

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEOB01 MBM5SEOB01 MFB5SEOB01
Course Title	Coaching and Counselling

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Explain the concepts of coaching and counselling in the work context.
2. Developing a critical understanding of a range of key counselling skills and processes
3. Build on the counselling theories and approaches and apply them in the work context.

Syllabus

Teaching Hours

Unit I: Introduction to Coaching and Counselling <ul style="list-style-type: none"> • Coaching and Counselling – Art or Science • Understanding Coaching and Counselling in the Context of Work Organizations. 	03
Unit II: Coaching: Approaches & Process <ul style="list-style-type: none"> • Approaches to Coaching • Process of Coaching & Counselling • Assessing the Need for Coaching & Counselling • Coaching Methods & Styles • Organizational & Individual Blocks in Coaching • Coaching for Performance Development • Coaching for Skill Acquisition • Coaching for Leadership Development 	12
Unit III: Manager as a Coach <ul style="list-style-type: none"> • Need for Executive Coaching • Coaching and Mentoring on the Job • Cross-Cultural Coaching for Organizational Performance • Roles and Responsibilities of a Coach • Competencies and Skill Requirements for Coaching 	12
Unit IV: Developing a Coaching Organization <ul style="list-style-type: none"> • Developing a Coaching Culture • Developing a Coaching Strategy • Leader’s Role in Developing a Coaching Culture 	03

Suggested Readings:

1. Brown, D., Career Information, Career Counselling and Career Development (The Merrill Counselling). New Delhi: Pearson.
2. Flaherty, J., Coaching: Evoking Excellence in Others. USA-Butterworth-Heinemann.
3. Stone, F.M., Becky Parker, et al. Coaching, Counselling & Mentoring: How to Choose & Use the Right Technique to Boost Employee Performance. Gildan Media, LLC.

w.e.f. Academic Year 2019-20 and onwards