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## *Certified Career Professional (CCP)*

### *Training Prospectus*

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### **Career Education Research & Training Council**

(An apex organisation under section 8 of MCA, Govt of India)

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## The Institute

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Career Education Research & Training Council (CERTC) originated holistic career development and created an innovative methodology that leads to unparalleled results. The Council recognises that authentic and impartial guidance can radically transform the lives of individuals and their communities and provides transformative education as its prime focus. The Council offers specialised training & certification to Career Professionals and those involved in the career development of students and adults. The Council is setup with strategic aims:

- To formulate and implement policies governing the provision of career education and guidance.
- To develop innovative, appropriate and effective methods and materials for career development that enable informed educational, training and occupational choices.
- To provide an interface and vital networking channel with greater collaboration, cooperation and cohesion for a diverse and fragmented community of career guidance professionals.
- To devise and conduct relevant research and to provide a forum for disseminating effectively its findings and coordinating communication with other bodies engaged in similar activities.
- To provide training and continuing education programs for Career Professionals who help people make career decisions with up to date knowledge of career pathways and resultant decision making.

### Career Planning Methodology

1. Self-engaging – involving students to design their career;
2. impartial – not being judgmental or deciding for others but impartially helping students in their decision-making process;
3. Authentic – career education tools and information from original sources;
4. Measurable – career development is measured, compared and analysed;
5. Transparent – all the stakeholders i.e. student, parent, teacher and advisor can share the student's Career Dashboard in real-time.



## Founder & Director

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### Rajendra Pr. Singh

RP is a career educator, founding member and Director of the Council. He is truly passionate about guiding students and adults. He contributes to the career success of thousands of people every year. He originated holistic career education more than forty years ago and created an innovative, evidence-based methodology that leads to unparalleled results.

He strongly believes that career guidance is not theoretically preaching anyone but an impartial, transparent, authentic and measurable process. For this, he has developed an innovative dashboard to manage a person's career from ambition till achievements. The outcome is shared with all the stakeholders i.e. students, parents, teachers and advisors.

RP and his team have developed effective career education tools related to career awareness, aptitude and work attitude assessment, skills evaluation, study management etc. He is the originator of highly acclaimed "Job Planning to Placements" programs. RP has developed a novel approach towards finding jobs at the best possible salary.

He has organised several training programs, seminars and workshops where he has spent countless hours sharing knowledge, skills and motivating the participants to take control of their education, career, professional and personal lives and helping them to achieve their goals.

Under his able guidance, The Council is striving to open Careerlinked Education & Guidance (CEG) Cells in all schools/colleges/institutes/universities throughout India to propagate the activities related to the career management of students & adults.

He has firm belief that the right guidance at the right time improves the chances of success. Systematic presentation of career choices, authentic assessment and impartial education pathways greatly enhance the guidance services.

RP is continuously working towards improving the career education programs and methods to better fit the needs of students and adults with the changing times.



## What is Career Management

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Career Management is defined as the lifelong process of managing learning, work and transitions to move toward your preferred future.

**Lifelong** – career management is not summed up in a single decision. A simplistic view of career management would have a young person decide what to “be” and what education to pursue to achieve that – end of the story.

The real story, however, generally involves multiple chapters, with distinct goals, tasks, outcomes and transitions across the lifespan. In early childhood, career management is largely about exploration, developing a sense of self in the future and expanding horizons for what that future self could encompass. Later in adolescence, career management is about exposure, experience, reflection and the development of personal and employability skills. Throughout adulthood, those skills are refined, expanded and deployed to navigate an ever-changing labour market. The Blueprint for Life/Work Designs articulates the life/work competencies.

**Managing** – career development will happen whether it is managed or not. The question is the extent to which you want to influence your career direction versus leaving it to chance. Current levels of youth unemployment and underemployment, job dissatisfaction and mental health claims in the workplace would suggest that leaving it to chance, more often than not, does not pan out.

**Learning, work and transitions** – career management is the mechanism by which learning (formal and informal), work (paid and unpaid) and the transitions between are navigated.

**Preferred future** – career management is about intentionality. Done well, it ensures that the decisions we make about learning and work are grounded in knowledge of self (personal interests, attributes, values and skills), and knowledge of educational/labour market realities (conditions, finances, prospects, entry requirements, progression and pathways). Done well, it ensures you are prepared for the realities of your choices, have the skills and supports to manage and, importantly, are clear about why the choice is right for you, fuelling your motivation, focus and success. Career management also recognises that both we and our labour market change over time. What we want and what is possible are not static. Whether we are employed with one company long term, pursue entrepreneurial ventures or piece together our living through multiple contracts, project-based and portfolio work, we will need to adjust and adapt, re-conceive and re-create our careers. This demands vigilance and career management and employability skills.



# Training Prospectus

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The Certified Career Professional (CCP) Program is designed to meet the training, certification and standardisation needs of education advisors, career counsellors, human resource management professionals, employment consultants, rehabilitation practitioners and people working in related fields. The Career Professional training and certificate will help you develop the competencies, knowledge, skills and attitudes necessary to work effectively with a diverse client population. You will learn techniques to work with individuals and groups and will develop skills in using assessment tools. labour market trends, career transitions, resource materials and the Indian standards and guidelines are all included in the program content.

## Training as a Certified Career Professional (CCP)

Helping people to discover suitable occupations and to progress in their career is a most satisfying vocation. You may already have some experience of advising students and providing them with information about jobs and educational opportunities. The training programme provides theoretical conception, practical skills and certification necessary to work as a Career Advisor.

### Possible Vocational Outcomes

After completion of the training programme as a Career Management Professional, participants will be competent to perform duties appropriate to the career guidance sector and will be able to be placed in the following roles:

- Education Advisor/Officer in educational and voluntary organisations
- Career Development Officer in the corporate sector
- Careers Adviser in Schools
- Career Counsellor in Colleges/Institutes
- Training and Placement Officer in universities and higher learning centres
- Career Coach and Mentor in private practice
- Career Guidance Professional in training and employment services
- Career Consultant in Human Resource Departments.

### Recognition & Affiliation

The institute and the certification programme are affiliated and recognised by Careerlinked Education Council, New Delhi, which is an apex organisation set up under section 8 of MCA, Government of India.

### Study Mode

Training is offered both face-to-face and online, giving students across India and internationally, as well as those in remote areas, an opportunity to access professional development and skills upgrading. The self-paced online training programme is a convenient way of studying when distance, transport arrangements or work and family commitments make attending classes difficult.

Studying externally has more advantages than disadvantages. You can learn at your own pace, at a time convenient to you. Our experience (which is supported by research) is that external students are usually highly motivated, and achieve better results (on average) than students attending classroom lectures.



## Duration

This is a self-paced training comprising of theory + activity + practical. It depends on an individual student how fast s/he finishes the training. But it should be completed before 4 months from the date of enrolment. Also, students must be prepared to produce the required assignment work throughout the programme. There is one month paid internship after training.

## Eligibility

To get enrolled for the training programme as a Career Professional, you must have:

- Bachelor's Degree (currently pursuing also) / Post Graduation in any relevant subject
- Minimum age 20 years, there is no maximum age limit.

## Entrance Test

This is an online entrance examination for admission to CCP training programme. The duration of the test is 20 minutes and will be conducted online which comprises of 25 multiple-choice questions (MCQs). Passing marks is 40%.

## Enrolment Procedure

You have to submit the following documents either personally or through email (Self-attested scanned/photocopies are required):

- (A) Educational Certificates: 10th class, 12th class, Graduation, other degrees, diploma, certificate (if any).
- (B) Photo Identification / Permanent Address Proof: Any 2 documents  
Passport (first and last page), Valid Driver's License, Aadhar Card, Voter's ID card, PAN card, Ration card, Bank statement, Utility bill in own name/parent's name
- (C) Work Experience Certificates: (if any)
- (D) Photograph: most recent passport size photographs
- (E) Reference: 2 references knowing since (year), name, address, phone number and email ID
- (F) Training Fee: based on your sponsorship status in advance.

The Course Coordinator will receive documents and inform the applicant accordingly.

## Training Fee

The one-to one training (one trainee and one trainer) fee is Rs 36,000 (Rs thirty-six thousand) only), which can be paid in 6 instalments of Rs 6,000/- each. The online test and assessment fee are Rs 600/- per module, total Rs 9,000 for all the 15 modules.

## Fee Concession

If you'll pay training fee in advance then you can avail 50% discount in the training fee and you can pay Rs 18,000/- only.



## Certification as a Career Professional

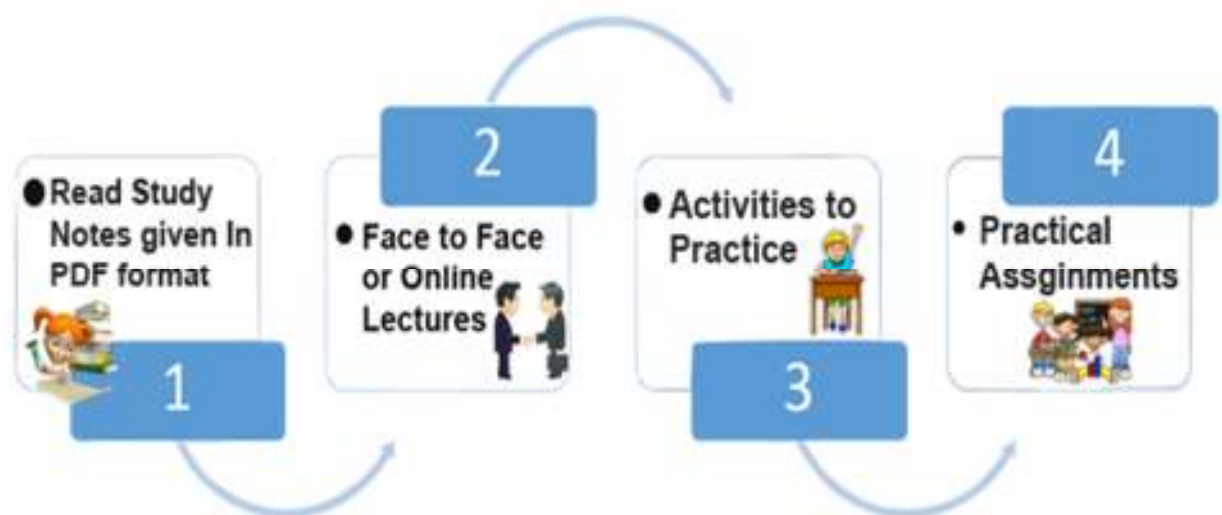
Once the trainee has completed a module, s/he will be informed through training dashboard of the competency for the module. After completion of all the modules, the trainee will be issued the Certification as a Career Professional.

### Programme Modules

The training includes the following 15 units, consisting of Theory (40 marks) supplementary Activities (10 marks) followed by Practical (50 marks) each. Students are required to undertake application-based training within each of the modules.

1. Career Management Practices
2. Career Counselling & Guidance
3. Interactive Learning
4. World of Occupations
5. Psychometric Career Assessment
6. Education in India
7. Employability Skills & Evaluation
8. Career Education in Schools
9. Human Resource Management
10. Job Planning to Placement
11. Virtual Office Work & Team
12. Digital & Social Media
13. Study Abroad
14. Parents as Career Planner
15. Scholarships and Funding

### The training process for each Module



It is expressly stated that the emphasis of the CCP training is practical rather than academic. This does not mean that participants will not be required to make their best efforts to study the modules, but that the overall aim of the course is to produce career practitioners.



## Module Overview

All learning materials used in this course (Study Notes, eBooks, Career Assessment Tools, etc.) are regularly reviewed to ensure that the contents used are up-to-date representing contemporary research and thinking among top professionals in the field. The Council provides basic study materials in pdf format and students are encouraged to explore the syllabus through self-study by collecting materials from the internet and other sources.

### **UNIT - 1. Career Management Practices**

A conceptual foundation including Definitions of basic terms, Descriptions of work activities, and Discussion of the practice of career management.

Planning and process of the meeting and delivery of career development services to clients. Establishing rapport, determining client needs, probing, feedback, case studies and exercises for use with clients.

Providing career guidance services to groups and within organisations is also dealt with in this module.

### **UNIT – 2. Career Counselling & Guidance**

Different forms of communication-related to guidance like: Net Communication (eMailing, Chatting, Presentation); Tele Communication (Making and receiving calls); One-to-one Communication (Students/Parents, Business Meetings); Group Communication (Institutional, Public Address).

Personality Development (Appearance, Confidence building, Body Language).

Generic micro-counselling skills, Sex Education, Problem of Adolescence. This module introduces: Attending, Empathy and Responding, Self-Disclosure, Immediacy, Confrontation, etc.

### **UNIT – 3. Interactive Learning**

Preparing Study notes, Learning Styles, eLearning Production, Instructional design methodology, Interaction with Content Writers.

Giving a demo of Study Organiser tools and creating Study Scheduler, Monitoring and analysing student's progress.

### **UNIT – 4. World of Occupations**

Job fields & Labour Market, Sectors and Industries, Career information compilation and production (pdf/video). Career exploration tool.

Workforce and Unemployment, Future job outlook and employment trends are explored.

### **UNIT – 5. Psychometric Career Assessment**

Introduction to Assessment in career planning. The authenticity of conducting Aptitude, Ability and Attitude Test. Analysis and Reporting of Career Assessment Results.





## **UNIT – 6. Education in India**

The educational system in India: Schools (Primary, Middle, Secondary, +2), General Colleges & Universities, Professional Institutions, Polytechnic/Vocational/Industrial Training, Coaching and other Learning Centres.

Maintaining authentic, up-to-date and impartial educational information, Education & Training Pathways and Students Satisfaction Survey.

## **UNIT – 7. Employability Skills & Evaluation**

Workforce and unemployment, Future job outlook and employment trends are explored.

Skills Development, Evaluation of employability skills.

## **UNIT – 8. Career Education & Guidance in Schools**

Career education facilities in Schools and Higher Learning Institutes, establishing a Career Education & Guidance (CEG) Centre and uses of Occupational and Educational information.

This module includes a discussion of the relationship between subjects and careers.

## **UNIT – 9. Human Resource Management**

Hire-the-best tools, Vacancy procurement, Searching/contacting job seekers, Interviewing/selection procedures, joining formalities, training, mentoring and retention.

## **UNIT – 10. Job Planning to Placement**

Process for selecting the right occupation, Employability Skills, Work Attitude Assessment, Employment Type, Researching Prospective Employers. The client's responsibility for decision making is stressed.

Job search, Resume Writing, Advertising/showcasing in the job market, Job application cover letter, Interview techniques.

Job Mentoring/Shadowing, Internships and Volunteering, Role Models, Career Competencies and Skills Evaluation.

Job Change, Promotion and dealing with job loss related problems.

## **UNIT – 11. Virtual Office Work and Team**

Team Building, Mentoring, Motivation & Problem Solving. Virtual Office Work, Hierarchy, Work reports. Team Lead & Management.

Data mining, Clients References, Lead update & verification, contact log management, Offering Career Education Tools to clients, Ethical standards and practices.

## **UNIT – 12. Digital & Social Media**



Setting up a digital office, Cloud IVR Telephony, creating videos, Podcasting, organising online-meetings, etc., Promotion through digital & social media.

PR using Web media, Facebook, Twitter, LinkedIn, etc., Blogging and Article submission, Groups and Forums, Mobile Apps, etc.

### **UNIT – 13. Study Abroad**

Selecting the right Institutions and courses, Country Comparison, Admission Collaboration.

### **UNIT – 14. Parents as Career Planner**

Career planning and helping children in the family; Discovering a child's direction and a passion; Talking about careers with a child.

Finding help and collaborate with a Career Advisor as a trusted professional.

### **UNIT – 15. Scholarships and Funding**

Scholarships & Funding for study in India and abroad. Career Awareness Programme (CAP), CAP – Contests. Getting funds from financial institutions.

## **Competency-based Training**

The actual competencies that the trainees attained are the benchmarks for assessments. There are activities and practical assignments to be completed for each of the 15 modules.

After completion/submission of the practical assignment, you will receive a Module Assessment Feedback (MAF) in which your Instructor will go into greater detail concerning your performance as it relates to the competencies involved. The MAF report will be updated on the website along with the marks obtained in the online exam.

If you are deemed not to have satisfied with the assessment remarks and marks of a particular practical assignment, you may request that your assignment be assessed by another Instructor (with all comments by the original Instructor removed). If the second Instructor also judges that your MAF shows you are 'Not Competent', you should contact your Course Co-ordinator to allot a fresh Assignment for the same competency; i.e. you do another assignment based on the module.

The purpose of the whole assessment process is to enable Instructors to certify that the trainees have achieved the competency taught in the module and (ultimately) all the competencies taught in the course, and are thereby qualified to deliver career education services to the public.

## **How competencies and training are related**

The Council emphasises that the trainees will only satisfactorily complete the course when they are able (competent) to do (perform) specific tasks as per the fifteen units of competency.

The MAF provides evidence that the participants have achieved the competency and will receive a statement of attainment for that competency. When the trainees have achieved all 15 competencies through assessment, they will be able to receive the Certification as Career Professionals.



## Learning Activities

Learning activities are dependent on the module you have finished and are assigned by your Instructors. It may vary from student to student. To make you understand better here are some examples:

1. Add 5 parents/students in CRM studying in class 7 to 12th standard.
2. Prepare a presentation on “Career by choice, not by chance”.
3. Give a presentation of the Study Organiser tool to 5 parents.
4. Compile Career details as per given format.
5. Prepare a presentation on Psychometric Assessment.
6. Compile and update authentic information (from the original source) of 1 University/Institute.
7. Prepare and give a presentation of Employability Skills before 5 parents/students/job-seekers.
8. Prepare a presentation on “Career Planning from Ambition till Achievement”.
9. Update in HRM details of 2 Employers with their vacancies.
10. Add and verify resumes of 10 job-seekers.
11. Give a presentation to 5 persons on “Be a career professional, guide students”.
12. Write to Government Agencies, Public Representatives about the Council and its activities.
13. Compile information from university/consultant related to study abroad admission.
14. Prepare a video presentation with case studies on impact of career guidance.
15. Compile Study Loan Info from 1 Bank or 1 scholarship available for school/college education.

## Workshop & Seminars

Online meetings, workshops and seminars are organised throughout the programme and students are encouraged to participate. There will be no cost to attend the meetings, however travel, accommodation, etc. are at the expense of the students.

Attendance at seminars/workshops is of course, not essential. However, any such experiences could strengthen your knowledge and skills in career management.

## Practical Assignment

The Council has adopted a competency-based training system to help trainees achieve the practical exposure. Actual assignments are allotted by your Instructor. Some of the examples are:

1. Conduct online CAP-contest of 5 students.
2. Explain career planning process and give presentation of Career-Subject Map + Career Choice tools to 5 parents/students.
3. Give a presentation to 5 parents on “Career Planner Dashboard” and prepare its video.
4. Start preparing study contents of any subject + exam you have good knowledge.
5. Do paid career assessment of 2 students and draw Career Dashboard.
6. Enrol one student for Ensure Career Programme.
7. Conduct Students Satisfaction Survey of 1 institute.
8. Give paid Skills Evaluator tool to 2 students/job-seekers.
9. Organise Career Awareness Programme in 1 school and get review on letter head.
10. Get a review of Hire-the-best tools from 1 HR Manager or Employer.
11. Conduct a presentation of job planning to placement in any 1 Institute.
12. Hire and build a team of Career Professionals.



13. Write a blog on Career Planning and link it with Margdarshak.
14. Compile Study Abroad opportunity info for Indian students in any 1 country.
15. Give a presentation in one Engg/Mgt. Institute for benefits of sponsoring a CAP-contest.

## Test & Assignment Marks

**Online Test:** There will be an online exam at the end of each module.

### Theory

Full Marks: 40 marks

Duration: 15 minutes

Multiple Choice Objective: 20 questions

The result will be updated instantly after finishing the test.

### Supplementary Activity

Full Marks: 10 marks

Passing Marks: 50 per cent (adding both theory + activity)

### Practical Assignment

Full Marks: 50 marks

Passing Marks: 50 per cent

### Important Instructions

- To qualify the module, you have to get minimum 50% marks in each theory + activities (combined) and practical.
- You can clear the modules one by one within 15 weeks, after which a trainee has to take re-admission and the process will start afresh.
- The trainee has to pay Rs 600/- for each attempt of the module test.

**Please note:** Assessment/Test fee once paid is non-refundable; either you have given the test or not. Also, if you have discontinued the training or left unfinished then the training fee paid by you is non-refundable and any request related to refund or adjustment of the fee will not be considered and will be summarily rejected.

## Faculty

Members of our training team are experienced practitioners in the fields they teach. They possess appropriate academic and vocational qualifications. Each member of the team has a strong commitment to the vision and values of the Council.

## Student Service

The Council follows sensible management practices to ensure effective student service. The training coordinator supports the training, administration and control of the module activities and practical



assessments. You are welcome to contact the Course Coordinator by telephone or email, to discuss any difficulty you are having with your training.

### Social Justice

Training is available to a broad client group without any restrictions including age, gender, social category or religion-based discrimination or people with disabilities and from non-English speaking background provided they meet the educational qualification requirements as earlier given in this prospectus.

The curricula will meet in content, methodology, assessment and the learning needs of all participants, as far as it is reasonable and acceptable within the framework of the code of ethics of the Council.

### Professional Membership

All the participants of this training are required to pay an annual membership of the Council, which is an apex professional body of career practitioners in India. All members receive Authorisation Letter, Official ID Card and can participate in professional development programs and meetings of the Council.

### Evaluation of Training

The Council continually invites suggestions and feedback that could lead to improvement of the training programmes and services. Such feedback and suggestions should be in writing and directed to the Course Coordinator.

Trainees will be asked to complete a Training Feedback Form on completion of each module. This evaluation will invite comments on the methodology and relevance of the course and the functioning of the administrative and student support systems during the period of training.

### Privacy Policy

The Council takes every care to protect the personal information we hold. Information is only made available to employees or parties who need access to data for guidance or communicate with the person. These employees are committed to maintaining confidentiality.

### Disclaimer

The Council reserves the right to alter information including requirements and fees and to cancel at any time a program, course, or study option; to change the location and/or term in which a program is offered; to change the program curriculum as necessary to meet current competencies in the job market. Careerlinked Education Council is not a University and so does not award degree/diplomas. Students are accountable for completing any new or additional modules that may result due to changes in the program of study.