

Campus Recruitment as an Effective Recruitment Tool

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Abstract

Campus recruitment has been a thing for the passing out student. After having studied for whole life till now, campus recruitment is gateway of student into the professional world. Student studies for better tomorrow, so that he may easily get a job he/she desires. Campus recruitment provide the student that opportunity at his doorstep. This paper tried to look into the different aspect of campus recruitment, it tried to find out benefits and burst out the myth associated with the campus recruitment.

Introduction

Campus Recruitment or Campus Interview is a program conducted within educational institutes or in a common place to provide jobs to students pursuing or in the stage of completing the program. In this program, industries visit the colleges to select students depending on their ability to work, capability, focus and aim.

According to the Edwin B. Flippo, “recruitment is the process of searching the candidates for employment and stimulating them to apply for the jobs in the organizations”. Recruitment is an activity that links the employers and the job seekers.

A few definitions of recruitment are:

- A process of finding and attracting capable applicants for employment. The process begins when new recruiters are sought and ends when their applications are submitted. The result is pool of applications from which new employees are selected.
- It is a process to discover sources of manpower to meet the requirement of staffing schedule and to employ effective measures for attracting that manpower in adequate number to facilitate effective selection of an efficient working force

Research objectives

- To understand the campus recruitment process.
- To assess the importance of campus recruitment from student's perspective.
- To burst out the campus recruitment process myth.

Research Design

The research design formulated is descriptive. The information is obtained from the secondary sources. Secondary sources are the journals and the information contained in the related books.

Types of campus recruitment

There are two types of campus recruitment. 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 programme is for students from institutions. This programme will be conducted in a common place (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 is a job training for professional careers

Objectives of campus recruitment

- The major objective of campus recruitment 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 activities loaded by the it.
- 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.

Objectives from different perspectives

For students:

To help students for their better future by providing them technical & behavior training and to get placed in reputed companies.

For colleges:

To help colleges by giving them maximum and good companies. Campus recruitment will not only benefit from higher placement rates but will also be the leader in adopting technology enabled learning solutions in the college.

For companies:

Its aim is to give maximum benefits to companies by giving talented and hardworking employees who can work effectively and efficiently and also help them to fulfill their company mission

Campus Recruitment 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 selects, 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 the 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 fir, the difficulty level of the test may be 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 thus 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 intension of organization 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 the outcomes of above said processes, 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 increases, 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.

Purpose & importance of recruitment

- Attract and encourage more and more candidates to apply in the organization.
- Create a talent pool of candidates to enable the selection of best candidates for the organization.
- Determine present and future requirements of the organization in conjunction with its personnel planning and job analysis activities.
- Recruitment is the process which links the employers and job seekers.
- Increase the pool of job candidates at minimum cost.
- Help increase the success rate of selection process by decreasing number of visibly under qualified or overqualified job applicants.
- Help reduce the probability that job applicants once recruited and selected will leave the organizations only after a short period of time.
- Meet the organizations legal and social obligations regarding the composition of its workforce.
- Begin identifying and preparing potential job applicants who will be appropriate candidates.
- Increase organization and individual effectiveness of various recruiting techniques and sources for all types of job applicants.

Busting common myths about campus recruitment

College life is an important phase for all. It is a stepping stone for those who wish to pursue a lucrative job and build a successful graduate career. As a student, you need to make good use of opportunities and resource your university offers you, including the chance to get in touch with big industry names via campus recruitment events.

Campus recruitment myth #1:-

Only technology and business majors tend to benefit from campus placement

The placement cell of the university is responsible for inviting industry specific organizations to recruit you and your course mates. If your college does not bring in recruiters based on full range of different disciplines and specializations it covers, then there is a possibility that the campus will talk to students from any specialization. The recruiters may have empty slots in between the scheduled interviews. You can politely insist that they interview you in one of those free slots.

Campus recruitment myth #2:-

Recruiters come to your campus only to hire you and make you their employee

It is true that recruiters conduct on-campus recruitment to mainly increase their headcount. However, they also do so in order to increase their visibility and promote their brand. Branding strategies are devised by companies way before they step into your campus. Its as given a lot of importance because once they acquaint students with the name and nature of the firm, they will be able to find more applicants for each graduate job they need to fill. First year students are often young and impressionable and communicate a lot, making them the perfect target audience. When a company brands the graduate career profile well, it builds a positive synergy around it, making it more desirable.

Campus recruitment myth #3

On-campus hiring is meant only for final-year students who are about to graduate

Many students are misguided and don't realize that recruiters also use this opportunity to appoint interns. All students should optimize their chances of getting industry exposure and work experience by taking part in on-campus recruitment. Interestingly, not only does this recruitment drive help the existing students. Even the alumni can use this opportunity to find graduate jobs.

Campus recruitment myth #4

On-campus interviews are not the real thing.

They are informal chats that are not to be taken very seriously

This is the real as it will get. An on-campus interview must be taken seriously because it is going to decide your future. Whether you are invited for the next round depends entirely on your performance at this stage. Thus, you should prepare for it just like you would for an interview at

company's office. Begin with the industry presence of the company. Dress appropriately and be prepared to answer all sorts of tough questions.

Campus recruitment myth #5

Only major companies come for on-campus events

It has been long observed that most of the firms that come to universities for recruitment are big companies. But to think that only multi-national and big corporate houses invest in campus hiring is wrong. You will also find some small and mid-level companies coming to hire young employees.

Campus recruitment myth #6

The companies coming to your college are the only forms offering jobs to new graduates

This is not true. It is not remotely close to reality, because in reality there would be other firms that have openings and would be hiring to fill up these vacancies. Only a few firms choose to take the route of campus hiring because they can make the most of it and hire in a cost-effective way. And just because one means that the remaining organizations in the same field are not recruiting students at all. They are definitely doing so, they just do it differently.

Campus recruitment myth #7

It is no big deal to skip a scheduled campus interview

On the contrary, it's a huge deal! A single no show can earn you a temporary (up to a year) or a permanent ban from campus recruitment events. Such a ban imposed on you because when you don't turn up for a scheduled appointment, you disappoint the recruiters who were expecting to talk to you. They may even get mad and decide not to return to your school for interviews. And even if they give you a second chance, they are unlikely to hire you because you have already shown an unprofessional attitude. So, forego that temptation to sleep in as it would only end up hurting you more than anyone else.

Campus recruitment myth #8

Campus recruitment conducted by the company is the sole way to land a graduate job

Winners never pin their hopes on just one option. Similarly, if you wish to emerge as a winner, you must never place your bets on just one graduate job search strategy. The answer to this diversification, which should include a job search using the following approaches:-

- Attending job affairs
- Boosting your presence on social media(LinkedIn, Twitter, Facebook)

- Uploading a compelling resume on job search portals
- Hiring job search agents
- Networking in real world
- Applying to the openings mentioned on official company websites

The internet will play a crucial role in your graduate job search. So be smart and spread out efforts to pursue a job using different job hunt strategies.

Campus recruitment myth #9

The job will offered to you right after a successful campus interview

Sorry to burst your bubble, but you will be called for another round of interviewing. If the company is going to shell out money to pay you, it will want to ensure that you are right choice and possess suitable skills what prove useful for this role. To clear their doubts, they will call you for a second-round interview, which will be taken in the office by a senior person from the company. But the good part is that you will be significant step closer to graduate job you desire and worked so hard for.

Conclusion

Campus recruitment plays as an active role in student's career life but somewhere it is quite not available to the students and that is why students feel dissatisfied with the process of campus recruitment. On the other hand they feel proud to be the part of curriculum of their college and feel motivated when the recruitments place in colleges of MBA students. Further it is required that the students and college must work together to burst out the myths about campus recruitment among society.

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