step training in which the trainer explains the way of doing the jobs to the trainee and in case of mistakes, corrects the trainee.

4. Committee assignments:

A group of trainees are asked to solve a given organizational problem by discussing the problem. This helps to improve team work.

5. Internship training:

Under this method, instructions through theoretical and practical aspects are provided to the trainees. Usually, students from the engineering and

commerce colleges receive this type of training for a small stipend.

II. OFF-THE-JOB TRAINING:

The methods of training which are adopted for the development of employees away from the field of the job are known as off-the-job methods.

1. Case study method:

This methods deals with any problem confronted by a business which can be solved by an employee. The trainee is given an opportunity to analyse the case and come out with all possible solutions. This method can enhance analytic and critical thinking of an employee.

2. Incident method:

Incidents are prepared on the basis of actual situations which happened in different organizations and each employee in the training group is asked to make decisions as if it is a real-life situation. Later on, the entire group discusses the incident and takes decisions related to the incident on the basis of individual and group decisions.

3. Role play:

In this case also a problem situation is simulated asking the employee to assume the role of a particular person in the situation. The participant interacts with other participants assuming different roles. The whole play will be recorded and trainee gets an opportunity to examine their own performance.

4. In-basket method:

The employees are given information about an imaginary company, its activities and products, HR employed and all data related to the firm. The trainee (employee under training) has to make notes, delegate tasks and prepare schedules within a specified time. This can develop situational judgments and quick decision making skills of employees.

5. Business games:

This method the trainees are divided into groups and each group has to discuss about various activities and functions of an imaginary organization. They will discuss and decide about various subjects like production, promotion, pricing etc. This gives result in co-operative decision making process.

6. Grid training:

It is a continuous and phased programme lasting for six years. It includes phases of planning development, implementation and evaluation. The grid takes into consideration parameters like concern for people and concern for people.

RESEARCH METHODOLOGY

Objective of the study:

- To study the Socio- demographic characteristics of the respondents.
- To study the working environmental factors of employees in the organization.
- To study the effectiveness of career development programme.
- To study the impact of training and development programme.

Scope of the study:

The present study aims at identifying and classing the factors which leads career development of employee. It also aims to draw a findings regarding the performance and career development of the employees working in Dalmia cement (Bharat) Ltd. Dalmiapuram.

Sampling design:

The researcher has used random sampling method, under probability sampling method for selecting 110 respondent form dalmia cement (Bharat) Ltd. Dalmiapuram.

Period of study:

The data was collected in the month of February 2018 to July 2018.

Methodology:

The data was collected with the help of the structured questionnaire from 110 respondents. The questionnaire was constructed with the relevant questions to study the career development of the employees. The research used percentage analysis and chi-square test.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- ➢ 64% of the respondents are male
- ➢ 36% of the respondents belong to the age group of 20-30 years.
- ➢ 54% of the respondents are married
- ➢ Majority i.e.73% of the respondents are nuclear family
- ➢ 25% of the respondents are qualified upto Higher secondary standard
- ➢ 55% of the respondent's are satisfied with the medical facilities provided by the company
- ➢ 60% of the respondents feel that the working schedule is convenient
- ➢ 64% of the respondents are satisfied about the working environment of the company
- ➢ 72% of the respondents have favourable opinion about the transport facilities provided by the company
- ➢ 55% of the respondents are satisfied about the salary I increment policy of the concern
- ➢ 27% of the respondents feel that the team work of the company is very good, 30% of the respondents say that the career worship is excellent, 30% of the respondents feel that the career counseling is average and 26% of the respondents feel that the training is excellent.
- ➢ 51% of the respondents opinion that the training and development programme improve the career of the workers

SUGGESTION:

To enhance employee's satisfaction level:

- ▪ Proper recognition is to be given to the employees based on their knowledge and experience.
- ▪ Transport facilities are not provided in this organization. If it is provided it will be good to the employees as well as the organization.
- ▪ Promotion policies of this organization must be changed according to the performance of the employees.
- ▪ Motivation by means of incentives and other benefits will enhance the job satisfaction level.

CONCLUSION

"Satisfying a human want is a never ending process". If one desire is satisfied naturally it leads to another and the process goes on. It is common knowledge that without a continuous development of employee's competencies no organization can survive today. In every concern, the employee welfare activities should be affective because at present most of the companies are adopting innovative welfare measures to safeguard and retain employee. In the present unit of study BSNL in Thanjavur branch, the researcher found the respondents expressing consent to career development. If the suggestions offered are implemented it would go a long way in consolidating BSNL.

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