



Mahatma Gandhi University
Kottayam, Kerala

PLACEMENT & TRAINING CELL





INTRODUCTION

India, at present is recognized as one of the youngest nations in the world with over 50 % of the population under the age of 30 years. It is estimated that by about 2025, India will have 25% of the world's total workforce. The majority of the contemporary institutions of higher learning remain almost disconnected with the requirements of the workplace, thus creating a skill-gap – the gap between the skills imparted through formal education and what is actually needed in the work place. Being aware of this reality, Mahatma Gandhi University realizes the importance of forming a Placement Cell at the University level which would work towards reducing this skill gap in our students thus enabling them for immediate placements after their respective courses.

OBJECTIVES OF THE PLACEMENT CELL

The Training and Placement Cell of an institute/university work with the following objectives.

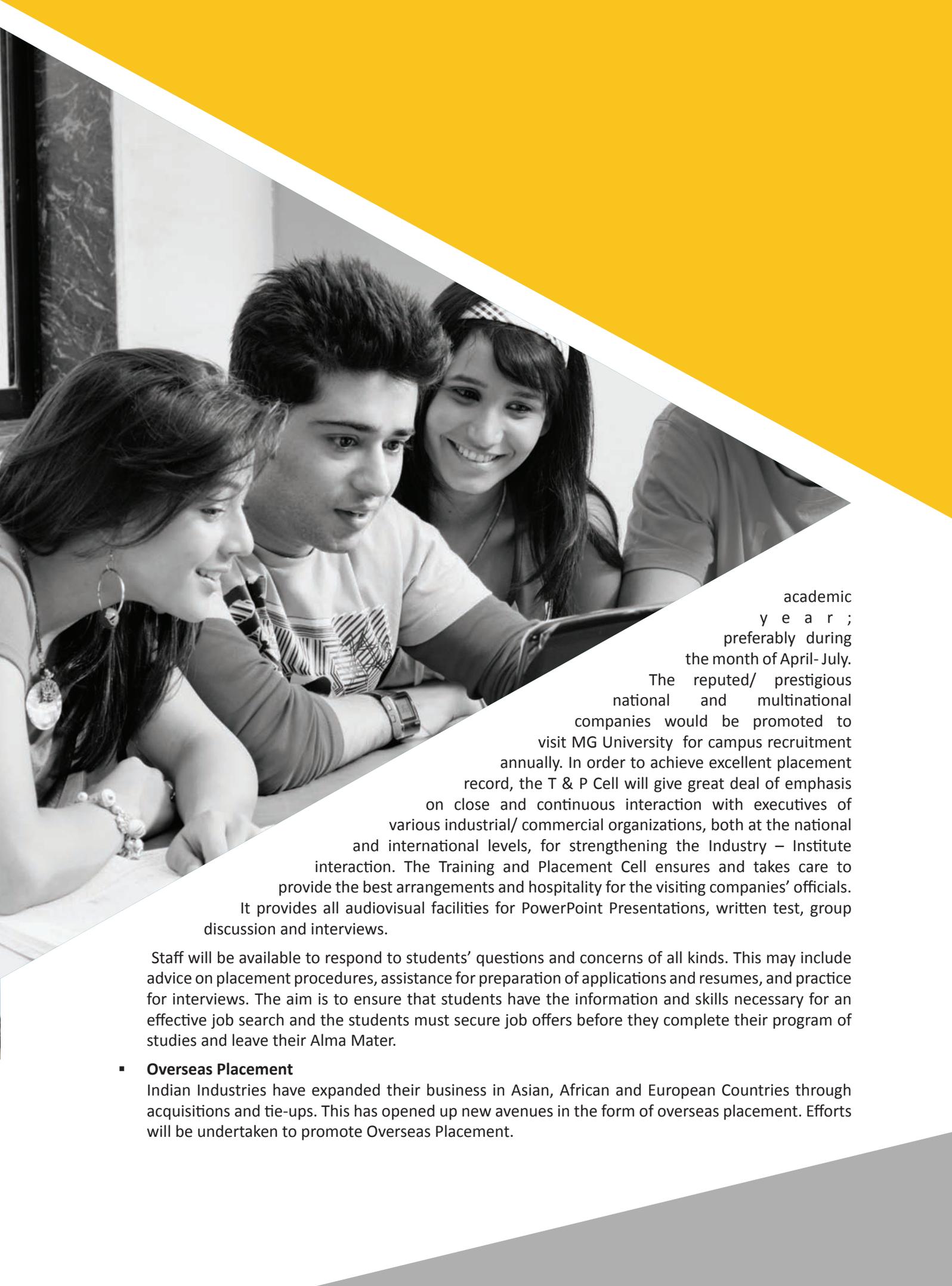
- Guiding students for placement in credible organization.
- Conducting seminars, group discussions, and mock interviews as a part of career guidance and personality development.
- Coordinating the efforts of the students of the various colleges and departments in arranging domain specific training for them.
- Acting as an information center for students in job opportunities and competitive examinations.

The career development process includes self-awareness, career exploration and job placement. In order to realize this process, the Training and Placement Office would perform the following activities.

▪ Campus Placement

Campus Recruitment Programme (CRP) will be promoted by the cell for appropriate placement in Government Departments, Private/Public Sector Undertakings, Industries and Research/ Academic Institutes. The detailed database of Organisations (Postal and electronic correspondence address of Head Office of Industry, product and business profile, branches/ factory locations, mobile and email of contact person, nature of job and likely remuneration package etc.) interested in recruitment will be generated through use of Yellow Pages, Association Members Directories (e.g. Maratha Chamber of Commerce, FCCI,) search engines for locating websites of Companies, Regional Industrial Directories etc. For placement, a large number of prospective employers will be contacted at the beginning of





academic
year ;
preferably during
the month of April- July.

The reputed/ prestigious
national and multinational
companies would be promoted to
visit MG University for campus recruitment
annually. In order to achieve excellent placement
record, the T & P Cell will give great deal of emphasis
on close and continuous interaction with executives of
various industrial/ commercial organizations, both at the national
and international levels, for strengthening the Industry – Institute
interaction. The Training and Placement Cell ensures and takes care to
provide the best arrangements and hospitality for the visiting companies' officials.
It provides all audiovisual facilities for PowerPoint Presentations, written test, group
discussion and interviews.

Staff will be available to respond to students' questions and concerns of all kinds. This may include advice on placement procedures, assistance for preparation of applications and resumes, and practice for interviews. The aim is to ensure that students have the information and skills necessary for an effective job search and the students must secure job offers before they complete their program of studies and leave their Alma Mater.

- **Overseas Placement**

Indian Industries have expanded their business in Asian, African and European Countries through acquisitions and tie-ups. This has opened up new avenues in the form of overseas placement. Efforts will be undertaken to promote Overseas Placement.



- **Organization of workshops/ seminars for training on Emotional Intelligence**

The Central T & P Cell would play a very important and key role in counseling and guiding the students of the university for their successful Career Placement, which is a crucial interface between the stages of completion of academic program of the students and their entry into avenues of suitable employment. **Soft skills** are a quite essential qualification for professionals aspiring to move up the value chain especially attitude, communication and presentation. The T & P cell would conduct Technical, Aptitude and GK tests periodically for enhancing analytical skills and general awareness of students. Group Discussions would be organized to promote skills of interaction in group and leadership styles. The company executives/ employers will be invited to share their valued expertise on various topics, workplace situations with our students, current trends and future scenario. Eminent management personalities would be invited to conduct workshops on Personality Development, Interpersonal and Communication Skills, Time management, Memory Management etc. Participation of students in activities that provide them all round personal and professional growth will be promoted. Thus this Cell will coordinate various activities/ organize programs such as Career Goal Setting/ Planning/ Mapping, Mock Interviews/ Interviewing Techniques, Group Discussions, Case Studies, Job application preparation, Resume Writing and Referral, Professional Portfolio Development, Dressing Sense, Business Etiquette, Technology Management, Personal Effectiveness for Girl Students, Special training for Socially Backward and Tribal Students etc.

TASKS TO BE PERFORMED BY THE PLACEMENT CELL

1. Training to students (**EMPLOYMENT READINESS FOUNDATION PROGRAMME**)
2. Organising Recruitment drives in the campus.



EMPLOYMENT READINESS FOUNDATION PROGRAMME

As part of the activities to be performed by the placement Cell of M G University, the most important activity envisaged by the cell is to conduct “ **EMPLOYMENT READINESS FOUNDATION PROGRAMME**” for our students.

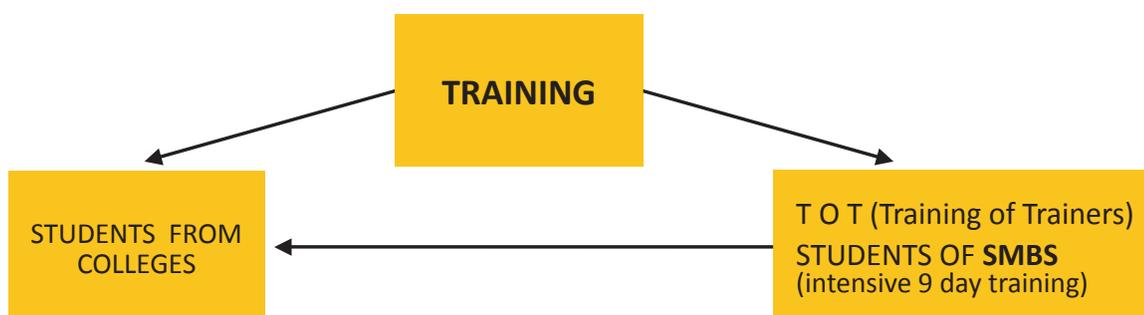
The programme seeks to assess employment – readiness of prospective candidates and prepare them for the job selection process. After attending the programme, the participants should be able to present themselves as smart professionals. The programme will enable the participants to understand the selection/placement process from the employers perspective, evaluate themselves objectively and communicate their ideas and present their skills persuasively.

HOW THIS PROGRAMME WILL BE ORGANISED?

Mahatma Gandhi University with over 300 affiliated colleges has over 30000 students enrolled for various undergraduate programmes. Out of this roughly around 10000 students are in their final year of graduation. To start with this training programme would be targeted at these 10000 students who will be passing out within a year. Since training of this large number of students itself is a herculean task , because of the sheer size of the students to be trained and the scarcity of trainers for such training, a definite number is to be worked out for effectively implementing this programme.

With respect to the students to be trained, a requisite number would be selected based on the domain skills required for each type of job. For this the concerned university departments and colleges would be entrusted to select the students to undergo this training.

With regard to having sufficient number of trainers, the initial task of the Placement Cell would be to train high potential students with right aptitude to become trainers. For this students of School of Management and Business Studies would be selected and trained intensively on various domain skills and soft skills and their assistance would be taken for training other students.





Duration of the training

22.5 hours (excluding breaks) of in house intensive training on both domain skills and soft skills. This will be scheduled on weekends without affecting their routine college studies. For TOT (Training of trainers it would be a more intensive training for 70 hours (excluding breaks) spread over three weekends.

VENUE

Since it is an in house training programme an ideal venue is a determining factor to ensure the effectiveness of the training program. To start with we propose the infrastructure facilities of SMBS to be utilized for training sessions and the university guest house to be used for accommodation of the students. It is important for the students to stay together in order to effectively complete the exercises scheduled for the next day of the training.

Important domain skills identified for training

This was done considering the employment opportunities available in the market at present. This can be changed or improved depending upon the changes in the market. Following are the important domains identified for training.

1. Skills required in Banking Industry for the position of Probationary officers
2. Skills required in IT enabled services industry
3. Skills required in Marketing companies

Besides the training on various domains, the other areas of training are soft skill training, presentation skills. Personality development training, communication skills etc.

Training Outcome

The programme will enable the participants to;

1. Understand the selection/ placement process from the employers perspective.
2. Evaluate themselves objectively
3. Be aware of their individual strengths and improvement areas.
4. Communicate their ideas and present their skills persuasively.

Schedule of the programme

A detail schedule of the training with the modules to be covered is appended herewith. As an example the domain area specified in the schedule is for Banking Industry.

WHO WILL BE THE TRAINERS?

Trainers will be drawn from Industry who are the best in their profession. To start with discussions were held with various accredited training agencies who will be invited to the university to have discussions with the authorities of the university. Following this a panel of trainers will be selected.

DETAIL SCHEDULE OF PROGRAMMES

1. T O T (Training of Trainers) PROGRAMME – T3
2. Training for students of university departments and Colleges - CORE PROGRAMME



T3 – Programme Content

Day	Topic Module	From	To	Duration (Minutes)	
1	Module-1. Introduction and Ice Breaking				
	Trainer's Introduction	09:00	09:30	30	
	Ice-breaker	09:30	10:00	30	
	Team Formation	10:00	11:30	90	
	Tea Break	11:30	11:45	15	
	Team Activity	11:45	13:00	75	
	Lunch				
	Module – 2 Introductions				
	Individual Introductions	00:00	00:45	45	
	What are Ice Breakers and Energisers?	00:45	01:30	45	
	Tea Break	01:30	01:45	15	
	Designing Ice-Breakers	01:45	02:45	60	
	Presentation Skills-Ice Breakers	02:45	03:45	60	
	Reviewing the day's work.	03:45	04:00	15	
	2	Module-3. Banking Industry			
		Introduction of Core Domain-Banking	09:00	10:30	90
		History of Banking in India	10:30	11:00	30
Types of Banks		11:00	11:30	30	
Tea Break		11:30	11:45	15	
Types of Banks (contd.)		11:45	12:15	30	
Major Banks		12:15	13:00	45	
Lunch					
Module – 4. Banking Product					
Banking Products		14:00	15:30	90	
Tea Break		15:30	15:45	15	
Banking Job Roles-Probationary Officer		15:45	16:15	30	
Skills and Knowledge Required		16:15	16:45	30	
Banking Job Roles-Clerical Staff		16:45	17:15	30	
Skills and knowledge Required		17:15	17:45	30	
Recap by Participants		17:45	18:00	15	
3		Module-5. Team Activity			
	-Participants to summarise the previous day's Learning and present it to other teams.	09:00	11:00	120	
	Module-6. Communication Skills-Part 1 -General Communication				
	How and why do we communicate?	11:00	11:30	30	
	Tea Break	11:30	11:45	15	
	Modes of communication	11:45	12:30	45	
	Communicating to impress	12:30	13:00	30	
	Lunch				
	Module-7. Communication Skills-Part 2 - Presentation Skills				
	Presentation Skills	14:00	15:00	60	
	Tea Break	15:00	15:15	15	
	Individual Job Oriented Introductions	15:15	16:45	90	
	Team Presentations- Learning Outcomes of the Day	16:45	17:45	60	
Reviewing the day's work	17:45	18:00	15		





4 Module-8. Review of Previous Modules			
Review of previous week's learning	09:00	10:00	60
Introduction to Training Methodology	10:00	11:00	60
Tea Break	11:00	11:15	15
Introduction to Training Methodology	11:15	11:45	30
Module- 9. Review of Previous Overview			
Introduction to Training	11:45	13:00	75
Lunch			
Training Methodology Overview	14:00	14:30	30
Training Design	14:30	15:00	30
Tea Break	15:00	15:15	15
Training Objectives & Outcomes	15:15	15:45	30
Module -10. Training Methodology -2- Developing Critical Thinking			
Methods to Developing Critical Thinking and Learning	15:45	16:45	60
Preparing Lesson Plans Using Bloom's Taxonomy of Critical Thinking	16:45	17:45	60
Reviewing the day's work.	17:45	18:00	15
5. Module -11. Training Methodology -2- Developing Critical Thinking (Contd.)			
Demo Session Using Bloom's Taxonomy of Critical Thinking	09:00	11:30	150
Tea Break	11:30	11:45	15
Module -12. Training Methodology -3 Classroom Management			
Classroom Discipline	11:45	12:30	45
Managing Time	12:30	13:00	30
Lunch			
Module -13. Training Methodology -4- Multi –Modal Training			
Understanding Theory Of Multiple Intelligences	14:00	14:30	30
Understanding VARK	14:30	15:00	30
Tea Break	15:00	15:15	15
Incorporating Multi-modal methodologies in the Lesson Plan	15:15	15:45	30
Incorporating Multi –modal methodologies in the Lesson Plan	15:45	16:15	30
Module -14. Presentation Skills –Multi-Modal Training			
Preparing Lesson Plans – Icebreakers	16:15	17:45	90
Reviewing the day's work.	17:45	18:00	15
6. Module -15. Presentation skills – Multi-Modal Training (Continued)			
Individual Presentations of Lesson Plans	09:00	11:00	120
Tea Break	11:00	11:15	15
Individual Presentations of Lesson Plans	11:15	11:45	30
Preparing Lesson Plans – Banking Industry	11:45	13:00	75
Lunch			
Individual Presentations of Lesson Plans	14:00	15:30	90
Tea Break	15:30	15:45	15
Individual Presentations of Lesson Plans	15:45	17:45	120
Reviewing the day's work.	17:45	18:00	15
7. Module -16. Review of Previous Modules			
Review of previous week's learning	09:00	09:45	45
Introduction to the placement/ section process	09:45	11:00	75
Tea Break	11:00	11:15	15
Team Games & Debrief	11:15	11:45	30

Module -17. The Placement Process –Overview

The Selection Process –Activity	11:45	12:15	30
Skills Required at each stage of the process	12:15	13:00	45
Lunch			

Module -18. Resumes and Covering Letters

How to Prepare Resumes –Presentation	14:00	15:45	105
Preparing Resumes and Covering Letters	15:45	17:45	120
Reviewing the day’s work.	17:45	18:00	15

8. Module -19. Review of previous Modules

Review of Previous week’s learning	09:00	10:00	60
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Module -20. Group Discussions and Group Tasks

Why are they conducted	10:00	10:30	30
Evaluation Criteria Framework	10:30	11:00	30
Tea Break	11:00	11:15	15
Evaluation Criteria Framework (Contd.)	11:15	13:00	105
Lunch			
Types of GDs	14:00	14:45	45
Team –wise Mock GDs and Debrief	14:45	15:30	45
Tea Break	15:30	15:45	15
Team –wise Mock GDs and Debrief	15:45	16:15	30
Group Tasks	16:15	17:45	90
Review the day’s work.	17:45	18:00	15

9. Module -21. Personal Interviews

Why they are conducted	09.00	09.45	45
How to preset oneself in the best light	09.45	11:30	105
Tea Break	11:30	11:45	15
Types of interviews	11:45	12:15	30
Mock Interview –Attitudinal /Behavioral	12:15	13:00	45
Lunch			
Mock Interview –skill Based	14:00	14:45	45
Mock Interviews –Stress	14:45	15:30	45
Tea Break	15:30	15:45	15
Peer-to-peer interview	15:45	17:45	120
Reviewing the day’s work.	17:45	18:00	15

10. Module -22. Review of Previous Sessions

Core Domain	09:00	09:45	45
Training Methodology	09:45	10:30	45
Presentation Skills	10:30	11:15	45
Tea Break	11:15	11:30	15
Group Discussions	11:30	12:00	30
Interviews	12:00	13:00	60
Lunch			

Module -23. Performance Measurement Criteria

a) Effective Personal Presentation Skills	14:00	14:30	30
b) Resumes and Covering Letters	14:30	15:00	30
Tea Break	15:00	15:15	15
c) Group Discussions/ Group Tasks	15:15	15:45	30
d) Personal Interviews	15:45	16:30	45

Module -24. Review of Content and Methodology

Summary Review of Course Content	16:30	17:00	30
Summary Review of Methodology	17:00	17:30	30
Feedback Session	17:30	18:00	30

4800





Employment Readiness Foundation Programme for the students of various colleges under the Mahatma Gandhi University

Core Programme Content

Day	Module	Topic	From	To	Duration (Minutes)
1	Module -1. Introduction and Ice Breaking				
	I.	Trainer's Introduction	09:00	09:30	30
	II.	Team Formation & Introduction to the Placement/Selection process	09:30	10:30	60
	III.	Introduction of the programme	10:30	11:00	30
		Tea Break	11:00	11:15	15
	IV.	Introduction to Core Domain –Banking	11:15	13:00	105
		Lunch			
	V.	Team Games & Debrief	14:00	15:00	60
		Tea Break	15:00	15:15	15
	Module -2. What do Employers Want?				
	i.	Redefine yourself –Attitude Reengineering.	15:15	16:45	90
	II.	Skills needed at each step of the process	16:45	17:30	45
		Reviewing the day's work.	17:30	18:00	30

2 Module -3. Effective Personal Presentation Skills – Part 1-Communicating to Persuade

I. How and why do we communicate?	09:00	09:15	15
ii. Modes of communication	09:15	09:45	30
III. Communicating to impress	09:45	10:45	60
IV. Grooming for success	10:45	11:15	30
Tea Break	11:15	11:30	15
V. What you say – 3 Step Protocol for Communication Effectively in any language	11:30	12:00	30
vi. How you say it	12:00	13:00	60
- Posture	13:00	13:00	0
- Gestures	13:00	13:00	0
- Eye Contact	13:00	13:00	0

Lunch

Module -4. Effective Personal Presentation Skills – Part 2-Etiquette

i. Corporate etiquette	14:00	14:30	30
ii. Interview / GD Etiquette	14:30	15:00	30
Tea Break	15:00	15:15	15

Module -5. Effective Personal Presentation Skills – Part 3- Written Communication

i. Preparing Resumes & Covering letters Presentation	15:15	16:15	60
ii. Preparing Resumes – Practical	16:15	17:15	60
iii. Writing Covering Letters	17:15	17:45	30
Reviewing the day's work	17:45	18:00	15

3 Module -6. Group Dynamics

i. Group Discussions/ Tasks Overview	09:00	09:10	10
a) Why they are conducted	09:10	09:20	10
B) Skills Required	09:20	10:00	40
c) Evaluation Criteria	10:00	11:00	60
Tea Break	11:00	11:15	15

Module-7 Group Tasks/ Mock Group Discussion

1. Group Discussions - the Art of Persuasion	11:15	11:30	15
a) General Topics	11:30	12:00	30
b) Issue –based Topics	12:00	12:30	30
c) Current Events	12:30	13:00	30

Lunch

II. Group Tasks	14:00	14:30	30
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Module-8 Personal Interview

1. Personal Interviews	14:30	14:30	0
a) why they are conducted	14:30	14:45	15
b) How to present oneself in the best light	14:45	15:00	15
Tea Break	15:00	15:45	30
a) Attitudinal Interviews	15:15	15:45	30
b) Skill Based Interviews	15:45	16:15	30
c) Stress Interviews	16:15	16:30	15
iii. Question Answer Session	16:30	16:45	15
iv. One –on-One Interviews and Individual Feedback	16:45	17:45	60
Feedback Session	17:45	18:00	15



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