

Scenarios in Campus Placements of Professional Colleges

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Research Methodology

We have written this report based on our own personal experiences during the campus placement drives that we have completed in our respective institutions. This research is completely based on the live situations that we have faced during various campus placement drives, our interactions with the HR's of the visiting organizations and behavior of students at the time of interviews.

Introduction

Campus Placement is a scenario wherein Higher Educational Institutions invite industries and people from corporate world to take interview of the students who are about to finish their course very soon and are ready to join job market. Organizations are invited depending upon the courses that the students are pursuing and also according to the kind of employees industries want to take. Companies hire students on the basis of their performance in the face-to-face interview, group discussions or written test, whatever may be the hiring criteria of the company and offer letters are given to the selected students. A date is decided by the hiring organization when selected students must visit the company's office with the offer letter and other necessary documents as desired by the hiring organization, where students get their final joining letter, which is a detailed document specifying the designation, job profile, salary structure and other organizational policies which the hired candidates must follow.

As per our practical experiences, we have observed following trends in Placements which are extremely harmful in reference to career building and professional growth of the students of higher education institutions.

1. Students are not participating in Campus Placement Drives.

2. Students are not joining organizations even after selection.
3. Students leaving the organizations after 15 or 20 days of joining.
4. Students have misconception related to the package which the companies are offering to fresher.
5. Students are disconnecting the calls and moving out of online interviews without intimation.
6. Students are not coming on time for Campus Placement
7. Students are not bringing necessary documents at the time of campus placement drive.

Now let us explore all the above 7 cases related to Campus Placement Drives in more detail:-

1. Students are not participating in Campus Placement Drives

Students do not participate in placement drives because they know they will not be able to qualify the interview.

There are two simple reasons behind this;

- a) Students have no thorough knowledge of their subjects.
- b) Students have bad English Speaking Skills.

Reason a)

Students do not know their subjects because they do not study from the point of view of gaining knowledge but only from the point of view of qualifying the examination. They also have this misconception that if the questions scores high marks, they have to fill the sheets illogically so the answer looks big. Due to this mentality, going back to home from college, students do not study thoroughly. They start studying seriously only one or 2 days prior to the actual date of examination. That is the reason they have lack of proper knowledge and hence they are



sure that they will not qualify campus placement interview.

Reason b)

Without good command over English, most of the companies do not hire the students. English is the language of corporate world. A fresher student must be able to read, write & speak English properly, only then his selection in any organization will be possible. After we join corporate sector, from writing mail to writing project reports, from speaking in a meeting to speaking to a foreign client, English is required everywhere. That is the reason that along with subjective tests, Group Discussion is also a criterion of hiring during campus placement interviews. Due to lack of English Speaking Skills, students are not able to qualify these rounds and they get rejected.

2. Students are not joining organizations even after selection

Sometimes even those students do not join the organizations that are able to qualify the campus placement interview. It is because they have a fear in their hearts of leaving the comfort zone of their home and moving into a different world where everything will be new and there will be huge responsibilities because now they will be considered as working professionals. Sometimes when they do not join and the Placement Team asks them the reason behind it they give lame excuse, "Sir/Mam we just wanted to test our knowledge by participating. Next time, if we qualify, we will definitely join." But in reality, it never happens. In next placement drive also the students show the same careless attitude.

3. Students leaving the organization within 10-15 days of joining

This is also a very common case because as students in colleges and universities, children just enjoy their lives. They study thoroughly also but there is nothing like work pressure and meeting the deadlines. In colleges, they study, they play, they enjoy with friend and

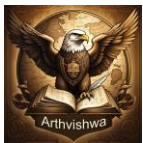
they participate in sports & other co-curricular activities and many other things.

But as they join an organization, the scenario is entirely different. They have to participate in grooming sessions as they are fresher's and the organizations want them to learn more and more. They have to accomplish their official responsibilities on time; they have to be on time in office every day, otherwise the boss will be angry and their daily official work will also lag behind. In organizations, they have to work for 8-9 hours consistently. Due to this sudden transformation from college life to corporate life, most of the students don't feel comfortable and they leave their jobs. Due to this unprofessional attitude, the hiring organization contacts the Placement Cell of the college of that employee and says that, "Your students are unprofessional. Never again in future we will hire candidates from your college." One wrong act of the students is defaming their entire institution and also creating a roadblock in proper placements of their junior batches.

4. Students have misconception related to the salary package which the companies are offering to fresher

There is a huge misconception in our Indian society that if somebody is getting hired directly from college, that person gets higher salary package. Now some industries do give higher salary package to fresher but not all. This is a huge misconception in our Indian society. And the show-off culture in Indian communities is that main reason behind it. Due to this show off culture, the people whose children get selected on a monthly salary of R. 15,000 as fresher, they circulate fake information among their friends and relatives that their child got selected on a monthly salary of 30,000 per month.

Now most of the Business Process Outsourcing organizations do give handsome salaries even to fresher, but not all the organizations. And why any organization



will give you higher salaries as fresher when it is knowing that whatever knowledge you are having it is only bookish knowledge and the real practical knowledge you will gain only after joining the organization.

In most of the cases it also happens that after taking the interview when the HR asks the candidate, “What is your salary expectation?”, the students illogically say, “Rs.40,000 per month.” To this, the HR says, “Sorry you are fresher and we give only Rs.15,000 per month to our new employees”. Listening to this statement of the HR, it has been reported, that sometimes students bluntly say, “This little amount of money our parents can also give us. Why should I join your organization?” This is the level of insanity students are showing in campus placement drives and are getting rejected.

5. Students are disconnecting the calls and moving out of online interviews without intimation.

Sometimes, when the colleges are far away from the Hiring Organization, the hiring organizations conduct initial screening round through telephone. It also happens that to cut down travel cost and other unnecessary expenses, companies conduct interviews in online mode through Zoom, Google Meet and many such apps.

During such interviews, if the participating candidates are not able to answer the question of the HR or they are not able to reply in English, they disconnect the call without intimating. This illogical gesture irritates the HR and it is possible that the frustrated HR may cancel the placement drive for all the participants and he should never visit the same institution again for campus placements. One wrong act of some student not only creates a roadblock in hiring of other students but also eliminates the chances of further placements in the institution.

Students should also keep this thing in their mind that corporate organizations are interconnected because same employees

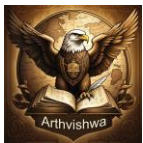
keep changing multiple organizations. One wrong act of students during campus interviews will not only lead to their non-hiring in the organization that has come for placement, but also in many other organizations.

6. Students are not coming on time for Campus Placements

It is very common scenario that before coming for the Campus Placement, the HR of the hiring organization gives the date and time of his arrival well in advance. All the details of how the interview will happen and at what time the students have to report to the college campus, all these things the HR explains few days prior to the actual date of campus placement drive.

But still most of the times the students don't come on-time to the interview venue. Professionally, students must be there in the college campus 1 hour prior to the HR's arrival so that they can sit comfortably and arrange their necessary documents in proper manner. It is also necessary because before starting the interview process, the HR briefs the students about his organization, the job profile, working hours, organizational work culture, official holidays and the salary package. Sometimes HR's use Power Point presentations to explain these things and being in those presentations is very essential for the participating students.

But in certain scenarios it has been reported that the students came to the campus after the placement drive was over. When asked, they said that they live far away from college location. This behavior of students frustrates the HR. If the students are living far away from college, it is their moral responsibility that if they seriously need jobs, they must arrive one day prior to the city where their college is situated, take a room on rent for a day or stay in some close friends or relative's home, make themselves comfortable, study crucial concepts of their subjects and come prepared for the interview the next day. It is



essential because campus placement is a golden job opportunity that will make you financially independent if you qualify the interview and will also uplift your image in society.

If you don't come on time, the HR will think that you will show the same non-punctual attitude even after joining the organization and will not hire you.

7. Students are not bringing necessary documents at the time of campus placement drive

Sometimes the HR's of the organization prefer that the students should only bring their resumes during interview and sometimes the HR's say that they should bring the photocopies of their educational documents as well. Now it is the responsibility of the participating students that they should manage these things well in advance.

But most of the time during placement drives it happens that students come bare hand and start getting their documents photo stated at the time of campus placement drive. When the HR calls them one by one, he observes that they have gone to some nearby Photostat shop. The HR feels the students who are not having this decency that they should come with all necessary documents in advance, how will they work sincerely if they get hires in the organization. HR's, most of the time, out of frustration, don't take interviews of such candidates.

The HR's Reputation is at stake

The HR's who come to take interviews of the students of the professional colleges; their reputation is also at stake. They travel a long distance just to hire a sincere, knowledgeable and disciplined fresher candidate who can work sincerely for the progress of their organization. If students did not get select due to lack of knowledge, bad English Speaking Skills, bad dressing sense, unprofessional behavior or any other reason, the HR's reputation will be gone in his

organization. Since the higher authorities of the organization do not know the students of the colleges, they will have a misconception that they invested so much money for visiting some college and the HR was not able to hire few good candidates from a huge crowd.

Importance of Time, Money & Arrangements

Campus Placement drive is the most crucial event for any higher educational institution. When it is confirmed that on a particular date some HR is going to visit some college or university, preparation for HR's arrival start from few days prior to the actual date of campus placement drive. Banners are prepared displaying the date of the campus placement drive and the name of the organization along with the logos and sometimes the picture of the respected person from the industry who will take the interview. Seminar hall is cleaned and proper seating arrangements are made along with the mike, sound system & power point projectors as the visiting organizations brief the participating students about their industry through Power Point Presentations. Some momentum or token of gift is also presented to the HR on his/her arrival by the Placement Officer and the entire placement team. If the HR is coming from some far away city, travel expenses of the HR are also managed by the college or university which is inviting the HR for campus placement of their students. In accordance with the time when the HR is arriving in the institution, college authority manages breakfast, lunch, dinner and other essential snacks also for the visiting HR. To conduct the Placement Tests as per the requirement of the visiting organization, Computer Programming Labs with essential software, Online Tests equipments, Videoconferencing Monitoring by other senior managers of the visiting organization and many other software and hardware are arranged in advance by the college authority before the arrival of the HR of the organization so that Placement Drive can



happen successfully and as per expectations of the visiting organization.

If college authority is doing so much just to ensure professional settlement of their students in great organizations, it is moral and ethical responsibility of students to study properly and try their best to get selected in placement drives.

Suggestions and Recommendations

Campus Placements are golden job opportunities for students of professional colleges where industries are visiting and taking their interviews in the comfort zone of their own institution. The offer letter is handed over there and then to the student who qualifies the campus placement drive. What else can be the best gift for the person who is about to finish his/her graduation/PG very soon and he/she already has a job offer in hand? Life is well settled.

Students must understand the value of this gift and study their subjects thoroughly on daily basis. They should never miss any lecture, lab or seminar in their college as these are the only methods of gaining knowledge about the subjects they are studying and what is going on in real life corporate world, which will help them in qualifying placement drives. Along with core subjects they should try their best to improve their English Speaking skills because hiring HR's primarily focus is on this as English is the Language of Corporate. For that, they should read English Newspaper and books daily, listen to English Motivation Speakers and English News Anchors daily. They should learn some text in English and speak in front of mirror daily. While speaking, they should record their voice and compare it with good motivational speakers and improve themselves. If students start following above crucial methods on daily basis, only then the placement count of colleges and universities can increase.

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