THE RELATIONSHIP BETWEEN SELF-EVALUATION, FEASIBILITY AND EFFECTIVE CAREER PLANNING AMONG COLLEGE STUDENT IN CHINA

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THE RELATIONSHIP BETWEEN SELF-EVALUATION, FEASIBILITY AND EFFECTIVE CAREER PLANNING AMONG COLLEGE STUDENT IN CHINA

A thesis submitted to the Faculty of Business in partial fulfillment of the requirements for the degree of Master of Human Resource Management

Universiti Utara Malaysia

By

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I certify that the substance of this thesis has not already been submitted for any degree and is not currently being submitted for an other degree or qualification.

I certify that any help received in preparing this thesis and all sources used have been acknowledged in this thesis.

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ABSTRACT

The main objective of this study is to examine the relationship between self-evaluation, feasibility and effective career planning among college students in China. The two dimensions which namely self-evaluation and feasibility (independent variables) will be used to measure effective career planning (dependent variables). Beside this study will also try to find out which factor is more important in effective career planning.

In order to attain the objectives, this study will be conducted quantitatively where data will be collected through distribution of questionnaires to 200 college students randomly in a college of China. 192 of returned and usable questionnaires are expected to be used for analysis.

The data will be analyses using Person Correlation to study the relationships between independent variable and dependent variables and also through Reliability Test and Descriptive Analyses. The findings indicated that there were relationships between self-evaluation, feasibility and effective career planning. Further, the findings also revealed that establishment goal is the most important factor contributed to the effective career planning. In conclusion, the study shows that self-evaluation and feasibility being positively correlated to effective career planning.

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ABBREVIATION

Abbreviation	Description of Abbreviation
SPSS	Statistical Package for Social Sciences
MMPI	Minnesota's Multiphasic Pesonality Inventpry

CHAPTER 1

INTRODUCTION

1.1 Introductions to the Study

As the market economy develops, and the enrollment of students into institutions of higher learning continues to expand, employment difficulties of college students become increasingly conspicuous. Although in accordance with state regulations, supply and demand are roughly the same, there are a lot of graduates with high education employed with a low salary, jobs incompatible with the professional school, and graduates who have signed a treaty but not to hillock, and other a lot of hidden unemployment. According to Western economists' view, a country where the unemployment rate is 4.0% to 5.0% has a more practical full employment. The employment of college students manifests that more representatively.

Greenhaus, Callahan and Kaplan (1995) mentioned, a career plan can help an individual in his/her future. Social wisdom assumes that it is better for people to have a career plan to towards which to strive than to flounder in a sea of uncertainty.

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