

A Study Report On Importance of “Campus Placement” – A Boon to Student’s Career



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Abstract:

A study on prevailing unemployment problem refers to a crisis which is unchanged. The measures taken up to overcome the issue always leads to controversies. Our country like India where in there are lakhs of graduates & post graduates pass out each academic year and fall themselves into the category of unemployment leaving a very thin percentage of placements. If the problem prevails there need to be a solution derived, the trend emerged in this process of time is campus placement as a boon to the student segment. Universities and the affiliated colleges initiated this process under training & placement cell to reduce the gap between industry and academics. the industries too has joined hands with university and colleges with special recruitment teams to capture the talents within the student segment. The implementation of CRT campus recruitment training will lead to minimize the unemployment problem to certain extent with never give up attitude and passion towards dream job consistently will provide success as we know the opportunity doesn't knock twice.

Introduction-Unemployment:

(1) Creating new jobs is a crucial task and plays an important role in the economy. Drop in the financial market hits job market and creates unemployment. India has the largest population of youth in the world with about 66% of the population under the age of 35, so impact of declining financial market is the worst in India. Though education level in the recent years has increased but skill development is still a crucial issue. Moreover, poverty, limited access to skill based education, work experience are some of the major factors that lead to unemployment and underemployment.

During recession, job freezing is the most common occurrence done by hiring companies. Under such circumstances there is a greater degree of unemployment

Objective of campus placements:

The major objective of campus placement is to identify the talented and qualified professionals before they complete their education. This process reduces the time for an industry to pick the candidates according to their need. It is a cumbersome activity and hence majority of the companies find it difficult to trace the right talent. Many students do not understand the importance of placement training that is being imparted, whether it is aptitude training or soft skills. They show the least interest in this due to various factors viz., projects, assignments or more of activities loaded by the colleges as part of their curriculum thinking that it is not useful. It is the responsibility of the companies training on placement to make the students equipped on all aspects of career development along with creating a very good impact in them which makes them feel every minute they spend in the placement training session is worth being there and will help them in getting placed in their dream companies.

Features of the campus placements:

- The drive initiates to recruit the fresher's.
- Direct recruitment team involving and issuing offer letters
- Competitive atmosphere created among talented
- Offers training on prescribed domain.
- JP (Job Profile) & JD (Job Description) are clearly made understood during the company talk through Presentation.

Types of campus placement:

There are two types of campus placement. They are on-campus and off-campus

Pool Campus:

This job placement program is conducted within a group of colleges. And in this job is given as an off campus placement. This job placement program is for students from other institutions. This program will be conducted in a common place (it may be in a college or in some public place) where students from different colleges will take part.

Project Placement:

Companies recruit students to do their academic project in the interiors industrial environment.

Student Internship Placement:

Companies recruit the students as interns. Internship will be during their student is out

Campus placements Procedure: Pre-Placement Talk:

A presentation about the company will be made during the pre-placement talk. Basically the presentation includes the information like selection procedure, company's milestones, organizational achievements, candidate scope of improvement within the organization if selected, salary, employment benefits. Usually this presentation will end up with question and answer session, students given chance to ask questions about.

Educational qualification:

Companies who are interested in campus visit for recruitment purpose will have specific qualification criteria. Qualification criteria include marks or grade range, specific program. Basically company go for specific professional like MCA, MBA to recruit those people because their qualification suitable for their criteria.

Written Test:

Qualified students will undergo a test.

This is usually a simple aptitude test but depending on company and the position looking for, the difficulty level of the test may be at the higher side.

Group discussion:

Most of the companies will have this round as a filtering round. This round may or may not be conducted. A common topic is placed before the group and a formal discussion or knowledge sharing is expected by the judge. Purpose of this round is to check communication skills, etiquette of person, listening ability, convincing power, group leadership, leader or follower and many more thing are evaluated on the basis of requirement or the particular intention of organisation or company. It is very important to keep yourself updated with latest news and discussion topics for appearing in GD round.

Technical Interview:

Based on outcome of above said process, students will further undergo a round called technical round. This round evaluates the technical ability of the student. In most of the cases this will be an individual round but it may be grouped with the formal interview.

Formal interview:

Final round of the selection process, where the student's stability and his confidence level towards the particular work will be evaluated. The interview focuses on overall personality of the candidate. The more practical application knowledge a candidate has, the more chances of their selection increase. So having worked on projects in the industry, internships in relevant companies and industry visits to brands in the same sector will enhance a candidate's chance of selection.

Post-Placement Talk:

Once the student is selected, he will be given an offer letter. Company's executive may provide guidelines about joining procedure and other prerequisites if needed.

Objective of the study:

- The impact of campus placements on the growing unemployment.

- How campus placement works with a perspective to hunt for talent within the student segment.
- What are the preparation measures to be taken by students to get succeed?

Company's perspective:

- Time bond is the main key factor
- Selection can be done on basis with internship, probation, and regular.
- Young talent acquisition.
- Cost effective
- Direct approach, no involvement of job portals, consultants.

Student's perspective:

- Opportunities at door step.
- Visit of dream companies.
- Job offer letter before course completion.
- Get rid of gullible job consultants.
- Hassle free process focusing right job at right time.

There are more advantages rather than disadvantages with campus based recruitment.

Advantages:

- Explore the skill based technical and non technical talents
- Exposure to MNC's based online aptitude test formats, Group Discussions, Technical and HR rounds.
- No back entry fake promises.
- Direct contact with special recruitment teams.
- Immediate selections
- Attractive salary packages as a fresher.
- Standard benefits and other emoluments on par with MNC's.
- Onsite Training benefits with regards to the working domains.

News Inputs:

(2)1000 students get jobs in 10 days at IIT Kharagpur December 11, 2015 | PTI

KOLKATA: A record number of over 1000 IIT Kharagpur students have bagged lucrative jobs in just ten days of the first phase of placement season, officials said

today. The total number of offers extended has crossed 1100 across engineering, management and human resources departments ever since placements began on December 1. "We took 20 days to hit this milestone last year.

IIT-Indore student gets Rs 1.7 crore job offer from Google:

INDORE: A 21-year-old B Tech student of IIT Indore has bagged a job with Google at an annual salary package of Rs 1.7 crore, one of the highest packages offered by the US-based internet giant during campus placements at the premier institutes. Gaurav Agarwal, a student of B Tech final year in Computer Science and Engineering, has accepted the attractive offer made by Google,

CoCubes: Helping colleges connect with corporates for placements:

Placement officers at the top ranking engineering colleges and MBA institutes have it easy. All companies want to come to their campus to hire. For the not so known colleges in small cities, getting companies for campus placements is a tough task. Two engineering graduates though are trying to help these colleges and companies connect with each other through CoCubes.com.

Facebook interviews IITians via Skype, placements:

CHENNAI: Campus placements across the seven older Indian Institutes of Technology got off to a colorful start on Wednesday. The highlight of this placement season was at the IIT Madras, where for the first time hiring went high-tech with the popular social networking site Facebook conducting interviews for short-listed students via Skype, the Internet voice protocol service. Online job portals which are helping to minimize the gap between the industry and job seekers by posting the requirements and profiles, to name few, we have www.naukri.com, www.monster.com, www.timesjobs.com etc....

Disadvantages:

- Huge turn outs when it is off campus drives.
- Restricted to 2 -3 drives after placed.

Campus placements surely one of the solutions to unemployment.

When there is huge fall out of jobs and skilled people, we need to assume that where we are standing today, the survival for the fittest is been existing. When we are in search of jobs through some medium like job sites, consultants and walk in etc... there is every possibility that our skill will not be recognized and we bound to stress ourselves. When we get faked through back door entry promises or been duped with false offer letters etc, we end up with disgusting situations. Getting placed on right time after completion of studies will lead us further to match up the market requirements, if we are left behind we become the part of spam. During all these above constraints we need to put up a positive mind frame about the campus placements.

The opportunity when strikes its way we need to avail without any excuses. The main concept of campus placement revolves round the talent hunt, the student need to pull up their socks and gear up for the challenge. CBT (Computer based Test) must be practiced from the beginning on lines with company standards, comprising aptitude and technical knowledge. CRT (Campus Recruitment Training) has also been mushrooming from expert trainers for long term and short term. Develop good content and communication during the rounds like self introduction, GD, JAM sessions. Balancing both technical and non technical knowledge together. Be confident, composed, and be at your best with positive attitude since it alone drives you ahead.

Pre Placement DO LIST:

- Know your Skills
- Build a resume
- Know the Job description
- Know the opportunities
- Practice mock-interviewing
- Practice for written tests
- List topics for group discussions
- Know profiles of companies and industries
- Get a set of formals
- File all certificates

Conclusion Statement:

This is more important than it seems.

After all, how can you give a winning performance if you do not enjoy it? People invariably do much better in the interviews they enjoy while messing up the ones they are too 'psyched up' about. Just before the interview, think of your past successes and achievements. Get into a positive, confident mood. Now's not the time to remember the weaknesses in your preparation and go, Campus placements can be one's ticket to a great future. Plan well, prepare hard and be positive.

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