

An Investigation Into How Well Campus Recruitment Training Impacts Job Placements.

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ABSTRACT

India has the third-largest higher education system globally, after China and the United States. Since gaining independence, India has developed a substantial technical education system that offers a wide range of educational opportunities in various fields and levels, including certificates, diplomas, degrees, postgraduate degrees, and doctorates. These programs are available in institutions across the country. However, despite the significant growth in the technical education sector, the overall quality of higher education in India does not meet global standards. This highlights the need for a thorough assessment of the quality of educational institutions in the country. To uphold the quality of technical education, the All India Council for Technical Education (AICTE) was established in 1945. AICTE's responsibilities include planning, setting norms and standards, ensuring quality through accreditation, prioritizing funding in key areas, monitoring and evaluation, maintaining certification standards, and promoting coordinated development and management of technical education nationwide. This paper aims to examine the current status of technical education in India, identify challenges, and discuss future prospects in this field.

KEYWORDS: Education, Quality, Technical, recruitment

INTRODUCTION

The Campus Recruitment Training program is designed to prepare students for the different stages of campus recruitment processes conducted in colleges, including engineering, MBA, and MCA colleges. It consists of modules covering written tests or aptitude tests, group discussions, and personal interviews. The program is regularly updated to align with changes in recruitment procedures used by companies during campus placements.

Campus placement, also known as campus interviews, refers to the process where companies visit educational institutes or a centralized location to offer jobs to students who are either pursuing or about to complete their programs. During these sessions, companies evaluate students based on their skills, capabilities, focus, and career goals.

Technical education plays a significant role in our education system and contributes significantly to the social and economic development of the nation. In India, technical education is provided at different levels including craftsmanship, diplomas, degrees, post-graduate studies, and specialized research fields. These programs cater to various aspects of technological advancements and contribute to overall economic progress.

NEED FOR THE STUDY

Currently, there are job opportunities available for graduates, but many lack the necessary skills to succeed in the selection process. Campus recruitment training serves as a connection between students and job opportunities. This study investigates how effective campus recruitment training is in improving job placements.

OBJECTIVES:

1. To investigate how effective Campus Recruitment Training (CRT) is in improving job placements.
2. To assess the role of CRT in facilitating the selection process for job placements.

RESEARCH METHODOLOGY:

The study relies on primary data collected through a questionnaire containing both open-ended and closed-ended questions.

SAMPLE DESIGN:

The study includes a sample of 332 fourth-year Bachelor of Engineering (BE) students from disciplines such as IT, EEE, CSE, and ECE of which 316 are valid data.

SCOPE OF THE STUDY:

The study specifically examines the impact of campus recruitment training on IT, EEE, CSE, and ECE final-year students in Engineering Colleges.

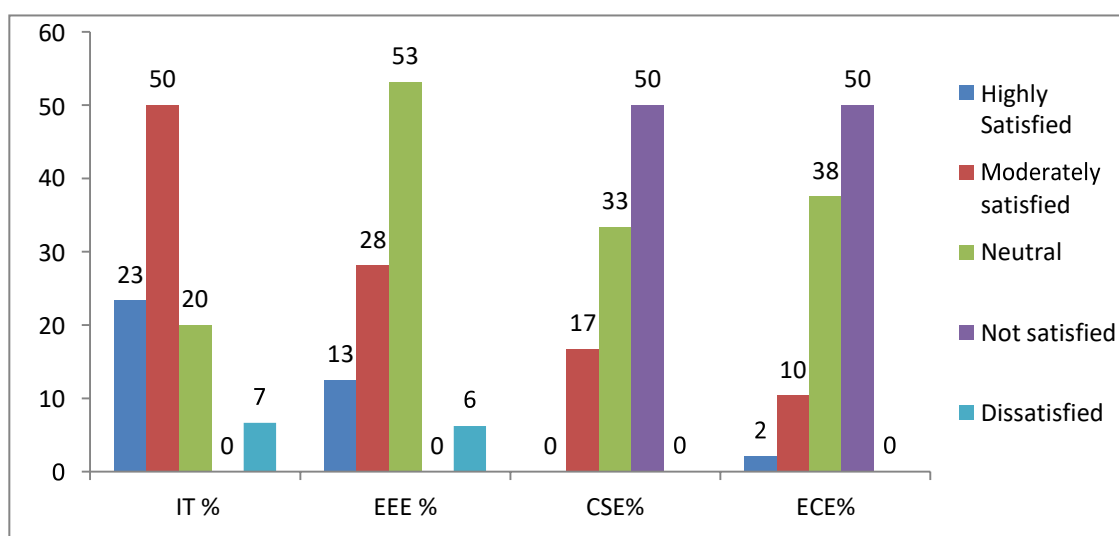
LIMITATIONS:

1. The study focuses solely on Engineering Colleges.
2. The study is restricted to final-year Engineering students.
3. The accuracy of the responses provided by students may vary.

DATA ANALYSIS AND INTREPRETATION

1. SATISFACTION LEVEL WITH CAMPUS RECRUITMENT TRAINING

options	IT	IT %	EEE	EEE %	CSE	CSE%	ECE	ECE%
Highly Satisfied	14	23	8	13	0	0	2	2
Moderately satisfied	30	50	18	28	16	17	10	10
Neutral	12	20	34	53	32	33	36	38
Not satisfied	0	0	0	0	48	50	48	50
Dissatisfied	4	7	4	6	0	0	0	0
Total	60	100	64	100	96	100	96	100



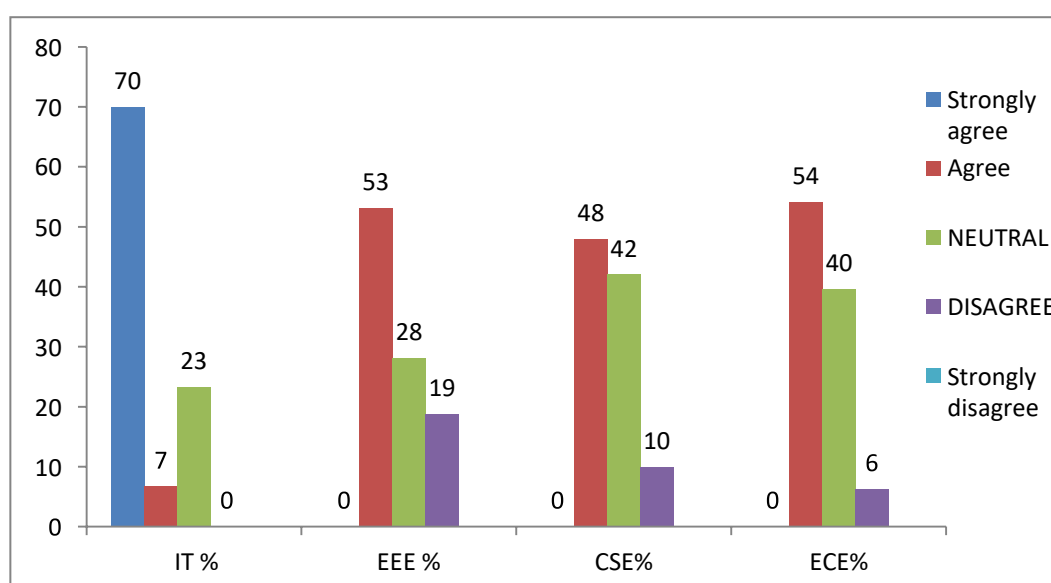
ANALYSIS & INTREPRETATION

From above graph it is observed that 23% of IT students, 13% of EEE, 0% of CSE s students and 2% of ECE students are highly satisfied with Campus Recruitment Training. 50% if IT 28% of EEE, 17% of CSE and 10% of ECE students are moderately satisfied, 20% of IT, 53% of EEE, 33% of CSE, 38% of ECE are neutral, 20% of IT, 53% of EEE, 33% Of CSE, 38% of ECE are not satisfied with Campus Recruitment Training More than Half

of the EEE students are not satisfied with the Campus Recruitment Training.

2. APTITUDE TAUGHT IN CRT IS HELPFUL IN QUALIFYING THE WRITTEN EXAMS

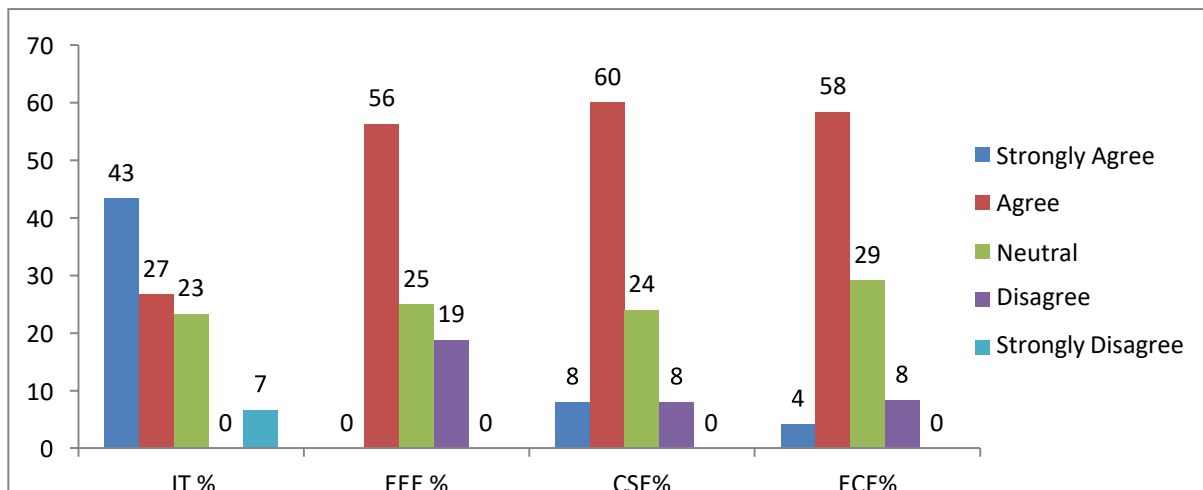
options	IT	IT %	EEE	EEE %	CSE	CSE%	ECE	ECE%
Strongly Agree	42	70	0	0	0	0	0	0
Agree	3	7	33	53	47	48	53	54
Neutral	15	23	18	28	40	42	38	40
Disagree	0	0	13	19	9	10	5	6
Strongly Disagree	0	0	0	0	0	0	0	0
Total	60	100	64	100	96	100	96	100



From above it is observed that 70% of IT students strongly agree, 7% of IT, 53% of EEE, 48% of CSE, 54% of ECE agree that Aptitude taught in CRT is helpful in Qualifying Written exam. 23% of IT, 28% of EEE, 42% of CSE, 40% of ECE are neutral, 19% of EEE, 10% of CSE, 6% of ECE are disagree with the statement. Few of the EEE students said that the aptitude taught in CRT is not helpful in qualifying the selection process.

3. REASONING TAUGHT IN CRT IS HELPFUL IN QUALIFYING THE WRITTEN EXAMS

options	IT	IT %	EEE	EEE %	CSE	CSE%	ECE	ECE%
Strongly Agree	25	43	0	0	8	8	5	4
Agree	18	27	36	56	58	60	56	58
Neutral	14	23	16	25	23	24	28	29
Disagree	0	0	12	19	8	8	7	8
Strongly Disagree	3	7	0	0	0	0	0	0
Total	60	100	64	100	96	100	96	100

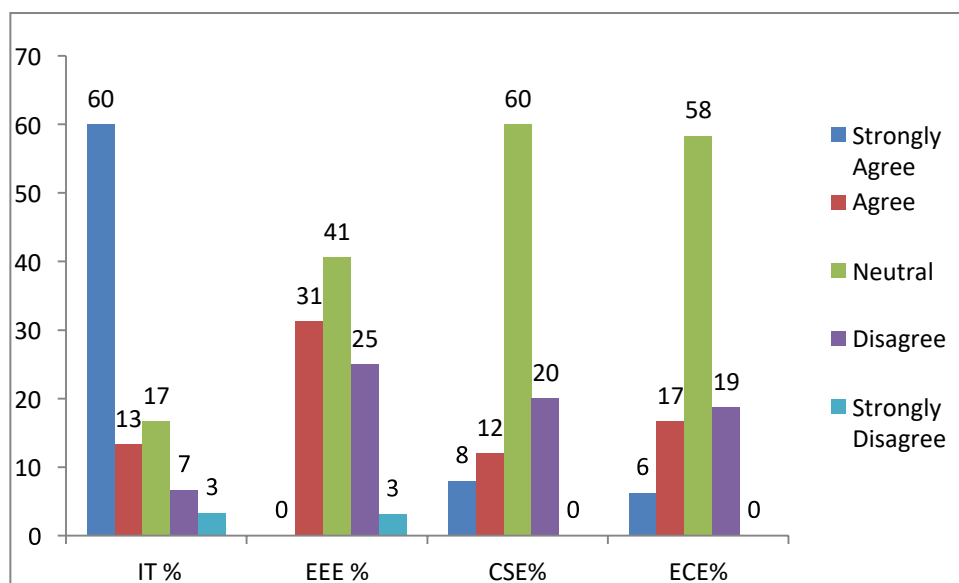


From above it is observed that 43% of IT students strongly agree, 8% of CSE, 4% of ECE agree that Reasoning taught in CRT is helpful in Qualifying Written exam.27% of IT ,56% of EEE ,60% of CSE , 58% of ECE Agree,23% of IT,25% of EEE, 24% of CSE,29% of ECE are neutral,19% of EEE ,8% of CSE ,8% of ECE are disagree with the statement.

Few of the EEE students said that the reasoning taught in CRT is not helpful in qualifying the selection process

4. COMMUNICATION SKILLSTAUGHT IN CRT IS HELPFUL IN QUALIFYING THE SELECTION PROCESS

options	IT	IT %	EEE	EEE %	CSE	CSE%	ECE	ECE%
Strongly Agree	36	60	0	0	7	8	6	6
Agree	8	13	20	31	12	12	16	17
Neutral	10	17	26	41	58	60	56	58
Disagree	5	7	16	25	19	20	18	19
Strongly Disagree	1	3	2	3	0	0	0	0
Total	60	100	64	100	96	100	96	100



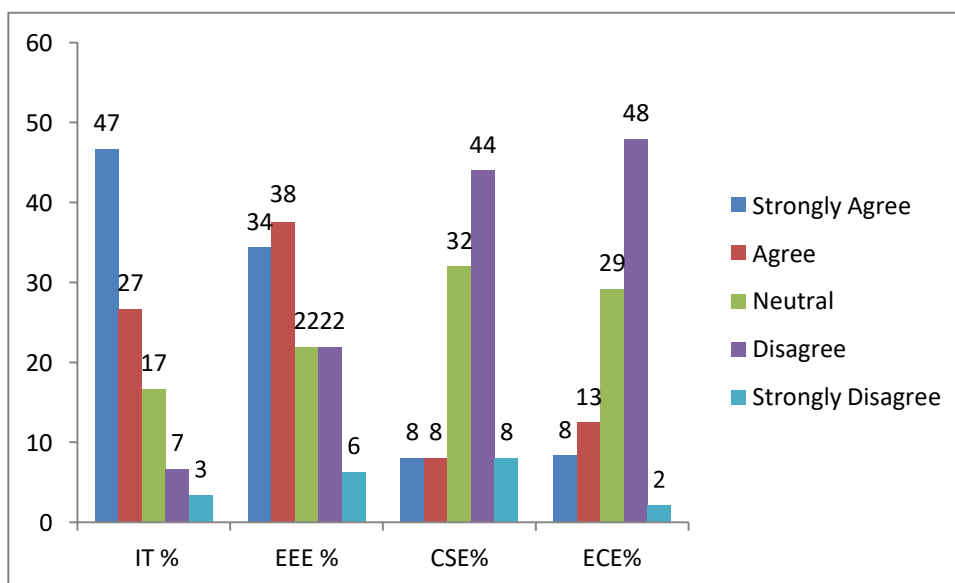
From above it is observed that 60% of IT students strongly agree,0% of EEE,8% of CSE ,6% of ECE Strongly agree,13% of IT,31% of EEE, 12% of CSE, 17% of ECE agree that communication skills taught in CRT is helpful

in Qualifying Selection process .17%% of IT,41% of EEE, 60% of CSE,58% of ECE are neutral,25% of EEE ,20% of CSE ,19% of ECE are disagree with the statement.

More than half of all the branch students said that the communication skills taught in CRT is not helpful in qualifying the selection process

5. ENGLISH VOCABULARY TAUGHT IN CRT IS HELPFUL IN QUALIFYING THE WRITTEN EXAMS

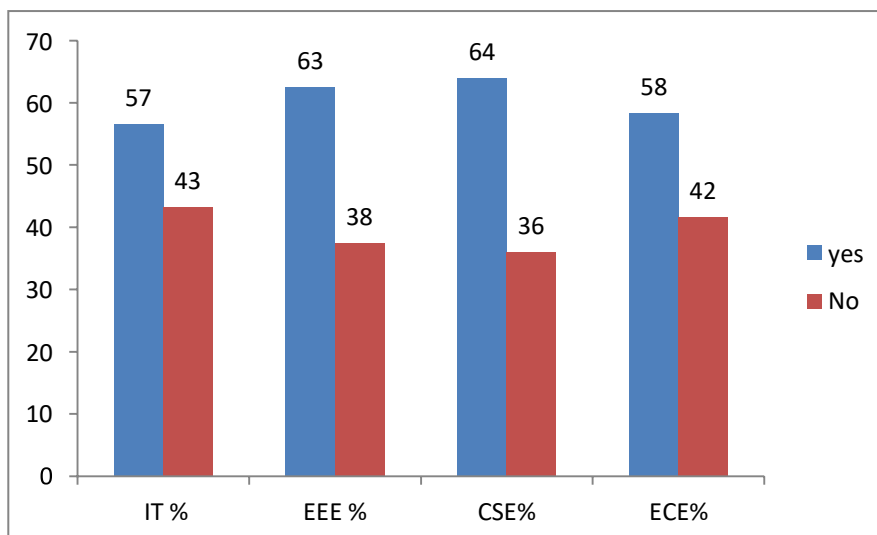
options	IT	IT %	EEE	EEE %	CSE	CSE%	ECE	ECE%
Strongly Agree	28	47	20	34	8	8	8	8
Agree	16	27	23	38	8	8	12	13
Neutral	10	17	14	22	30	32	27	29
Disagree	4	7	14	22	42	44	46	48
Strongly Disagree	2	3	2	6	8	8	3	2
Total	60	100	64	100	96	100	96	100



More than half of the students of all the branches agree English vocabulary taught in CRT is helpful qualifying selection process.

CRT helpful in Qualifying off campus selection

options	IT	IT %	EEE	EEE %	CSE	CSE%	ECE	ECE%
Yes	35	57	40	63	61	64	56	58
NO	25	43	14	38	35	36	40	42
Total	60	100	64	100	96	100	96	100



60% of the students said CRT is helpful in Qualifying Off campus selection also.

FINDINGS FROM THE STUDY REVEAL SEVERAL KEY POINTS:

1. More than half of the students studying Electrical and Electronics Engineering (EEE) express dissatisfaction with the Campus Recruitment Training (CRT) provided.
2. Some EEE students find that the aptitude and reasoning skills taught in CRT are not beneficial for qualifying in selection processes.
3. A majority of students across different branches believe that the communication skills taught in CRT do not aid in qualifying for selection processes.
4. However, more than half of all branch students find that the English vocabulary taught in CRT is helpful for qualifying in selection processes.
5. Additionally, 60% of students find CRT helpful for qualifying in off-campus selection processes.

CONCLUSION

In conclusion, engineering education plays a crucial role in the development of any developing country by producing skilled engineers. India's higher education sector requires thorough scrutiny in the face of globalization. There is an urgent need to enhance technical education to meet emerging opportunities, address the growing younger population, and tackle 21st-century challenges. Decisions made in this regard will significantly impact India's future as a knowledge hub. A focus on higher education and technical skills can propel India from a developing to a developed nation in a relatively short time.

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Prof. Radhika kirankumar, Research Scholar, Savitribhai Phule Pune University, & Assistant Professor, Indira Institute of Business Management, Navi Mumbai has 13 years of experience in academics and 3 years of corporate experience. Her teaching and research interests span the fields of Organizational behavior, Human Resource Management, Business Research Methods, Human Resource Planning, OD and Change Management, Business Ethics, Corporate Social Responsibility. Her current work explores the intersection between motivation factors and reward systems.

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Dr. Pinaki Mandal is an accomplished strategic marketing professional with more than 19 years of diverse industry and academic experience. His specialties include developing creative methods such as comprehensive

Go-To-Market techniques, digital marketing efforts, brand building, social media marketing, and search engine optimization. Mandal has successfully managed end-to-end strategic marketing communications and has extensive knowledge of both traditional and modern marketing practices, such as brand management, key account management, media planning, cross-media campaigns, guerrilla marketing, marketing research, digital business development, digital transformation, and client relationship management. Mandal's work approach is consistent with Rene Descartes' philosophy, allowing him to excel in a variety of duties and jobs within the marketing area.

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