

Significance of Campus Placement Drive in Engineering & Management Institutions

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Abstract— The technological problems faced by modern society are quite complex and it is the duty of the engineers to provide appropriate solutions. This solution providing makes engineering a fascinating field of study and will provide engineers with a wonderful opportunity to make a difference in the society. To be successful, engineering students must become skilled in basic engineering principles and practices, be trained to think analytically, learn how to communicate effectively, and work in multidisciplinary teams. Students often have misconceptions about a career in engineering. Engineering education requires a transformation to meet the needs of employers, the challenges facing the profession and the community as a consequence of the rapid development of technology, the demands of large and complex projects and the need for socially responsible multidisciplinary innovation. A bachelor's degree in engineering opens the door to several professional careers and exciting higher study options. In today's high-tech world, an engineering degree is a great foundation for careers in traditional engineering fields as well as careers in management, sales, government, medicine, research, law, teaching, and many more.

Index Terms— Management, Campus placement, Career, Engineering education, Communication skills

Broad Area: Management

I. INTRODUCTION

Building long-term brand awareness

On-campus recruiting is also an important tool for promoting your brand. Many of your potential future hires will be first exposed to your company on their college campus. Even if they aren't hired directly out of school, these students and recent grads will remember your company as they continue their career path, and will keep it in mind in the future. In other words, some of your most talented employees of tomorrow are on campus right now, potentially unaware of your organization's existence. A successful campus recruitment strategy will change that.

Most of you are undergoing professional courses like B.E./B-Tech, MCA and MBA. In this competitive world, these professional courses are looked upon as an assurance of getting a good job. These courses provide opportunities to participate in campus placement drives. Nowadays, companies conducting placement drive are willing to take all the skilled and talented students at first hand. So, they generally visit the campus at the earliest to select skilled students. However, most of the students don't have the

exposure and experience of campus placement drive and the bound to feel nervous. We bring you some important tips that you should keep in mind during a campus placement drive.

They often underestimate the amount of report writing involved; they underestimate the importance of communication and negotiation, they don't realize the amount of responsibility that they are likely to have, and the extent to which they will have to use their own judgment, and make their own decisions, rather than just doing what they are told. Engineering involves imagination and innovation.

Engineering graduates have a very good chance of being employed compared to other professions. Though the job environment is highly competitive, there are real skill shortages in engineering. To get placed during the campus placements, students should be well prepared beforehand by developing certain qualities as envisaged here.

Today's corporate needs thinking, flexible, proactive workers. They need creative problem solvers, workers smart and skilled enough to move with new technologies and with the ever-changing competitive environment They need workers accustomed to collaborate with co-workers to participate in quality circles, to deal with people high and low. Communication skills and people skills should be the necessary skills of the modern workers.

If you want to be the best, then you can only be the best through your own efforts, hard work and creativity. Don't believe in the concept "My teachers know everything I need to know to be an engineer. Their job is to tell it to me in lectures, and my job is to soak it up and then repeat it on exams. If I can do that, I've learned it."

That approach may have worked in your qualifying examination but it begins to fail in college, and once you get into the class or research lab, it stops working completely. Out there, there are no professors, lectures, or texts with worked-out examples, and the problems don't come neatly packaged with all the information needed to solve them.

II. MAJOR FUNCTIONS OF PLACEMENT OFFICE:

Following subsections are need for campus placement:

Conducting Campus Interviews

- Industry Institute-Interaction Meet
- Arranging Off-campus Interviews
- Organizing Personality Development Programs
- Arranging Industrial Visits and Guest Lectures
- To establish an Entrepreneurship Development Center to transform the Job Seekers into Job-Givers.
- To invite dialogue with various corporate sectors to explore the common areas of interest to sign MOUs
- Organizing the Alumni Meet.

III. SIGNIFICANCE OF CURRICULUM VITAE

Curriculum Vitae (CV) is your first impression before the recruiters during a campus placement drive. You must have a fresh CV for every campus placement drive as different recruiters has different requirements. Your CV should highlight your strength and all the strong points effectively and make it at most of two pages.

STEPS

- **Involvement in various projects:** Participate in every experimental and hands on learning opportunity that is allowed in the schedule. This will enable you to show something to the prospective employer while others will be able to list down only the courses they have studied. Additionally, you will be employing the theories which you have studied and by doing practicals will retain that knowledge. Also, such activities will boost your communication and interpersonal skills.
- **Work as a team as much as you can rather than alone:** Whether doing practicals or mini projects, participating in sports or arts, get involved with the team to produce great results. The experiences which you acquire during your college days will enable you to lead the teams when you graduate.
- **Understand the importance of networking:** Attend as many lectures in the form of seminars, conferences and so on in your campus and outside. Try to get introduced to the speakers. Also try to contact with the alumni of your college and gather as much information as possible. You may contact by using the latest technologies, but at the same time remember that there is no substitute for face to face meeting.
- **Take leadership roles:** Engineers are always leaders. Whether you are officially a leader of a team or not, but you can lead from any position by influencing people by way of your creative comments, and your attitude to towards the situation.
- **Find your flaws and fix them:** Listen to the feedback about you from your friends, team members, teachers and so on on how people view you and improve your skills including communication and leadership. Also, you have to accept constructive criticism.

IV. IMPORTANCE OF HR

Some textbooks try to clarify difficult material by giving practical illustrations and explanations. Check out those parts of your text if you're having trouble rather than just searching for solved examples that look like homework problems. Read everything in your library and everything else that you can get your hands on related to your course work.

This is the first and foremost thing to do during campus placement drive. You should never miss Company's pre-placement talks and presentations. The reason you attend these sessions because most of the times questions in HR interview are asked directly from what was conveyed during company's pre-placement talk during campus placement drive. It gives you a background of what company is doing, domain in which company is working and most important,

technology that company is working on. This helps you in identifying if this is the right company for you.

The best way to retain your knowledge is through practical experience so intern during the summer at every opportunity. Prospective employers love new undergraduates with practical experiences. Also, try to build your portfolio of projects along the way! Interning will also help you prepare for the new semester!

In addition one has to make the vacations productive by way of doing internship whether it is included in the syllabus or not which will give a feel of what an industry is. A positive attitude is the key to success. Though there is incompetence, but the attitude can change a lot. Accept right ideas and reject wrong ones no matter their source.

On-campus recruiting can create a pipeline of interns, co-op students, and entry-level hires that will help grow your company. It can also improve retention rates, an increasingly important benefit as employees are switching careers more frequently than ever before, averaging three years with one employer (it's even less for millennials).

"More and more companies are realizing the necessity for a solid campus recruitment strategy," says Marsha Forde, director of human resources at Workopolis. "Apart from getting a leg up on changing demographics, campus recruiting allows you to engage with emerging talent, right on their own turf. This can be invaluable to your company's future, providing key intel for recruiting and marketing initiatives, among others."

CONCLUSIONS

Essentially, it is important to understand that engineers don't just work with machines, buildings, designs or circuit boards, and engineering doesn't only require a good understanding of science and mathematics. Engineering needs to be understood in the context of its role in society, and your role as an engineer has to be understood in the context of your work within a company, and ultimately within society.

The points coming, Why organization place importance to Campus Recruitment are

1. Get the best lot of fresh blood from the reputed Institutions.
2. Where organisation shall nurture their required Culture.
3. Build brand image of the organisation.
4. Avoid bad recruitment due to local environmental impact
5. Build organisation's pipe line filled to counter unwarrented attrition & plan for succesion.
6. Aim to develop future leadership

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