Campus Placements: What? Why? Advantages!

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As all of you may be aware, the recent recession has made getting jobs difficult especially for freshers. Even if students do get a job it is often with great difficulty and several compromises have to be made by in terms of the job profile, the location of work even salaries for that matter. This has often prompted them to opt for colleges that either offer direct campus placement or have provisions for online campus recruitment. Here is an introduction to campus recruitment and also the advantages of the same for students as well as companies, small and large.

Introduction to Campus Recruitments:

If we have to describe campus placement in basic terms, it means the representatives of companies come to colleges and recruit students and freshers for positions that are vacant in their organizations.

Recruiters here aim to recruit smart and talented executives from the prominent campuses and professional institutes making the place a sought after place for students aiming to further pursue studies.

This practice has now become highly viable and colleges and companies are often seen hiring a professional recruitment officer who will be in charge of coordinating the entire process. Today, many small and medium sized companies as well as large companies and even multinational conglomerates are adopting the campus placement procedure to get fresh talent. There are even some companies and colleges that opt for online campus placement with the help of audio and video conferencing facilities. Thus it will not be wrong to say that the entire process of campus recruitments are beneficial for both the students as well as the companies.

Advantages of Campus Recruitment for Students & Companies:

i. Students are known to largely benefit from college based recruitments as they get a really good opportunity to present themselves to various different organizations and within a short span of time within the college itself.

ii. For freshers jobs, this makes it all the more beneficial as there are multiple organizations that will be visiting the institute. Getting a good job offer is very easy when put in comparison with the conventional online and offline job search.

iii. Companies too are benefited as they get a substantial talent pool of students from which they can select the best person for the position.

iv. They even save a lot of resources in terms of time as well as money in handing out job, jobs, as neither do they need to advertise for vacancies, nor do they need get themselves listed on job sites and go through the lengthy procedure of screening candidates before selecting one person.

Things that companies look for during offline & online campus placements:

Apart from the relevant qualifications and academic achievements, companies also opt for students having a pleasant personality and a good ability to communicate. A good track record along with a positive attitude and mental alertness will be an added advantage. Moreover, students are expected to behave in a mature as well as confident manner during the interviews. Lastly, there should be a

spirit to go that extra mile and create a lasting impression on the minds of company personnel as that will surely help in clinching the dream job, jobs.

Remember, there are surely going to be more than a hundred people who may be competing for the a the few job openings in a company, so one has to make sure that he or she presents himself and her abilities thoroughly and in a confident manner to the company people.

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