

IILM – Standard Operating Procedures

Placement Process

Prepared by: Career Development Centre, IILM GSM (2019)

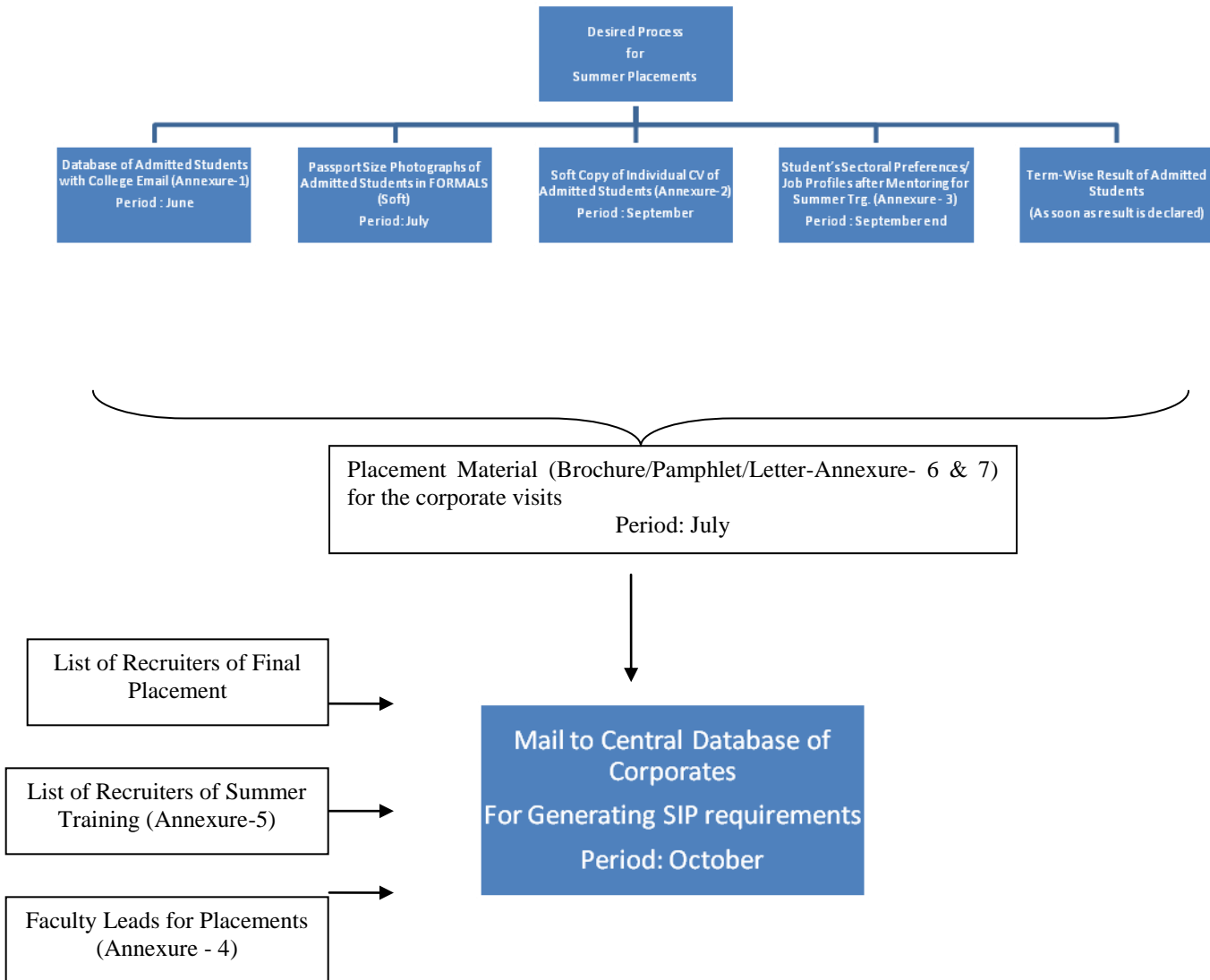
Reviewed by: Dr. Taruna Gautam (2019)

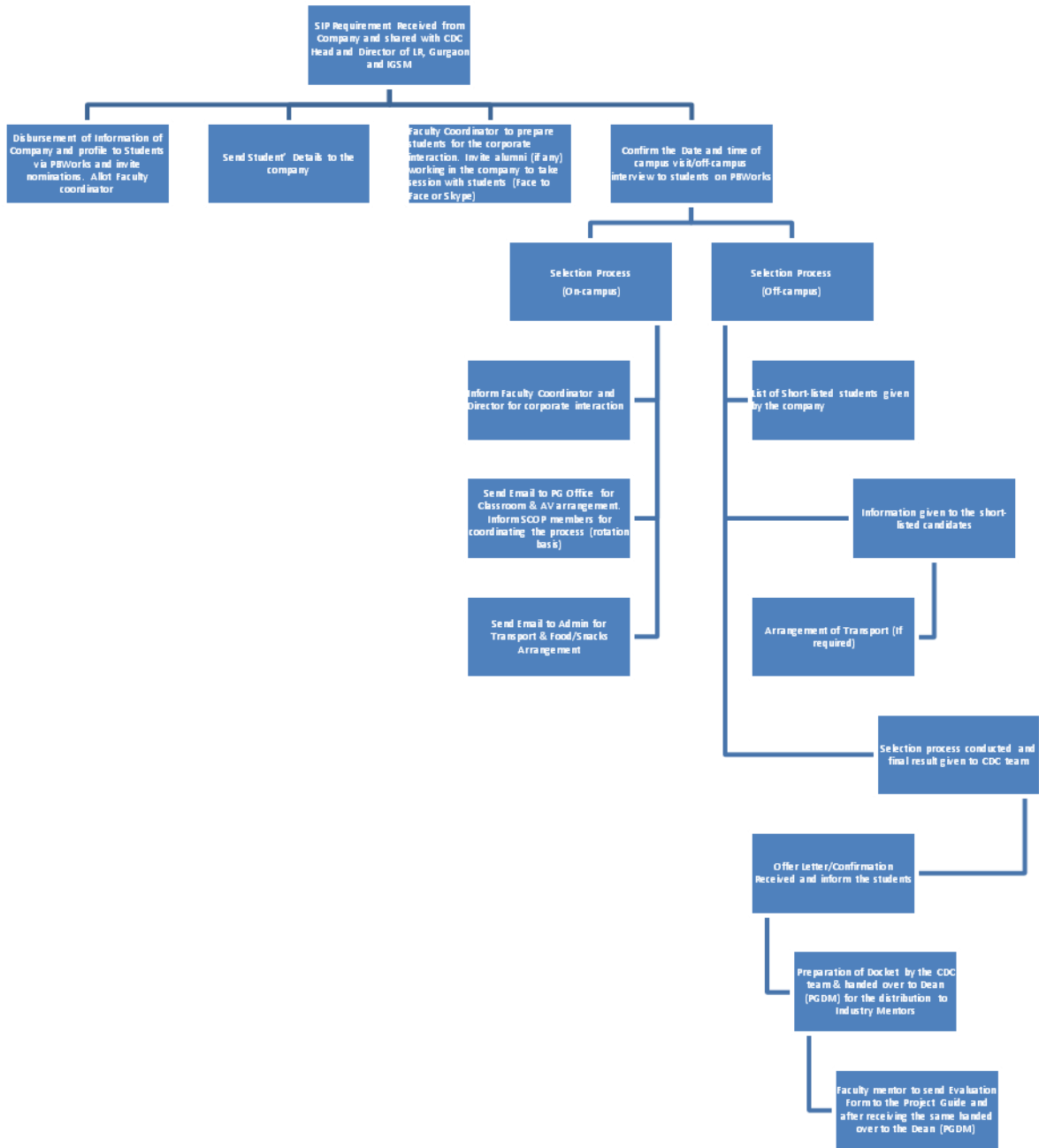
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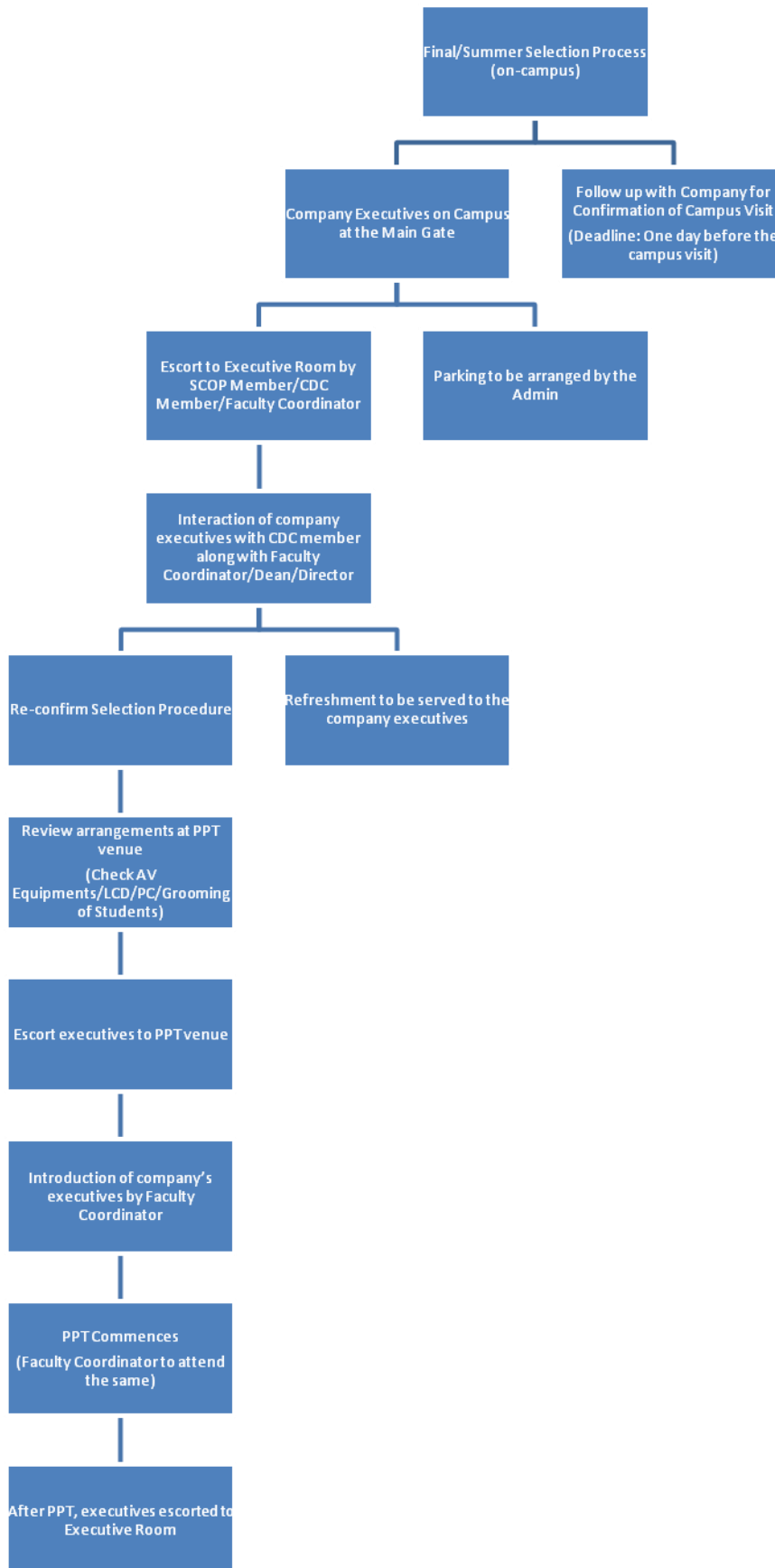
- a. Timelines in the flowcharts have been updated as per current practice
- b. Some minor changes in the flowcharts to reflect the current process
- c. Placement rules and Regulations have been updated
- d. Annexure 3 – Pre Interview Checklist
- e. Annexure 4 – Faculty Coordinator Roles and Responsibilities
- f. Annexure 6 and 7 – Email format has been updated
- g. Annexure 10 – Sign off form updated

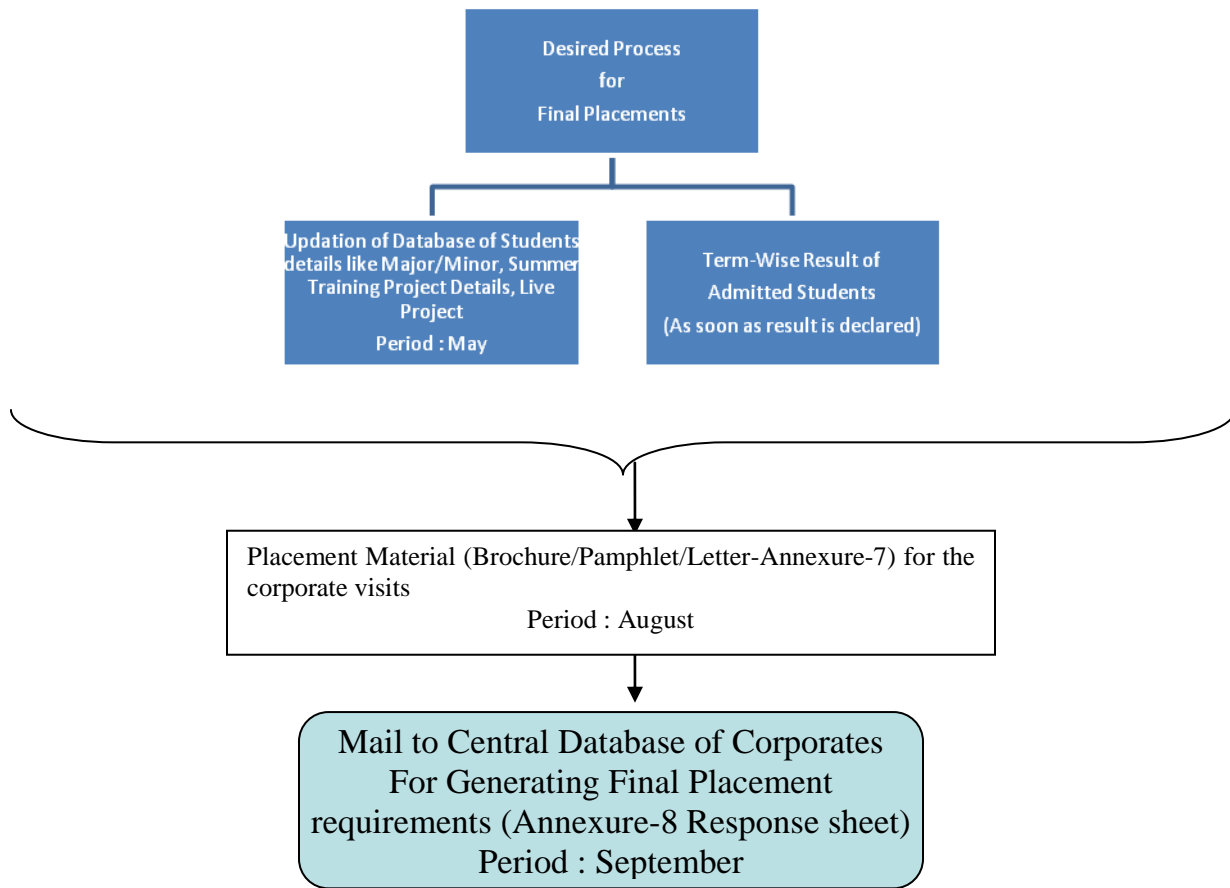
Department: **Placement Process**

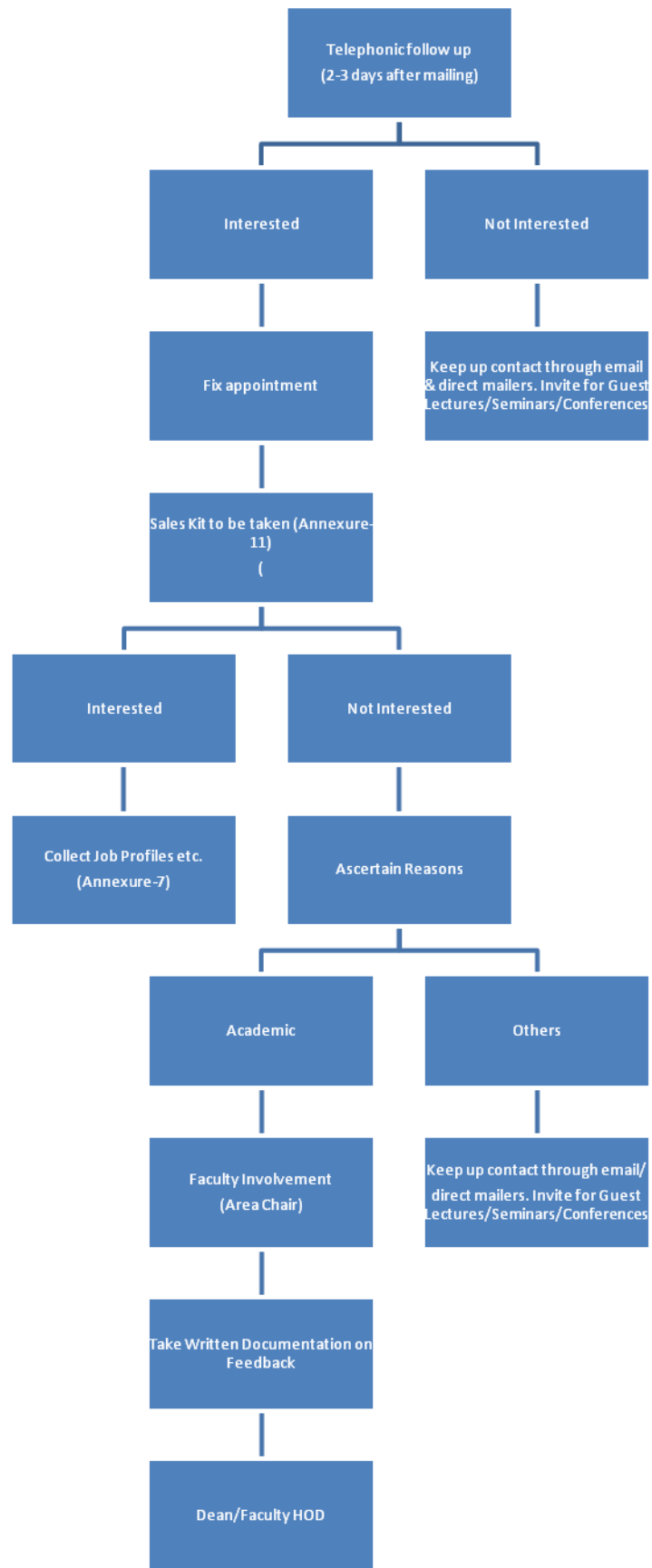
Prepared by : **Prof. Sanchita Ghosh**

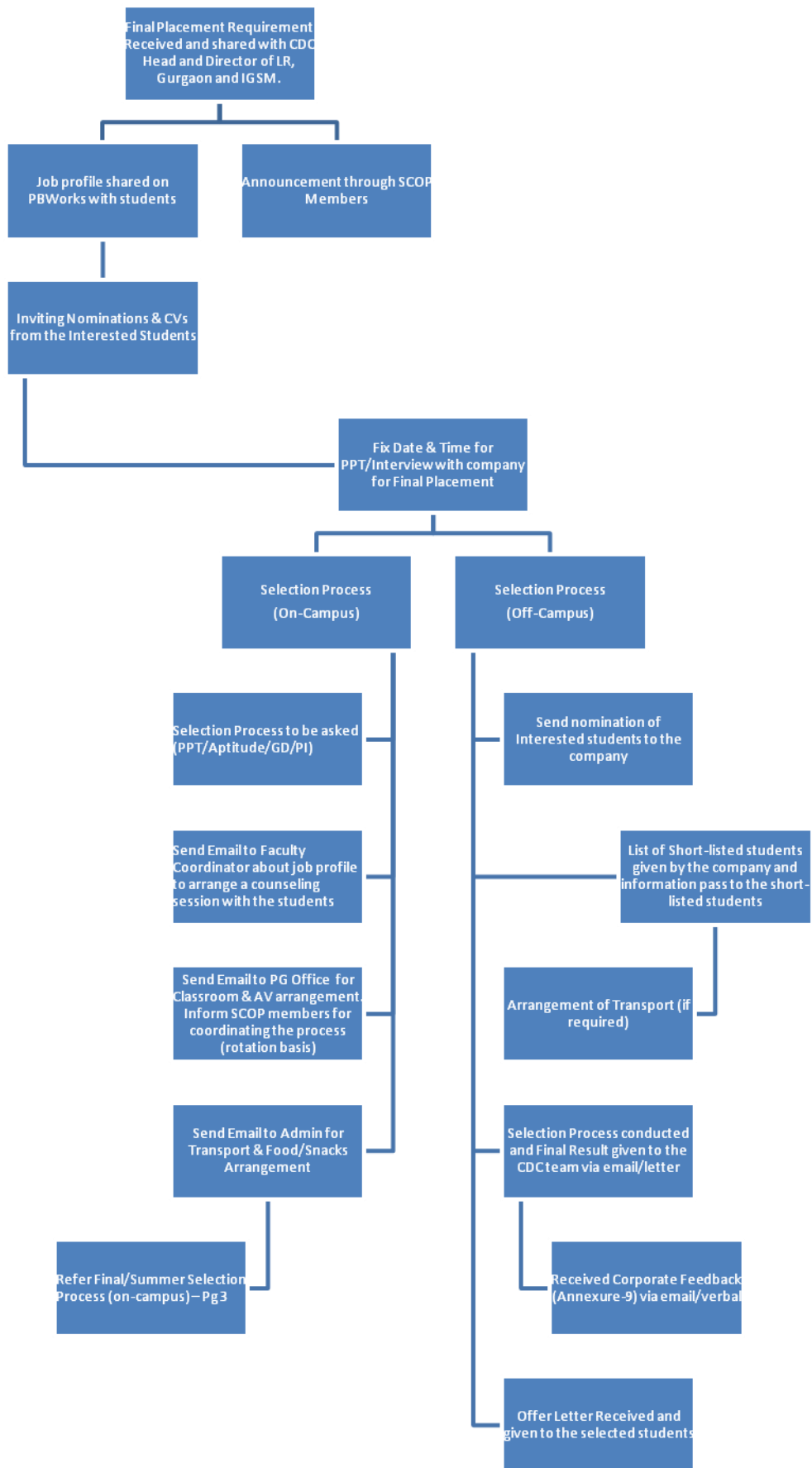




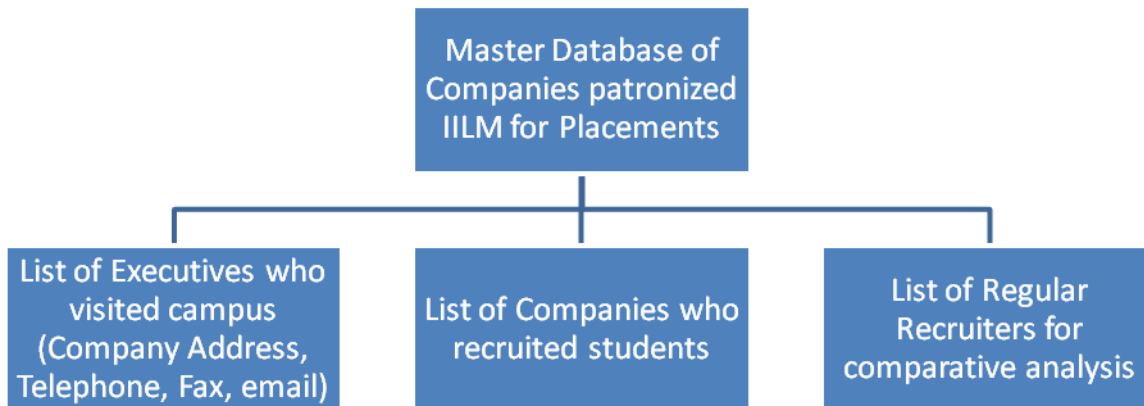
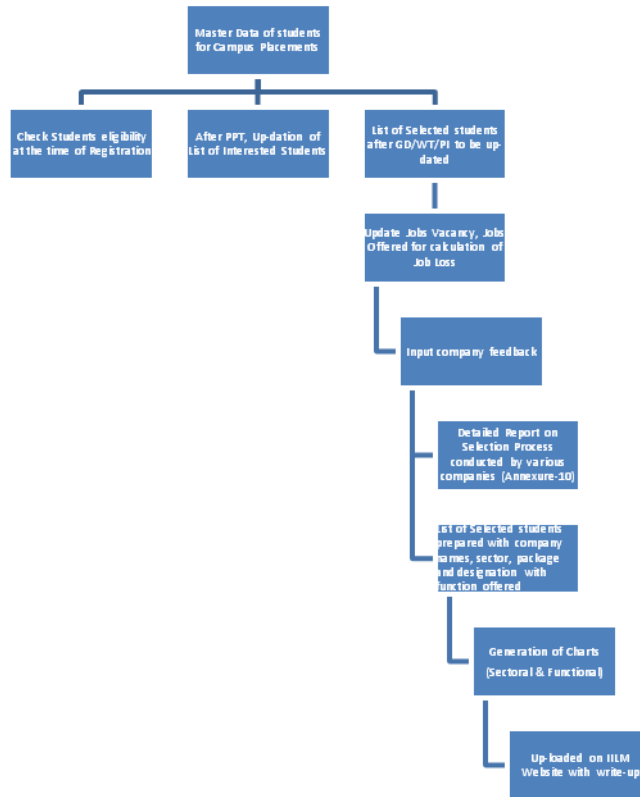








Flow Chart of data-updation for Report Generations



CAMPUS PLACEMENT : RULES & REGULATIONS

IILM aims at imparting quality management education enabling our students to imbibe theoretical knowledge and blend it with their skill and attitude to secure prized positions for them in the corporate world. Towards this objective the Placement cell at IILM focuses on attracting the best companies for campus placement. To further streamline the process of campus placement, the following procedure is being implemented forthwith to provide all our students equal opportunity in achieving a placement of their choice. The details are as follows:--

1. IILM shall facilitate Campus placement for all its students undergoing Post Graduate Programme and seeking employment. However it is not mandatory for all students to participate in final placement.
2. Students who are not desirous of availing Final Placement being provided by the college need to inform the Placement office of the same by submitting a written application. Such students will not be considered for participation in any placement process. A summary of the same will also be submitted through the Placement Opt Out Form to the Program Director (Annexure – 12) during the Final Placement Season and before the students participate in the Final Placement Processes of Companies.
3. Students who have not defaulted in paying the requisite fee to the institute and conduct has been satisfactory at the Institute will be considered for final placements.
4. Every student has to prepare his/her CV as per the Campus CV Format for Final Placement provided by the Placement Office.
5. Every student is required to have a Public LinkedIn profile and updated as per the given format. They are also required to join the respective PG Batch of IILM on LinkedIn
6. Information about companies' Placement schedule, Job Details and Compensation package for final placement will be put up on the Online Placement Portal (PBWorks). It will be the duty of every student to check PBWorks regularly.
7. Students need to go through the Placement schedule, Job Details, Job Location and Compensation package for a position hosted on PBWorks carefully and if interested, may apply for the same by filling in details as per the format.
8. If the response to a company placement process is high whereas the company has specified a **SPECIFIC NUMBER** of CVs to be sent, the Placement Office/faculty member will short-list the CVs on the basis of relevant parameters as deemed appropriate and forward only the required number of CVs to the company. The decision of the Placement Office will be final in this regard.
9. Preparatory placement workshops would be conducted keeping in mind the JD's received from companies coming on campus. All students are advised to mandatorily attend these workshops regularly and inform placements regarding their participation in the company's recruitment processes.
10. **Students are required to get "Pre Interview Checklist" signed from their mentors for each company in which they are applying** and submit the same to the respective Placement Manager on the day of process. Students who fail to submit the Pre Interview Checklist to Placement Manager would not be allowed to appear for the process.
11. After the **"Pre-Placement Talk"** by the company, a student can withdraw his/her candidature by informing Placement Manager/Faculty Coordinator and need not participate further in the GD/PI process.
12. Students may be required to go to the companies' office or company designated venue for the purpose of final placement.
13. The student who gets placed in a company (i.e. receives an Letter) will not be allowed to participate in further placement process as it hampers the chances of other students from his/her batch. However if the compensation package from a new company is more than Rs 1.00 lakh vis-à-vis the offer from the company in which a student has

already been placed, then the student may participate in the placement process of the next company after necessary recommendation from his/her mentor and approval from Head Placements/Dean/Director.

14. Further to point No. 13, once 50% of the batch is placed, the students are free to apply in multiple processes.
15. Students have the liberty of getting Placement off campus in a company of their choice. These students may take recommendation letters from the Placement Office for a maximum of 3 companies at a time. However these students have to keep the Placement Office informed of the status of their application within 10 days of the date of recommendation letter, failing which it will be assumed that the students has succeeded in arranging the final placement.
16. It is mandatory for all students to dress formally whenever there is a placement activity organized by the Placement Office regardless of their attendance/participation in the same. The dress code details are stated below ;--

For Boys: Blazer/Trouser with matching tie/Business Suit.
For Girls: Blazer/Trouser with Scarf/Business Suit/Sari.
17. The Institute reserves the right to change/modify any or all of the above mentioned rules/regulations and procedures, whenever it is deemed necessary to do so in the best interest of the students.
18. Students need to take **No Objection Certificate (NOC)** from Institute before joining the company and shall clear all pending tuition fees/hostel fees before his/her joining. Institute may take disciplinary action against students who fail to adhere to this guideline.

Placement Guidelines on Misconduct

19. Once a student has applied for a company process, it is mandatory for him/her to report on the day of process. Students who want to withdraw from a company specific process due to a genuine reason need to get approval from their mentor in writing and submit the same to the Placement Manager/Faculty Coordinator. **Not attending the selection process after submitting nominations will amount to Placement misconduct and student will be suspended from the placement process.** However, in the first instance of such misconduct, suspension can be revoked after 10 days on the recommendation of the mentor if student undertakes not to repeat it. If the same misconduct is repeated by the student, **Placement Disciplinary Committee** * may decide to debar the student from the placement process.
20. After applying for a company placement process, it is mandatory for the student to attend Pre-Placement Talk (PPT) in formals. Those who do not comply with this rule will not be permitted to attend the process and shall lead to elimination from the process.
21. Students may not be allowed to participate in the Placement process if he/she arrives late for the process.
22. **Post Pre-Placement Talk by the company**, if a student continues to participate in the placement process, it shall be mandatory for students to appear for the GD/PI. **Absence from the GD/PI would result in elimination of the student from the Campus Placement for a 15 day period.** If the same misconduct is repeated by a student, Placement Disciplinary Committee may decide to debar the student from the placement process.
23. Withdrawal of a student from the placement process after having undergone the GD/PI process and getting the final offer, citing reasons of location or salary mismatch will result in the suspension of student **from further placement process for 30 days.** Repeat of the misconduct will result in debarring the student from the placement process.
24. No student will be allowed to interact / contact the company executives directly during or after the selection process unless authorized by the Placement Office. Non-compliance will result in debarring the students for the Final Placement for 10 days. If the same misconduct is repeated by student, Placement Disciplinary Committee may decide to debar the student from the placement process.

Summer Internship Policy:

- Summer Internship is an integral and essential part of the two-year full-time PGDM Program curriculum.
- Summer Internship Approval:
 - ✓ All companies that have come through Career Development Centre will be approved by the Head-Career Development/Head-Industry Engagement and the Director, PGDM.
 - ✓ Any company that has been brought in by the student for self summer internship will have to be approved by the Director, PGDM and Head- Career Development Center/Head-Industry Engagement and faculty mentor.
- The credits associated with Summer Internship Program are 6 credits (equivalent to 2/3 courses).
- The duration of Summer Internship Program would vary from 8 to 10 weeks between beginning of May, 2019 towards end of June/Mid-July, 2018
- Up to 2 Internships are possible e.g., one could be for 6 weeks and second internship could be for 4 / 5 weeks.
- A Thank You Letter would be shared with the Company by the CDC Team/Mentor detailing mentor's engagement with the company right from fixing the scope of the internship project assigned to indicating 2/ 3 company visits & a continuous touch-base for feedback. (Annexure 6)
- The students are expected to fulfill the requirements of the Summer Internship Program and are evaluated on specified parameters as mentioned in this module.
- The students are expected to behave in a manner that maintains and enhances the prestige of IILM while following the rules and regulations of the organisation where they are undergoing the internship.

Annexure 1 - Student's data

[PLEASE FILL IN CAPITAL LETTERS ONLY]

Full Name of Student :

Section :

Roll No. :

Personal Email :

% - 10 th	Subject	Passing Year	School Name	Board Name (CBSE/ICSE/Others)

% - 12 th	Subject	Stream (Commerce/ Science/Arts)	Passing Year	School/ College Name	Board Name (CBSE/ISE/Others)

%-Grad.	Subject	Stream (Arts/Science/ Commerce/Mg mt/HM)	Course Name (BA/B.Com/B.Sc/ BBA/BE/BHM/O thers)	Passing Year	College Name	University Name

% - PG	Subject	PG – Course Name	Passing Year	College Name	University Name

Summers Company	Project Title	Specialization		CGPA
		Major	Minor	

DOB	Personal Mobile	Res. Tel/ Mobile No.	Home Town City	Father Occupation

Local Address at NCR :

Home Town Address :

Date :

(Signature

ANNEXURE 2 – RESUME FORMAT

RAVEESH TUTEJA

- 521/11, Rattan Garden, Gurgaon (122001), Haryana • Cell: +91-9582091779
- Email: raveesh.tuteja.pgdm18@iilmgsm.ac.in • LinkedIn URL : <https://in.linkedin.com/raveeshuteja>

EDUCATION

IILM Graduate School of Management, Greater Noida

- Pursuing PGDM course – 2.92 CGPA (till Slot 6) 2015-2017

Delhi University, New Delhi

- **Ramjas College** – Bachelor of Commerce (Honors) 2009-2012
- **St. Stephens College** - Advance Diploma in Chinese Language 2012-2015

SCHOOL

- **Class XII - DAV Public School, Gurgaon** – Secured 94% (CBSE) 2008-2009
- **Class X - Lord Jesus Public School, Gurgaon** – Secured 84% (ICSE) 2006-2007

WORK EXPERIENCE

Shree Krishna Signages, Branding & Advertising , Gurgaon, Haryana

Aug 2012 – Mar 2014

Business Development & Customer Relations (Family Business)

- Planned the inception of Branding and Out of Home Advertising Firm from scratch to holding a major market share in the local market within 6 months.
- With good communication skills and understanding of customer needs, served prestigious clients DLF, Ranball, Havells, Hometown etc. with ontime deliveries and quality products.
- Led a team of 22 skilled and unskilled workers to remain strongly committed to our organisational goals and division of unit into small cross functional teams for optimum resource utilization and timely output.

INTERNSHIP/LIVE PROJECT

GO IBIBO Pvt Ltd, Gurgaon

Summer Trainee

June – July 2015

- Team leader for Content creation, Online and On ground media marketing for IBIBO RYDE Car pool app.
- Planning and executing the promotional events for the App
- Understanding competitor business model and strategising accordingly.

BERC Consulting, Gurgaon

Analyst

Dec – Jan 2015

- Detailed analysis of physical verification of stock of inventory of Federal Mogul Goetze India Ltd. in India.
- Preparation of Financial Report of Federal Mogul Goetze India Ltd. based on the stock audit undertaken.

ACADEMIC PROJECTS

Detailed study of Future Group's Retail Market

- Studied several lines of business and its form of operation with cost – benefit analysis
- Understanding company's orientation towards marketplace with respect to different lines of business in its retail segment and the supply chain of the process of Big Bazaar

Business Research Project of “Online versus Offline medical stores in future”.

- Detailed analysis of consumer behavior & consumer acceptance.
- Conducted survey and personal interviews of people among different age group regarding their preference.

LEADERSHIP EXPERIENCE

Utsav College Cultural Society

- Facilitated fund raising to finance the expenditure on the college fest through sponsorship
- Designed brochures, banners and set as member of core creative team

NSS, Ramjas College

- Organized blood donation camp for NSS society and actively initiated social awareness regarding blood donation.
- Organized promotional event for the movie “turning thirty” in college by organizing a bike rally.

SKILLS AND INTEREST

- Computer Skills : Proficient in MS Office, Corel Draw, Adobe Photoshop.
- Reading and writing Hindi Poetry
- Sports: Swimming and Volleyball (Represented school at various interschool matches)

REFERENCES

- Faculty Mentor and Summer Internship Company Mentor/Industry Person

Annexure 3

Pre Interview Checklist

Name of Student: _____

Name of Company: _____

Date of Process : _____

	Yes	No
Company Specific		
Have I spent enough time on the company website to know about their businesses?		
Do I know the names of the key personnel in the company?		
Do I know the reasons why the company has been in the news in the last 2 years?		
Have I received Alumni Feedback on the HR Policies of the Company?		
Do I know who they compete with and what their competitors say about them?		
Have I looked at their Financials?		
Job Specific		
Have I gone through the JD thoroughly?		
Do I really have the knowledge, skills and attitude for the roles and responsibilities?		
Do I have a list of queries/ doubts to be asked during PPT? Have I discussed them with my mentor?		
In case of a PAN India Company, am I ready to relocate/ travel?		
Have I sat down and discussed the job prospects with my family members?		

Signature of Mentor/ Dean/Head Placements	
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Annexure 4 – Faculty Coordinator Roles and Responsibilities

Step 1: Once the Job Description is posted on PBWorks, organise an interaction session with students to make them aware about Job Description and company. This needs to be done at least 1-2 days prior to the application deadline so that students are clear about company and profile before sending their nomination.

The following checklist can help you to prepare for this session

- Did the company come last year? What was the job profile did it offer and how many seats did it offer and how much was the intake last time, feedback for candidates and package?
- What is the job profile this time, job skills, No. of seats, package this time, location and date of the campus visit

(PBWorks would be having all the required details. For any further query, get in touch with Placement Manager)

- Core business of the company, Service offerings, when was it formed (Company website would have most of this information)

Step 2: Organise two preparatory workshops for students.

- One workshop should be conducted by alumnus who is working (or has worked) with the company. In this workshop, alumnus would talk about the selection process, his experience with the company, list of Do's and Don'ts, any other important point that might help students to crack GD/Interviews (Faculty Coordinators can take help of Dr. Shyamali Sathpathy, Prof. Rajkishan and Prof. Sanchita Ghosh for Alumni session and Placement Manager Mr. Pawan Kumar)
- Second workshop to be conducted by Faculty Coordinator in which tips on facing GD/PI to be shared with students with specific reference to the company.
- Keep a record of attendance for all students who attended the workshop. The same needs to be shared with Dr Taruna Gautam/Programme Office and Prof. Saurav Sanyal.
- Students to submit the Pre Interview Placement Checklist signed by their mentor to faculty coordinators. Only students submitting this checklist and attending preparatory workshops would be allowed to appear for the company process

Step 3: Corporate Interaction on the day of visit

- Ensure your presence on the campus on the day the company is visiting

- Personally meet the Interviewers and talk about modules, network with them on opportunities for industry engagements. Ask for any particular curriculum inputs.
- Be a part of the pre-placement interview process
- Keep a track of the feedback on selections and rejections of the students, questions asked by the company in Interview, topics given by the company in Group Discussion and document the same. It needs to be shared with all faculty members and Placement team.
- Placement team to provide full support for organizing the process in campus.
- Keep a record of attendance of all students who appeared for the process. The same needs to be shared with Dr Taruna Gautam/Programme Office & Mr Saurav Sanyal (Dean Corporate Relations and Placement).

Note : 1) For scheduling a workshop, faculty coordinator should finalise a slot in consultation with Prof Taruna Gautam and communicate the date and time of the workshop to Prof. Saurav Sanyal. The same would be communicated by Registrar/Prof. Saurav Sanyal to students through ERP/PBWorks.

2) In case a faculty coordinator wants to change the company allotted to him, he/she can do so by swapping it with some other company of his/her choice. Faculty Coordinators need to approach Prof. Saurav Sanyal for the same.

Annexure 5 - Summer Placement Information Sheet

To : CDC Office

Name of Company :

Name of Recruitment Authority :

Name of Project Guide :

Designation of Rectt. Authority/ :

Designation of Project Guide :

Complete Address
of the Company :

Job Profile [kindly tick] : Sales & Mktg/Finance/HR/IB/
General Mgmt/IT/Operations/Others.....

Stipend :

Vacancies :

Telephone :

Mobile Number(s) : Rectt. Authority :
Project Guide :

Fax No. :

Email id : Rectt. Authority :
Project Guide :

Website :

Name of Faculty Mentor :

Mobile No. :

Signature of Faculty :

Annexure 6 – Campus Invitation for Summer Internship

Dear _____

IILM is one of the leading B-schools in India with three campuses in the National Capital Region of Delhi, one each at New Delhi, Gurugram and Greater Noida.

Established in 1993, IILM has 9000+ alumni who are successfully working across different industries and making their Alma Mater proud. We have over 100+ qualified Faculty members from diverse areas of Economics, Marketing, Operations, Finance & Accounting, and Personnel Management. We also have visiting International Faculty on campus on a periodic basis from reputed universities across the globe.

IILM has been awarded the 11th rank in the Three Palms category of excellence by Eduniversal - Paris based global ranking & rating agency specializing in higher Education.

Our curriculum offers a practical industrial training as a part of the module in the course work. Students are expected to complete Summer Internship Program (SIP) of three months to gain practical skills and learn to put theory into practice. These processes help our students to fulfill the dynamic needs of the market, as making our students a cut above the rest. All our students also mandatorily submit a project report and have a viva voce at the end of the SIP project.

For holistic development of our students of business learning, IILM provides Global Study Program experience. As a mandate of one month period, students make a global study visit to one of our international partner universities, helping them gain a global understanding of the international business environment.

We would appreciate if you could visit IILM Campus and interact with our aspiring students, and look into the possibility of summer internships for our students with your organization in the concerned functional department.

As on further association of our students with your organization, we truly believe that our students would add value to your organization as a true asset.

Regards,

Annexure 7 – Campus Invitation for Final

Dear _____

IILM is one of the leading B-schools in India with three campuses in the National Capital Region of Delhi, one each at New Delhi, Gurugram and Greater Noida.

Established in 1993, IILM has 9000+ alumni who are successfully working across different industries and making their Alma Mater proud. We have over 100+ qualified Faculty members from diverse areas of Economics, Marketing, Operations, Finance & Accounting, and Personnel Management. We also have visiting International Faculty on campus on a periodic basis from reputed universities across the globe.

IILM has been awarded the 11th rank in the Three Palms category of excellence by Eduniversal - Paris based global ranking & rating agency specializing in higher Education.

Our curriculum offers a practical industrial training as a part of the module in the course work. Students are expected to complete Summer Internship Program (SIP) of three months to gain practical skills and learn to put theory into practice. These processes help our students to fulfill the dynamic needs of the market, as making our students a cut above the rest. All our students also mandatorily submit a project report and have a viva voce at the end of the project.

For holistic development of our students of business learning, IILM provides Global Study Program experience. As a mandate of one month period, students make a global study visit to one of our international partner universities, helping them gain a global understanding of the international business environment.

We would appreciate if you could visit IILM Campus and interact with our aspiring students, and look into the possibility for final on-campus placement for our students with your organization in the concerned functional department.

As on further association of our students with your organization, we truly believe that our students would add value to your organization as a true asset.

Regards,

Annexure 8 - Response Sheet for Final/Summer Placement

*Fields marked with an * are compulsory.*

Name:

*

Designation:

*

Organization's Name:

*

Address:

Phone No.:

Mobile No.:

Fax:

E-mail:

Website:

Interested for Final Placement Summer Placement

Job Profile	No. of Vacancies	Place of Position
Marketing	<input type="text"/>	<input type="text"/>
HRM	<input type="text"/>	<input type="text"/>
International Business	<input type="text"/>	<input type="text"/>
Consultancy	<input type="text"/>	<input type="text"/>
Finance	<input type="text"/>	<input type="text"/>
General Management	<input type="text"/>	<input type="text"/>
Information Technology	<input type="text"/>	<input type="text"/>
Others	<input type="text"/>	<input type="text"/>

Selection Methods

Resume GD Written Test Interview

Any Other (Please Specify)

Any Special Consideration for Candidates with Work Experience. Yes No

If so, Number of Years of Work Experience Preferred

Any Preferred Academic Background

Arts/Economics

Commerce/ACA/AICWA

Science Engineering / Technology

Business Administration

Others (Please specify)

Gross Annual Salary

During Training:

After Training:

Duration of the Training

Preferred Date(s) for Pre-Placement Talks (PPTs)

Preferred Date(s) for visiting campus for recruitment

Stipend (if any) during Summer Training

Annexure 9 : Corporate Feedback Sheet

IILM Graduate School of Management

Feedback/Response Sheet

The data collected is strictly confidential and purely for academic purposes so that Institute can update their course curriculum according to the Industry needs from time to time which will be helpful to make dynamic and young managers for the India. No information or identity would be quoted for any other purpose.

Name of the Company :
Name of the Person :
Designation :
Address :
Mobile/Telephone/Fax : Email :

Please comment on the following skills of students [kindly tick]

Interpersonal Skills	Logical/ Analytical Ability	Command over Language	Poor <input type="checkbox"/>	Average <input type="checkbox"/>
Excellent <input type="checkbox"/>	Excellent <input type="checkbox"/>	Excellent <input type="checkbox"/>	Body Language/ Presentation	Poor <input type="checkbox"/>
Very Good <input type="checkbox"/>	Very Good <input type="checkbox"/>	Very Good <input type="checkbox"/>	Excellent <input type="checkbox"/>	Capacity for hard work
Good <input type="checkbox"/>	Good <input type="checkbox"/>	Good <input type="checkbox"/>	Very Good <input type="checkbox"/>	High <input type="checkbox"/>
Fair <input type="checkbox"/>	Fair <input type="checkbox"/>	Fair <input type="checkbox"/>	Good <input type="checkbox"/>	Moderate <input type="checkbox"/>
Average <input type="checkbox"/>	Average <input type="checkbox"/>	Average <input type="checkbox"/>	Fair <input type="checkbox"/>	Low <input type="checkbox"/>
Poor <input type="checkbox"/>	Poor <input type="checkbox"/>			

General Awareness	Subject Knowledge	Student's ability to apply the knowledge gained in the Institute was
Excellent <input type="checkbox"/>	Excellent <input type="checkbox"/>	Excellent <input type="checkbox"/>
Very Good <input type="checkbox"/>	Very Good <input type="checkbox"/>	Very Good <input type="checkbox"/>
Good <input type="checkbox"/>	Good <input type="checkbox"/>	Good <input type="checkbox"/>
Fair <input type="checkbox"/>	Fair <input type="checkbox"/>	Fair <input type="checkbox"/>
Average <input type="checkbox"/>	Average <input type="checkbox"/>	Average <input type="checkbox"/>
Poor <input type="checkbox"/>	Poor <input type="checkbox"/>	Poor <input type="checkbox"/>

Please comment and tick on the areas they needs to improve upon

- Finance
- Marketing
- HRM
- IB
- General Mgmt
- Others

Will your organization like to give Live Projects/Summer Training?[tick] Yes No

If yes, Brief Outline of Live Projects/Summer Training (if available) :

.....
.....

Thank you very much for your cooperation.

Date :
Venue : IILM GSM

{Signature}

Annexure 10 - Signing-Off Form for Company Visiting Campus/ Off-Campus For Placement Process

Company Name	
Visited Last Years: Yes/No	Recruitment: Yes/ No
Salary Offered	
Campus	
Date	
Time-In	Time-Out
No. of Students For Ppt. Talk	
No. of Students Who Appeared For The Process	
No. of Students Who Cleared Aptitude Test	
No. of Students Clearing GD	
No. of Students Clearing PI	
Final Selection Of Students; Date of Joining And Location:	
Name of Faculty Coordinator	
Meeting With Director/ Dean/ Campus Head	Met By and Remarks*:
Signing Off	

*Remarks:

Annexure 11

SALES KIT

1. Campus Invitation Letter for Final as well as Summer Placements
2. Placement Handout
3. Admission Brochure
4. Edge Magazine
5. Calendar/any other stationery item

Annexure 12



PLACEMENT OPT OUT FORM 2018-2020

The Director
IILM Graduate School of Management

Dear Ma'am

The following candidates have opted out from the Placement Process on account of the stated reasons as under.

This is for the documentation purpose for PGDM Class of 2018_20

Name of the Student	Reason for Opting Out	Signature of Student