

# **Placement & Career Guidance Cell**

## **for the academic year 2014-2015**

APS College of Commerce provides placement assistance to all commerce students through placement cell .The Department of Commerce had tried a varied approach for the placements and the short executive summary of the stages are provided below. The Placement Cell office works closely with the Student Committee on the Pre placement training & campus recruitment process which consists of the following stages:

### **PLACEMENT SEMINARS AND WORKSHOP**

The placement seminar and workshop is a platform for interaction between the Soft skills trainer and the students. This year, we had invited,

- 1. DECCAN HERALD**  
**TOPIC: HOW TO FACE INTERVIEW**  
**DATE SEPTEMBER 11, 2014**

A soft skill training session was held to provide the insights on the campus recruitments. The representatives of the team conducted a simulated environment of placements, provided insights into the key aspects of HOW TO FACE INTERVIEW, conducted tests, and explained opportunities available to the students.

The day session consisted of

1. Introduction of the topic and purpose of placements to students
2. How to prepare for interview
3. What to wear, professional appearance
4. Positive Body Language, Negative Body language
5. Types of interview

The students were happy to know the points for improvement and showed great enthusiasm during the whole exercise and requested for same in next semester .

**2. TECHRUIT  
FREE APTITUDE TEST  
DATE: JANUARY 10<sup>TH</sup>**

Techruit conducted a test on Employability skills by assessing the general aptitude skills of students and the same is part sponsored by [firstnaukri.com](http://firstnaukri.com). This was a pilot project in which the top **80** institutions (arts and science colleges) in each of the states of Tamilnadu, Telengana, Karnataka and Kerala had been identified. We are happy to inform that our **institution is one among the top 80**.

We are likely to screen 60,000 candidates across the 4 states and the results of the pilot project would help us to fine tune future assessments, while providing a honest feedback to the students. The test is of **one** hour duration and consists of verbal aptitude, mathematical aptitude and logical reasoning. Techruit has screened over 450,000 candidates in the last 8 years of operations.

We had a initial registration for this test by college and on Jan 18th they conducted free aptitude test on our college which included

- Aptitude test
- Student assessment
- Stages of improvement

**3. DECAN HERALD  
TOIPIC: CORPORATE ETHICS  
DATE: 12<sup>TH</sup> AND 13<sup>TH</sup> FEBRAUARY**

Once again we invited this team to provide insight knowledge to students about corporate ethics the team conducted two days of workshop regarding this. The session included

- What is corporate ethics
- Is corporate ethics important
- Business ethics
- Corporate ethics

**4. STUDENTS' EMPOWERMENT PROGRAMS  
BY BILVA INSTITUTE OF MONEY MANAGEMENT  
DATE:FEB15<sup>TH</sup> 2015**

With the stock markets in the news everyday for their outstanding performance and importance in global economy, students are seriously looking at a career in the capital markets. Assessing the volume and the enormous growth potential this field is going to have in future; qualified participants are assured of a very bright, well paid and promising career as the demand for such Professionals will be immense. To be successful you should have the right set of skills and qualifications for the career you wish to pursue. Strong quantitative and analytical skills are must. Commerce, Accountancy, Economics, Mathematics, Finance and Management graduates / post-graduates are most suited for careers in capital markets. From this point of view we arranged money management session which included

- Students empowerment programme
- Career in capital markets
- Entrepreneurship
- Personal excellence

**5. SESSION ON ‘ ROLES AND FUNCTIONS OF RBI ‘  
BY EDUCATIONAL WING, RBI  
DATE: APRIL 6<sup>TH</sup> 2015**

- On the basis of Banking Law subject for II Sem B.Com, It was decided to organize a visit to RBI on 6th and 8th of April 2015, as per the request, RBI arranged 2 days Seminar on the topic “Roles and Functions of RBI” in which each day included 75 students along with respective staffs.

During the course of seminar, the representative team concentrated on following topics:

1. History of RBI
2. Difference between commercial Banks and RBI
3. Functions of RBI
4. Monetary policy of 2015-16
5. RBI Development
6. RBI financial conclusion.
7. Students empowerment programme

## **INVITING COMPANIES**

Placement Cell office and the student committee reach out to companies and invite them to participate in the placement process we were successful in getting **TCS COMPANY, NANDI TOYOTA Company , NORTHERN TRUST, ICICI LIFE PREDENTIAL, ICICI BANK, VEN INDIA , MPHASIS** to our college and we are also expecting CABGEMINI, KANAN &

CO, TGS LTD, BLUESTAR. The placement Cell gives the company and the student an opportunity to discuss the role in detail and make the right choice.

## **1. VEN INDIA LTD.,**

**Job Profile: HR Executive**

**Date: January 7<sup>th</sup> 2015**

Established in the year 2010, VCIPL has been providing a full range of resource deployment for project management services and contractors project management services including design, tender, construction, cost and facility management, value engineering and construction supervision to its clients.

### **Placement Statistics**

Total students Attended Interview –200

Total students Selected in Group Discussion Round –115

Total students selected in Technical Round – 29

**Total students selected in Ven India 29**

## **2. MPHASIS**

**JOB PROFILE: Trainee Technical Support office**

**DATE: JANUARY 8<sup>TH</sup> 2015**

Mphasis is a leading IT solutions provider, offering Applications, Business Process Outsourcing (BPO) and Infrastructure services globally through a combination of technology knowhow, domain and process expertise.

Mphasis Limited (then, Mphasis BFL Limited) was formed in June 2000 after the merger of the US-based IT consulting company Mphasis Corporation (founded in 1998) and the Indian IT services company BFL Software Limited (founded in 1993).

Over the years we have left an indelible impression in the IT solutions domain with an impressive clientele and an extensive global presence. The accolades we have been garnering can be attributed to our undeterred focus in delivering quality solutions across verticals that meet the challenging requirements of our esteemed customers. Our integrated solutions offering is aimed at creating value for our customers, helping them in improving their business processes with

minimum hassles and capital outlays. The perfect blend of technical excellence, business performance monitoring, business intelligence and customer experience management is what makes us endearing to our clients.

### **Placement Statistics Of MPHASIS**

**Total students attended -200**

**Total students selected in aptitude test – 80**

**Total students selected in technical round- 35**

**Personal interview was conducted in the month of March and 1 student was selected.**

#### **3. ICICI Bank**

**Job profile: sales officer**

**Date : 19<sup>th</sup> January 2015-03-02**

ICICI Bank is India's largest private sector bank with total assets of Rs. 5,946.42 billion (US\$ 99 billion) at March 31, 2014 and profit after tax Rs. 98.10 billion (US\$ 1,637 million) for the year ended March 31, 2014. ICICI Bank currently has a network of 3,853 Branches and 12,123 ATM's across India.

### **Placement Statistics of ICICI Bank**

Total students Attended Interview – 180

Total students selected in 1<sup>st</sup> round – 95

Total students selected in final round- 33

**Total students selected in ICICI BANK 33**

#### **4. ICICI LIFE PRUDENTIAL**

**Job Profile: Sales and Marketing**

**Date: 19<sup>th</sup> January 2015**

ICICI Prudential Life Insurance Company (ICICI Prudential Life) is a joint venture between ICICI Bank Ltd., India's largest private sector bank, and Prudential plc, a leading international financial services group headquartered in the United Kingdom. ICICI Prudential Life was amongst the first private sector life insurance companies to begin operations in December 2000 after receiving approval from Insurance Regulatory Development Authority of India (IRDAI).

ICICI Prudential Life's capital infused stands at Rs. 47.96 billion (as of March 31, 2014) with ICICI Bank Ltd. and Prudential plc holding 74% and 26% stake respectively. For the financial year 2014, the company garnered a total premium of Rs. 124.29 billion. The company has assets under management of Rs. 805.97 billion as on March 31, 2014.

#### **Placement Statistics Of ICICI LIFE PRUDENTIAL**

Total students Attended Interview – 80  
Total students selected in 1<sup>st</sup> round – 22  
Total students selected in final round – 16

**Total students selected in ICICI LIFE PRUDENTIAL 16**

#### **5. NANDI TOYOTA** **Job Profile: Sales officer** **Date: 21<sup>st</sup> January 2015**

Manufacturer of automobile service provider of repairing & maintenance of cars trader of new cars, used cars

#### **Placement Statistics Of NANDI TOYOTA**

Total students Attended Interview – 200  
Total Students Selected in 1<sup>st</sup> round - 120  
Total students selected in 2<sup>nd</sup> round - 60  
Total students selected in 3<sup>rd</sup> round - 29

**Total students selected in NANDI TOYOTA 29**

#### **6. NORTHERN TRUST** **JOB PROFILE: ACCOUNTS DEPT** **DATE: 23<sup>rd</sup> JANUARY 2015**

The **Northern Trust Corporation** is an American international financial services company headquartered in [Chicago, Illinois](#). It provides investment management, asset and fund administration, fiduciary and banking services through a network of 85 offices in 18 U.S. states and 20 international offices in [North America](#), [Europe](#) and the [Asia-Pacific](#) region. As of June 30, 2014, Northern Trust Corporation had \$106 billion in banking assets, \$6.0 trillion in assets under custody and \$924.4 billion in assets under management. In March 2010, [Forbes](#)

Magazine ranked Northern Trust as the world's most admired company in the "Superregional Banks" category

### **Placement Statistics Of NORTHERN TRUST INDIA**

**Total students attended -25**

**Total students selected in 1<sup>st</sup> round – 13**

**Total students selected in 2<sup>nd</sup> round – 4**

**Final round yet to be completed.**

#### **7. TCS**

**Job profile: Technical Trainees**

**Date : 27<sup>th</sup> January 2015**

Tata Consultancy Services Limited (TCS) is an Indian multinational information technology (IT) service, consulting and business solutions company headquartered in Mumbai, Maharashtra TCS operates in 46 countries.<sup>[3]</sup> It is a subsidiary of the Tata Group and is listed on the Bombay Stock Exchange and the National Stock Exchange of India. TCS is the largest Indian company by market capitalization (\$80 billion) and is the largest India-based IT services company by 2013 revenues. TCS is now placed among the 'Big 4' most valuable IT services brands worldwide. In 2013, TCS is ranked 40th overall in the *Forbes* World's Most Innovative Companies ranking, making it both the highest-ranked IT services company and the top Indian company.<sup>[11]</sup> It is the world's 10th largest IT services provider, measured by the revenues

### **Placement Statistics Of TCS**

Total students Attended Interview – 180

Total students selected in aptitude round – 50

Total students selected in Technical round – 25

Final round was conducted in the month of March and 16 students are selected into TCS.

#### **8. Greet Technology**

**Job profile: accounts Executive.**

**Date : 4<sup>th</sup> February 2015**

Total students Attended Interview – 50

Total students selected in aptitude round – 15

Total students selected in Technical round – 3

**9. Capgemini**

**Job profile: Accounts Executive.**

**Date : 20<sup>th</sup> March 2015**

Total students Attended Interview – 200

Total students selected in aptitude round – 60

Total students selected in Technical round – 35

12 students were finally selected and offers were made from Capgemini

**10. Job Fair from APS Placement and Career Guidance Cell**

**Job profile: accounts Executive.**

**Date : 8<sup>th</sup> April 2015**

**Companies participation list**

<b>Company Name</b>	<b>First Round</b>
Infosys	30
IBM	15
ANZ	18
E & Y	6
IBM Daksh	10
Rocket Tips	13
Samsung	25
Motorola	20
HDFC Bank	35
Apple	10
Accenture	50
Amazon	38
First American Bank	18
<b>Total number of Students participated in placement process</b>	<b>300</b>

## **Highlights:**

92% of Bcom students are placed with 275 offers being made

90% of BBM students are placed with 15 offers being made

40% of BA students are placed with 5 offers being made

The company made an offer to the student after the final interview. The offer included details of role, location, remuneration, and other relevant terms and conditions required by the candidate to make a decision. The offer is communicated by the company to the Placement Cell office which in turn communicates it to the selected student. The acceptance of an offer is governed by placement rules of the Placement Cell office which are framed at the beginning of the academic year and may vary from year to year.

Convener

C M Hanumantharayappa