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Title: Career course, coach, and cohort framework: A design thinking approach to enhance career self-efficacy

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Abstract: Prior studies show students' career self-efficacy (CSE) significantly impacts their employability. This study utilized a design thinking approach to identify various stakeholders and perceived self-efficacy enablers and barriers among MBA students in India. Six student groups participated in the design thinking workshop and collected responses from 125 students. The most important stakeholders, barriers, and enablers of career self-efficacy in different MBA student segments were identified. The 3C (Career Course, Coach, and Cohort) framework of intervention strategies was proposed under the context of the Social Cognitive Career Theory (SCCT). It was conceptualized that these intervention strategies would mediate the association between the learning experience and self-efficacy expectations. This paper has practical implications for management instructors and administrators who can implement the intervention techniques suggested in the study to enhance the CSE of MBA students in their colleges.



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