

IMPACT OF CAMPUS PLACEMENT ON STUDENTS

Aakriti Sharma

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Abstract - Campus placement is a process in which the corporate industries recruit the students from there universities or institutions. It is done by the companies to hire a new and great talent which will help the companies to grow. In this research I have analyzed the impact of benefits and packages given by the companies to the students and how their decision for choosing a particular company or not is defined. As some students go for the campus placements by seeing the role they are giving and what will they get from the company after giving their 100% to the company. I have done analysis by taking their reviews of the students who are placed in the companies and who are going for the placement drives, that what factor affects them the most while choosing a company. As some companies are very reputed in the corporate world and some of them are the startups only. The decision to go with less salary and good brand name are also there and some students only go with the roles and salary offered by them according to their needs and requirements. Campus placement plays a crucial role in the life of the students as some of them are starting there corporate life and some are experienced also. The basic things which they learn from their first job are followed by the students in their whole life. Analysis is done by taking reviews from candidates.

Key Words: job offers, benefits, campus placements, campus recruitments, pay packages, roles

1. INTRODUCTION

Campus Placement places a crucial role in the life of the students who are entering to the corporate world for the first time. As there are many universities who offer campus placements to the students for making their career and grow themselves according to the time and needs. As it will the students to get employed after completing their degree. The educational institutions also make good advertisements and branding so that corporate companies get attracted towards the institutions and they should hire candidates for the company. The companies and institutions have a collaboration which helps the company to hire a good talent and to the institutions also

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taking their reviews of the students who are placed in the companies and who are going for the placement drives, that what factor affects them the most while choosing a company. As some companies are very reputed in the corporate world and some of them are the startups only. The decision to go with less salary and good brand name are also there and some students only go with the roles and salary offered by them according to their needs and requirements. Campus placement plays a crucial role in the life of the students as some of them are starting there corporate life and some are experienced also.

The basic things which they learn from their first job are followed by the students in their whole life. Analysis is done by taking reviews from candidates.

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, as it helps to make a reputation and standard which helps the institutions to grow as more and more students will take admissions.

The impact on students about campus placement is categorized mainly into 3 categories:

PAY PACKAGE OFFERED BY COMPANY (CTC)
ROLE, POSITION
BENEFITS COMPANY IS GIVING TO EMPLOYEES

LITERATURE REVIEW

Mostly used classification in career choice studies is three-dimensional framework by Carpenter and Foster (1977) and Beyon et al. (1998). They are: Intrinsic (interest in job, personally satisfying work, Extrinsic (availability of jobs, well paying occupations); and Interpersonal (influence of parents and significant others)

On campus: Recruitment and education (MAGGIE KOERTH. CONTRIBUTOR WRITER) In order to recruit the best candidates, organization require understanding why young candidates are going into a particular course. In today's scenario, students learn in a much casual manner. They rely on the computers and calculators. When they want to know something they simply search it on GOOGLE. Interaction between the organizations and students provide benefits beyond simple theoretical experiences.

College recruitment by large organization: includes evaluation, practice and research methodology (

Sara L. Rynes, John W. Boudreau NEW YORK STATE SCHOOL OF INDUSTRIAL AND LABOR RELATIONS CORNELL UNIVERSITY) A survey regarding a broad set of college recruiting practices and college recruiting effective measures is done. It has revealed that there are differences between the characteristics of organization, there recruiting practices and effectiveness. Methodological limitations are also noted by the organization.

OBJECTIVES OF STUDY

- To know the importance of campus placements
- To know the preferences of candidates according to their interest.
- To know the impact of other benefits (insurance, gratuity, expenses etc.) on candidates for choosing a company and expectations of candidates
- To know the role of college or universities in placing the student in company

SAMPLING TECHNIQUE

In this study, I have chosen **Non-Probability Sampling** Sampling:

- Sampling design: non-probability sampling.
- Sampling technique: **convenience sampling**
- Sample unit: Age group of 18 – 45
- Sample size: 55 in total
- Major area of study: Chandigarh, Haryana, Punjab

ANALYSIS AND INTERPRETATION

1. STREAM/ DISCIPLINE OF STUDY

Table 1

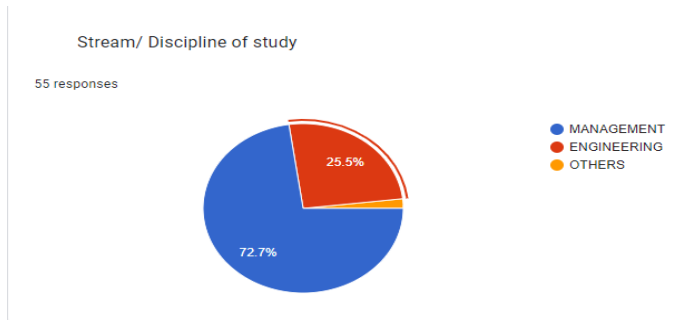


Figure1.

Interpretation-

The students who filled their responses are maximum from the field of Management i.e, 72.7% and from engineering field 25.5% and others is nearly about 1.2%. From the responses collected it can be analysed that the candidates which are appearing for campus placements are more interested in the management field and are more interested in business and management profiles.

2. ANALYSIS OF GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	38	69.1%
FEMALE	17	30.9%
OTHER	0	0%
TOTAL	55	100%

Table 2

DISCIPLINE OF STUDY	NO. OF RESPONDENTS	PERCENTAGE
MANAGEMENT	40	72.7%
ENGINEERING	14	25.5%
OTHERS	1	1.2%
TOTAL	55	100%

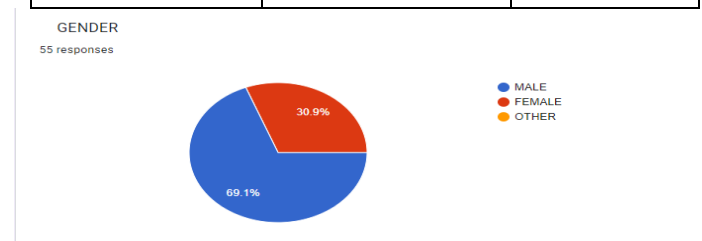


Figure2.

Interpretation-

The no. of male candidates which are interested in campus placements are more than females, which describes that some female candidates don't go for the campus placements due to the kind of job position the company is offering. Male candidates are 69.1% and female candidates are 30.9%

3. AGE OF RESPONDENTS

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
18-25	45	74.5%
26-35	10	21.6%
35-45	2	3.9%
ABOVE 45	0	0%

Table 3

AGE

55 responses

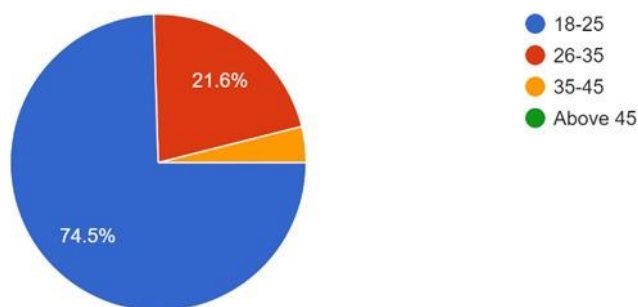


Figure3.

5. PROJECT/ ASSISGNMENT COLLABORATION

ANY PLAN OF DOING PROJECT WITH ORGANISATIONS	RESPONSES	PERCENTAGE
YES	12	32.7%
NO	25	45.5%
MAYBE	18	21.8%
TOTAL	55	100%

Table 5

Interpretation-

The age group of candidates who are respondents are maximum from 18-25 years old which means that candidates while completing there studies are opting for campus placements and starting their corporate journey.

4. TYPE OF INSTITUTE

Table 4

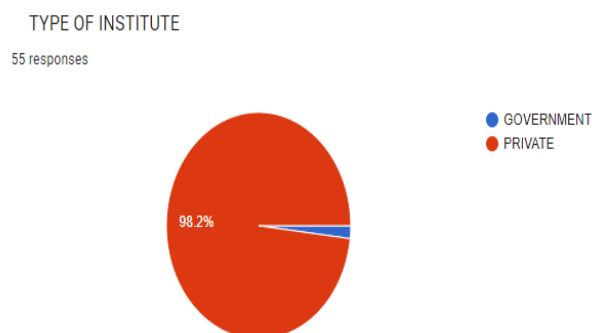


Figure4.

TYPE OF INSTITUTE	NO. OF REPENDENTS	PERCENTAGE
GOVERNEMENT	54	98.2%
PRIVATE	1	1.8%
TOTAL	55	100%

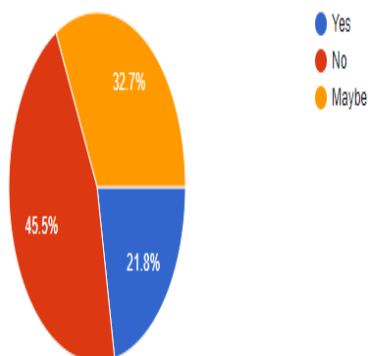
Interpretation-

The candidates in which maximum students are studying is private universities and institutes i.e., around 98.2%. Maximum students are placed from the campuses of private institutions and strength in private institutes are more than government institutes.

Table 6

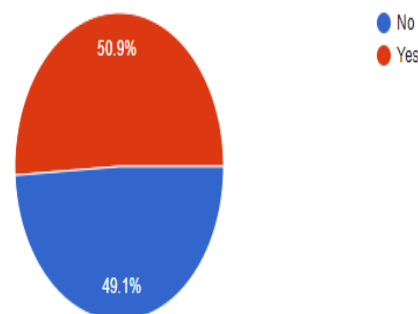
Are you doing or planning to do any project/assignment in collaboration with any organization?

55 responses


Figure5.

Do you have any job offer at present?

55 responses


Figure6.

Interpretation-

To upgrade the skills, candidates of various institutions going through various projects and assignments which are collaborated with organisations so that they can get a little bit experience about there work and roles that will be offered to them when they will go for the campus placements. Candidates which are currently doing the projects are 21.8%, which are planing to do is 32.7% and those who are not doing and planning to do is around 45.5%

6. ANY JOB OFFER AT PRESENT

JOB OFFER	NO. OF RESPONDENTS	PERCENTAGE
YES	28	50.9%
NO	27	49.1%
TOTAL	55	100%

Interpretation-

The students who are in there last semester or last year, some of them have availed the opportunities of campus placements i.e., 50.9% of them have a job offer with them and 49.1% are seeking for the job.

7. OVERALL PLACEMENT EXPERIENCE

EXPERIENCE OF PLECEMENT DRIVES	NO. OF RESPONDENT S	PERCENTA GE
VERY SATISFACTORY	5	9.1%
SATISFACTORY	28	50.9%
UNSATISFACTOR Y	17	30.9%
VERY UNSATISFACTOR Y	5	9.1%
TOTAL	55	100%

Table 7

How would you rate your overall placement experience?

55 responses

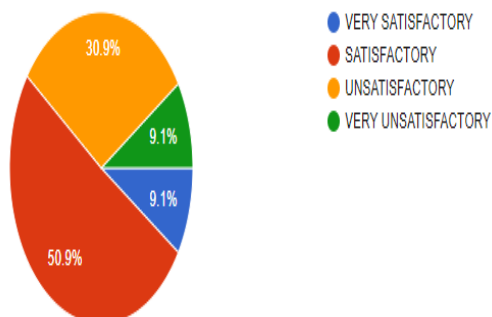


Figure7.

Are you satisfied by the pay packages that companies are providing?

55 responses

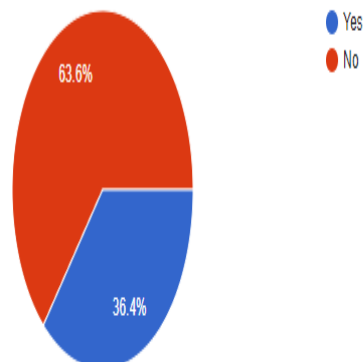


Figure8.

Interpretation-

The overall experience of campus placement is satisfactory according to data gathered.- 50.9% which describes that candidates are going for campus placements and they are satisfied by the job roles and positions the company is offering to them. 30.9% of them are unsatisfied with the placements processes adopted by the companies.

Interpretation-

According to the responses, 63.6% of the candidates going for the campus placements are satisfied by the pay packages that companies are providing them and 36.4 % of them are not satisfied by the pay packages provided by the companies.

8. SATISFACTION WITH PAY PACKAGES

SATISFIED WITH PAY PACKAGE	NO. OF RESPONDENTS	PERCENTAGE
YES	20	36.4
NO	35	63.6%
TOTAL	55	100%

Table 8

9. JOB SECURITY

IS THERE ANY JOB SECURITY	NO. OF RESPONDENTS	PERCENTAGE
YES	9	16.4%
NO	46	83.6%
TOTAL	55	100%

Table 9

Table 10

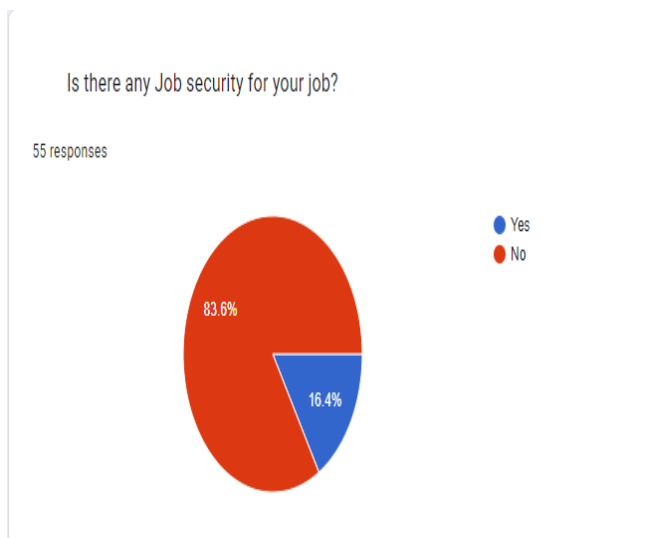


Figure9.

Interpretation-

According to the responses, job security is not there among 83.6% of candidates. As some companies hire the fresher's from the campuses for internship period firstly and give the pre placement offer to only those candidates according to their measurement of performances. Those whose performances are good they get the advantage of job security whose percentage is less.

10. JOB ROLE SATISFACTION

SATISFACTION WITH JOB ROLE	NO. OF RESPONDENTS	PERCENTAGE
YES	19	34.5%
NO	20	36.4%
MAYBE	16	29.1%
TOTAL	55	100%

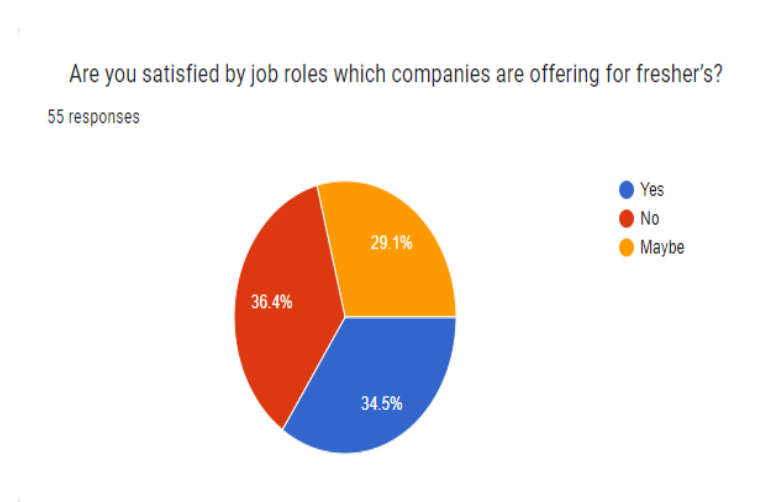


Figure10.

Interpretation-

34.5% of the candidates are satisfied with the job roles and positions on which they are hired from the campuses. Maximum of them are fresher candidates. And 29.5% are not satisfied by the roles offered by the companies.

11. UNDERSTANDIBILITY OF JOB ROLES

UNDERSTABILITY OF JOB ROLES	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY DISAGREE	5	9.1%
DISAGREE	5	9.1%
NEUTRAL	27	49.1%
AGREE	15	27.3%
STRONGLY AGREE	3	5.4%
TOTAL	55	100%

Table 11

It was easy to understand the job roles and responsibilities being offered and the career path of the campus recruits from the pre placement talk?

55 responses

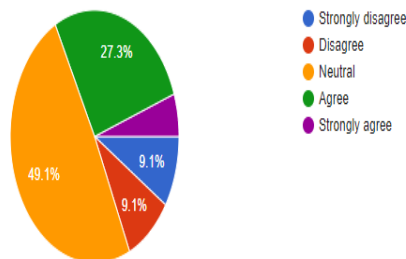


Figure 11.

Interpretation-

As pre placement talk helps the candidates to resolve the queries which they have regarding to job roles and responsibilities they will be having. So, according to the data 27.3% of the queries are resolved in ppt by the company and 49.1% are having neutral response.

FINDINGS-

- There is an impact of many factors while choosing the company by the candidates while having there campus placements.
- More than half of the respondents belong to the age group of 18 to 25 years.
- Vast majority of the respondents emotionally and physically depressed while getting filtered in campus placement
- Maximum of the respondents are not satisfied with the job they are doing by getting campus placement from the institutions.
- The packages which companies are offering to the candidates are not satisfactory as the work load is more than the benefits they are getting while doing the job.

- Overburden of work is there.
- Job security is not there in some companies.

CONCLUSION

The further changes in campus placement have made a greater impact by employing young aspirants. Moreover from the study, the researcher concludes that most of the institutions' campus placement is not taken seriously as sometimes companies don't offer the candidates a good package according to there capability and needs also. The candidates consider these factors also while opting for campus placements. As the candidates sometimes don't go for the company while knowing its pay packages and benefits they are giving, which will not motivate the candidates to perform well in future. So, companies should give them expected benefits so that they can give there best in the company and help the company and themselves to grow.

SUGGESTIONS

- Proper training and development sessions should be provided to the students.
- To increase the involvement of students during campus placements, universities or institutions should aware them about the companies which comes every year for hiring the talent
- Profile of universities should be improved so that companies are more attracted towards them, which will benefit the students to get placed.

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QUESTIONNAIRE

1. Stream/ Discipline of study:

☐ Management

☐ Engineering

☐ Others

2. Age

☐ 18-25 years

☐ 26-35yrs

☐ 35-45 years

☐ Above 45 years

3. Gender

☐ Male

☐ Female

4. Type of the Institute:

☐ Public/ Govt.

☐ Private

5. Are you doing or planning to do any project/assignment in collaboration with any organization?

☐ Yes

☐ No

6. Do you have any job offer at present?

☐ Yes

☐ No

7. How would you rate your overall placement experience?

☐ Very Satisfactory

☐ Satisfactory

☐ Very Unsatisfactory

8. Are you satisfied by the pay packages that companies are providing?

☐ Yes

☐ No

9. Is there any Job security for your job?

☐ Yes

☐ No

10. Are you satisfied by job roles which companies are offering for fresher's?

☐ Yes

☐ No

11. It was easy to understand the job roles and responsibilities being offered and the career path of the campus recruits from the pre placement talk?

☐ Yes

☐ No

