

A CASE STUDY ON CAMPUS PLACEMENTS IN A UNIVERSITY AFFILIATED B-SCHOOL

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ABSTRACT:

Every student aspires for quality education, and so does an institute aspire for quality students. These two are mutually inclusive. As an institute nurtures and builds a learning environment and provides quality education, the institute will create its own brand image over a period. Such institute would be a hot cake for aspiring students with strong academic backing. A good institute can provide good learning environment and good campus placements. Many colleges equip themselves with campus placements. For some colleges placements become their Unique Selling Proposition (USP). Not all students get the best placements, but some get the best Placements. This case study examines why some students get the best Placements and the factors that make placements as unique selling proposition for an Institute.

Key Words: *Campus Placements, Unique Selling Proposition (USP).*

Objectives:

1. To understand the factors that contribute to getting companies for placement in a B-School.
2. To understand why only few students are selected for the top placements.
3. To understand the role of various stakeholders to get placements in a B-School.
4. To make students understand the selection process in general.
5. To understand what is considered as a good placement i.e. high salary or job which gives an opportunity to grow but with low salary.

Method and Facts:

This case study is purely developed based on the personal experience of the author. The author is a faculty in a B-School affiliated to Osmania University. The B-School is reputed for its placements. This case study is developed by taking the example of a student who bagged the top placement in the B-School in the history of the B-School.

Scope of the Study:

1. To understand the factors that contribute to getting placements in a B-School.
2. To understand the factors that place a student in placement in general.
3. To understand why only few students make it to the top placements.

Prof. Rajesh is the Director of BDR B-School. BDR B-School is a famous B-School affiliated to Osmania University in Hyderabad. Prof. Rajesh is the Director for the last 15 years in the same college. BDR B-School was the first college to get affiliation from Osmania University in 1987. BDR B-School is under SGKBES Society. SGKBES ventured into the field of education in 1950 by starting a Commerce College. In 1987 it started its B-School. SGKBES over the years has become famous for Commerce and Management Education with its alumni manning in top notch positions in the corporate world not only in India but all over the world. Over a period BDR B-School has developed its brand image and placements became its unique selling proposition.

It was in December 2024, Prof. Rajesh was busy with his daily chores in the office, he gets a call from the placement office informing that Mr. Deepak of MBA III Sem is being placed in company INK with a pay package of Rs.11 lakhs per annum. It was a pleasant news to Prof. Rajesh as the student was getting the highest package in the history of the B-School. It was also a proud achievement for Prof. Rajesh as the student was placed with the highest pay package in the history of the B-School.

Earlier two students Alia & Nitish from the same B-School were placed in 2022 December. They were paid Rs. 9 lakh per annum. That was also the highest in the history of the B-School. Company INK came for a campus placement even in 2023 December but couldn't select any as they felt the students were not up to their requirements. Once Alia came to the college to take her certificates and met Prof. Rajesh in January 2024. While talking to her Prof. Rajesh asked her why company INK has not selected any candidates, she said that the students didn't meet the requirements of the company. Prof. Rajesh felt disappointed. He told her to send her company INK once again for campus Placements for the current batch with a hope that the company can pick up someone good. While interacting with Prof. Rajesh, Alia said that she is doing very well in her job with 20% hike and 20% bonus. Prof. Rajesh felt happy for her and felt proud of her as she was the Alumna of the B-School. If an Alumna performs well in a campus placed company, it signals the learning environment that is being fostered in the college and the efforts of the college in making the students Industry ready by developing their skill sets.

Prof. Rajesh started analysing as to how Deepak was different from other students:

1. Deepak was under the guidance of Prof. Rajesh. Generally, Prof. Rajesh assigns projects works to his students under his guidance. Deepak himself came out with a project work and was determined to go ahead. Earlier to this Deepak did his internship with Zomato. Deepak's project work was on how E-commerce companies would send feed based on online purchases of the customer and the consumer responses to such feed in terms of buying the products that are suggested in the feed. Prof. Rajesh really appreciated his project and advised his other students to do something different like that.
2. Prof. Rajesh administered three case studies to the students under his guidance and found Deepak very vocal, analytical, team player and with good communication skills. Apart from Deepak's soft skills, there were many other aspects that have contributed to his placement.
3. The candidates for INK were screened on the following basis:
 - i. The student needs to possess an Engineering Degree along with 60% or 6 CGPA throughout the student's academic career.
 - ii. Not more than one active backlog.
 - iii. Overall gap in academic career should not exceed 1 year.
 - iv. MBA in Marketing, software skills, social media management and content creation.
 - v. Strong communication skills, interpersonal skills, ability to work independently and in a team as their background with no backlogs.
 - vi. The first round in INK was each student was asked to send their own video resume.
 - vii. Subsequently, they were given a case study to analyse and present to the recruiters either in the college or office.
 - viii. To help the students in analysing the case study, Prof. Rajesh assigned two faculty to help them. The faculty are also the alumnus of the college. One of the faculty is part of the Alumni Association of the B-School. She contacted one of the Senior Alumnus (1995-97) who was in the industry from the last 30 years and sought his guidance on the placement from INK. He gave the necessary guidance. Only Deepak was picked up from the B-School with a pay package of Rs. 11lakh per annum.
4. Prof. Rajesh also remembered one instance where a studious student Bhanu Prakash with B-Tech background and with work experience in Marketing was picked up in campus placement for a meagre salary of Rs.1,20,000 per annum in 2004. The student didn't hesitate to join as the college provided limited placements and the industry also had limited openings. In 2022, the student became the President of the company. In

2021 September he addressed the students of MBA as an Alumnus and suggested them to not look for the pay package but to look whether the placement is providing enough opportunity to learn and grow. He is working in the same company for more than 20 years and the company gave him enough opportunity to learn, develop and grow.

5. From 2000 to 2004 it was really a challenge for both B-Schools and students to have a campus placement in the college as it was very hard to rope in companies as the industry didn't have many openings. Companies used to come to campus with very few job offerings and with very less pay package. Still students used to accept the job offer as it was much easier for them to get into a job through a campus placement than searching on their own for jobs. These days getting an off-campus placement is relatively easy with lot of job offers from industry and with the availability of many online job portals providing job offers.
6. Within a period of 10 to 15 years the college Alumni who studied around 2000 to 2005 and earlier have reached top notch positions in the industry. Though the job offers were very less, they had ample opportunity to learn and grow. To assess how prospective are the current placements to the current students one must wait for another 10 years to assess their growth and development.

Looking into these two instances, it is always a dilemma for students seeking placements whether to choose a company with high pay package or a company with low pay package and a high chance of learning, developing and growing. It would always be an ideal situation where there is an option of having both high pay package and a high chance to grow.

Not all students are confronted with such dilemmas but a student who is very studious and want to make the best of his career will always face such dilemmas. There are a good number of students who are only concerned with getting a placement and working on the job on a routine basis not really giving any weightage to such kind of dilemmas.

Prof. Rajesh was analysing as to what factors contributed to BDR B-School to have placements as their unique selling proposition:

1. Since inception of the B-School in 1987, the B-School has been focussing on placements. The intensity of placement activity was low and was unorganised. The most common feature between placements earlier and now is, there was a Placement Officer and Campus Recruitment Training earlier also. As years passed by, the placement activity in the college became more organized. In the year 2008, the college has started a state-of-the-art Placement & Grooming Division (PGD) with a Placement Head, Placement Officer, Three Placement Coordinators and a Faculty Coordinator. The Placement Department networks continuously with the industry.

2. There is an Alumni Association in place with constant interaction and coordination. Alumni are invited to address students, invited as judges, guest speakers and there are Alumni Meetings and Meets on a regular basis. Many of the companies that have come for placements are manned by the B-School Alumni in top notch positions.
3. Occasionally, Alumni approaches the B-School (Alma mater) whenever there are one or two job offers without organising a full-fledged campus placement. Likewise, they even approach for internships.
4. The B-School exclusively conducts a two-month Campus Recruitment Training that starts in the MBA II Sem and ends in the MBA III sem. This training is outsourced. The students are rigorously trained on soft skills, software and the requirements of the industry.
5. The students are given a Pre-Placement talk either by the Faculty or Alumni specifically before the placement drive starts.
6. The Placement & Grooming Division even organises Mock Interviews with the help of Faculty.
7. The college completed 75 years of its existence in 2025 and is the most preferred college for MBA education. SGKBES has built its brand image in Commerce and Management Education over a period by providing quality education.

Current Placement Scenario in BDR:

Out of the entire MBA students 75 % are selected through campus placements. 10% are not placement. 15% don't opt for placements as they have family business. Companies are generally considering 60% academic record starting from 10th to PG in the student's academic journey. The student shouldn't have any backlogs in MBA. The first round is a written test. The second round may be a Group Discussion. Third round is an interview. The minimum pay package is Rs. 4 lakhs per annum, average Rs. 5 lakhs per annum and the maximum is Rs.11 lakhs per annum.

Even few companies are picking up students as interns and later converting the internships into jobs and absorbing the students into the company. Generally, internships are for 1 to 3 months with pay ranging from Rs. 10,000 to Rs.25,000 per month.

Issues and Solutions:

BDR is a B-School with Placements as its Unique Selling Proposition (USP). It's not easy for a college to make placements as its USP. It takes a prolonged time to build a reputation for placements. It's not one such factor that contributes to such reputation. There are many factors that contribute to such kind of reputation. Some of them may be Promoters who value

Quality Education, Qualified Faculty, Good Infrastructure, Focus on Student Development, Industry Connect, Alumni Connect and many more explicit and implicit factors.

It's not only the effort of the B-School to provide quality education it is also the inclination of the student to grow and develop and make use the factors that attribute to his development. These two factors are mutually inclusive. The college may provide everything, but the student may not be inclined to make use of these factors. There may be instances where colleges are not concerned about providing a learning and resourceful environment, but the students are very good. For a college to have good placements not only the college should be good but also the attitude of the student should be good.

This case study emphasizes the need for colleges to provide quality education and a learning environment. At the same time, it also emphasizes the inclination and preparedness of students to make use of the learning resources of the college to develop and grow. B-Schools that foster learning environment and students who aim at self-development, would culminate into a good placement, which is a win-win situation for both the parties.

Conclusion:

These days one of the factors considered for admission in a B-School is placements. After a master's degree every student aspires for a placement as many students end up their education with a master's degree and want to settle in life with a placement. Not many B-Schools are equipped with placements. If a college is good at placements, the college need not strive hard for getting admissions and the vice-versa.

Teaching Notes:

Synopsis of the Case:

The case study, 'A Case Study on Campus Placements In A University Affiliated B-School' is developed by the Faculty of a B-School that has placements as its USP. How the college is reputed for its placements is being analysed by taking the example of a student who bagged the top Placement in the college in the history of the college. This case study also tries to understand what is considered as a good placement. This case study also highlights as to how a B-School evolves over time to have placements as its unique selling proposition. It is the conscious and concerted efforts of the college as well as the student that makes students bag campus placements. Precisely speaking, the collective efforts of college with various stake holders playing their part and the individual effort of the student will lead to bagging a placement.

Target Group:

This case study provides good insights to B-Schools and students as to how placements serve the best interests of the college and the students. This case study makes B-Schools and students to introspect on their objectives, goals and priorities. This case study will be very useful to B-Schools and Management students.

Learning Objectives and Key Issues:

1. What is the importance of providing placements by a B-School?
2. What factors contribute to providing placements in a B-School?
3. What factors are to be considered while joining a B-School?
4. How should the students equip themselves to get placements in general and best placements in particular?
5. Some placements don't provide good salary but provide an opportunity to learn and grow. Should the student select such kind of placement.
6. What is a good placement for the B-School and the student?

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