



# **ABS – CORPORATRE RESOURCE CELL (CRC)**

**Policy & Functional Manual (2021-22)**



---

|   | Page No.  |
|---|-----------|
| CRC – Committee Members                       | <b>3</b>  |
| Vision & Mission                              | <b>4</b>  |
| About – Corporate Resource Cell (CRC)         | <b>5</b>  |
| Summer Internship Program (SIP)               | <b>6</b>  |
| Industrial Visit                              | <b>9</b>  |
| Lead Program                                  | <b>10</b> |
| Distinguished Lecture Series – An Expert Talk | <b>10</b> |
| Professional Excellence Program               | <b>11</b> |
| Seminar & Conferences                         | <b>12</b> |
| Alumni Relations                              | <b>14</b> |
| Final Placement                               | <b>15</b> |

---

## **CRC COMMITTEE MEMBERS**

| <b>Designation</b>        | <b>Name of Person</b>  | <b>Role &amp; Responsibility</b>   |
|---------------------------|--|--|
| Convener                  | <b>Dr. Lalitya Vir Srivastava</b><br>Director  | Presides over policy & functioning of department to align the organization vision & mission  |
| Head of the department    | <b>Mr. Ravi Sharma</b><br>Dean – Corporate Resource Cell                                       | Overall planning & implementation of departmental activities, norms, member’s role & responsibility.   |
| Department Members        | <b>Ms. Kanika Jain Gupta</b><br>Manager - CRC<br><br><b>Ms. Anjali Mittal</b><br>Manager - CRC | Core implementation  |
| Student Committee Members | 4 students from each batch   | A committee of 4 students from each batch during 1 <sup>st</sup> semester is made which supports the CRC department for the activities related to their batch. The said committee automatically dissolved once the batch pass out. |

## **VISION**

***Sustained Excellence in Career Orientation Training & Placement***

## **MISSION**

***To raise the knowledge and skills of students to a level that matches  
with the present-day state of art and the needs of Industry***

## **About Corporate Resource Cell (CRC)**

Corporate Resource Cell (CRC) works towards providing best industry interface to students. CRC aims to create a platform where students and industry can come together and explore the opportunities for employment. The prime objectives of the CRC are to maintain strong industry institute linkages and trice for overall development and grooming of the students according to the industry requirements by conducting workshops, symposia, seminars and conferences both national & international level. CRC has been making aggressive efforts to provide the best career prospects to the students. We encourage students to work on live projects which help them to relate classroom teachings with the industrial practices.

The CRC at ABS has been sourcing job opening by matching knowledge, skill, personality traits and attitudes to the varied requirements of the job. CRC therefore, grooms students holistically right from soft skills, presentation skills and interview skills to successful attainments of lucrative job offers.

To ensure an excellent & effective corporate interface to students, CRC is responsible for mentioned core activities;

- ❖ Summer Internship Program (SIP)
- ❖ Corporate/ Industrial Visits
- ❖ Leadership & Entrepreneurial Aspiration Development Program (LEAD)
- ❖ Distinguished Lecture Series – An Expert Talk
- ❖ Alumni Relations
- ❖ Seminars & Conferences
- ❖ Professional Excellence Program
- ❖ Final Placement

## **SUMMER INTERNSHIP PROGRAM (SIP)**

Summer internship is an integral part of the curriculum and forms a vital aspect of overall development of the management students. It offers the opportunity to work closely with industry professionals, and to develop knowledge, competencies, and experience related directly to the chosen career goals. This is serious business. When students are interns, they work on projects that the company has entrusted to them. The outcome could mean a career with the company and very valuable lessons on a working life. The summer internship is scheduled at the end of 2<sup>nd</sup> semester for 60 days between May – July.

### **Objective:**

- Students who have no prior work experience get exposure to corporate life. As they work on live projects, realize where your interests lie, which sector is best suited to them and where they would like to begin your career, so when they go into your second year, can choose the specialization accordingly
- For students with prior work experience, the Summer Internship is an opportunity to gain exposure to different industries, new companies and diverse functions
- Provide an opportunity for both the student and the company to decide on mutual compatibility. Very often, companies where a PDGM student interns, are impressed with the student's performance. They end up offering him / her a permanent career option

### **SIP Recruitment Process:**



## **ELIGIBILITY CRITERIA FOR SUMMER PLACEMENT:**

- 80% minimum attendance throughout the semester classes.
- 80% attendance in all training programs, workshops, conference, guest lecture & industrial visits conducted by CRC & CSD (*Any absenteeism/ leave should be approved in advance by concerned authority*).
- Successful completion of all trimester with no back papers.

## **SUMMER INTERNSHIP PLACEMENT POLICIES**

- Summer Internship Assistance form (Annexure 1)

### **SIP Compliance:**

Summer internship at ABS is a much focused and monitored program to ensure best learning & skill development of each student. The faculty members, CRC department & students are actively involved and have individual compliance to be strictly followed during the training. The stated objectives of same areas under:

- Smooth & successful completion of Summer Internship Program
- Ensure the quality of training offered and undertaken by the student
- Individual mentoring, monitoring and guidance to the student
- Immediate resolution of issues, if any from company/ student.

### SIP Compliance – Faculty Mentors

- Weekly meeting with allocated students and strictly monitoring weekly progress
- Fortnightly visit to respective company for one-to-one feedback of each student
- Maintaining the weekly meeting report of each students and follow-up record
- Timely finalization of project topic
- Mentoring students in finalization of project report as per prescribed format and timely submission as informed by CRC department.

### SIP Compliance – CRC Department

- Allocating faculty mentors to each student and strictly monitoring weekly reports.
- Ensuring smooth joining of each student in their respective companies

- Industry feedback post internship as per prescribed format (Annexure – 2)
- Submission of SIP report as per prescribed format (Annexure –3)

SIP Compliance – Student

- Working under the guidance of faculty and industry mentorship
- Weekly meeting with faculty mentor and sharing detailed weekly work progress report
- Compilation of project report and submission of same strictly as per date

**SIP Evaluation Criteria:**

|                              |            |
|------------------------------|------------|
| Project Report               | 50         |
| On Job Training (OJT)        | 20         |
| Company Feedback             | 20         |
| SIP Compliance               | 10         |
| <b>Total Allocated Marks</b> | <b>100</b> |



## INDUSTRIAL VISIT

Industrial visit has its own importance in a career of a student pursuing a professional degree. It is considered as a part of college curriculum as it provides students an insight regarding internal working of companies. We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, industrial visit provides student a practical perspective on the world of work. It provides students with an opportunity to learn practically through interaction, working methods and employment practices. It gives them exposure to current work practices as opposed to possibly theoretical knowledge being taught at college. Industrial visits provide an excellent opportunity to interact with industries and know more about industrial environment. Industrial visits are arranged by colleges to students with an objective of providing students functional opportunity in different sectors like IT, Manufacturing and services, finance and marketing. Industrial visit helps to combine theoretical knowledge with industrial knowledge. Industrial realities are opened to the students through industrial visits.

Industrial visit is considered as one of the tactical methods of teaching. The main reason behind this- it lets student to know things practically through interaction, working methods and employment practices. Moreover, it gives exposure from academic point of view. Main aim of industrial visit is to provide an exposure to students about practical working environment. They also provide students a good opportunity to gain full awareness about industrial practices. Through industrial visit students get awareness about new technologies. Technology development is a main factor, about which a students should have a good knowledge. Visiting different companies actually help students to build a good relationship with those companies. We know building relationship with companies always will always help to gain a good job in future. After visiting an industry students can gain a combined knowledge about both theory and practical.

Note: The students are required to fill the Industrial visit feedback form post the visit. (Annexure-6)

The industrial visit scheduled of PGDM students is as under:

| Semester            | No. of Visits                                |
|---------------------|--|
| I                   | 3  |
| II                  | 3  |
| III                 | 3  |
| IV                  | Not scheduled due to final placement process |
| <b>Total Visits</b> | <b>9</b>                                     |

## LEADERSHIP & ENTREPRENEURIAL ASPIRATION DEVELOPMENT

### PROGRAM (LEAD)

**LEAD**, is an initiative of ABS aims at developing & inculcating the leadership & entrepreneurship spirit among the young generation. Leadership & Entrepreneurship development is the need of hour and most necessary tool for sustainable development, business growth, employment generation & empowerment. ABS – LEAD invites top industry professional wherein they share their high valued experiences, guide student towards innovative thinking, benefits of new ventures, self-development and attributes for being an effective & efficient leader.

Aligning to the institute policy 6 industry leaders to be invited under this initiative.

### DISTINGUISHED LECTURE SERIES – AN EXPERT TALK

In today's environment, hoarding knowledge ultimately erodes your power. If you know something very important, the way to get power is by actually sharing it. A Lecture is an occasion to share knowledge and experience.

At ABS, emphasis is given on not only making a student academically brilliant, but inculcating leadership and best management practices, thus preparing them for the real life corporate world. This is done by inviting people eminent industries professionals to provide valuable information to our students. Distinguished Lecture Series – An Expert Talk is a way of enriching our students with the latest updates of the Industries and Technicalities.

Considered as an regular feature along with academic delivery, not only on campus but off campus guest lecture/ interaction to be offered to the students industry & institution forum to update their current knowledge and area specific expertise.

The yearly schedule for guest lecture series is as under:

| On Campus Guest Lectures | Off Campus Guest Lectures |
|--------------------------|---------------------------|
| 20                       | 10                        |

## PROFESSIONAL EXCELLENCE PROGRAM

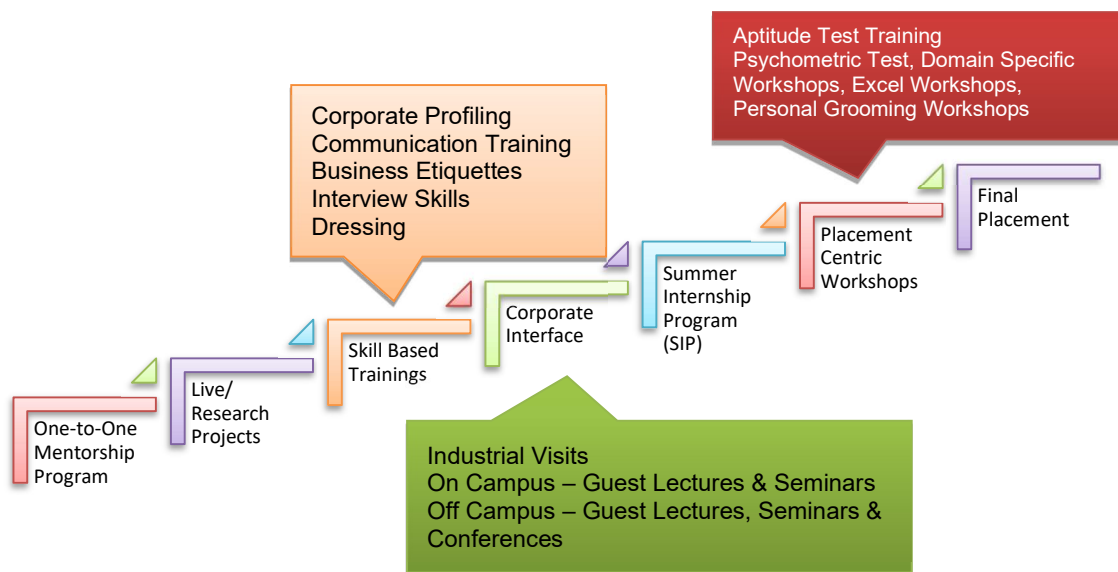
Professional excellence occurs when you are able to deliver good quality work in an environment that is outside your control and alongside a set of people who you sometimes know very little about.

To excel professionally, one needs to - Work effectively and develop your networks and expertise; this is possible by excellent professional & personal skills, working in different and difficult personality types/ situation; maintain a highly professional approach; excellent domain knowledge; creative & innovative mindset; and surely a high positive attitude.

And we make sure that we strengthen our students with various mentioned skill development training & workshops. This not only includes on-campus but off-campus workshops as well.

|  | Year - I | Year - II |
|--|----------|-----------|
| Pre-Assessment: Understanding the own personality                | ✓        |           |
| Aptitude & Psychometric Test Training                            |          | ✓         |
| Skill Development Workshop on Marketing/ Finance/ HRM/ IT Domain |          | ✓         |
| Simulated Interviews   | ✓        | ✓         |
| Faculty Mentorship Program                                       | ✓        | ✓         |
| Stress GDs & GD Practices  | ✓        | ✓         |
| Workshop on MS-Excel   |          | ✓         |

A defined journey of a student from Campus to Corporate is observed as under:



## ALUMNI RELATIONS

Asian Business School (ABS) alumni affairs office has been set up with “ICE” (Innovate, Communicate, Excel) as its core principles. Alumni are the mirrors that reflect the image of the institution to which they belong. The students passed out from the institution are likely to keep in touch with their alma-mater to know about the recent developments in the campus. This would make them proud on discussion with their colleagues that their alma-mater still cares for them. The Alumni Relations acts as a link between the alumni and the alma-mater. To assemble the alumni on the same platform and to build a strong public relation, ABS has come up with an **Alumni Relations Committee** which started in the year 2019. Our team has been working hard to reach the set goal. CRC as the centralized department takes initiatives towards a healthy and fruitful activities to connect & re-connect each pass out student with the institution.

### **ALUMNI RELATIONS POLICY**

#### **Preamble**

As a pre-eminent institution in India, driven by the pursuit of knowledge, excellence and innovation, with a unique institutional culture based upon the values that the ABS espouse, Asian Business School has adopted this Alumni Relations Policy in year 2019.

#### **Purpose**

The Alumni Relations Policy aims at synchronizing the Institute’s Alumni Relations strategy, structures and activities in order to facilitate collaboration and synchronization between internal and external stakeholders, particularly with a view to optimizing the relationships between the ABS and its alumni.

#### **Scope of Application**

This policy applies to all constituencies of the institution and regulates the functioning of those structures that impact the relationships between ABS alumni and their alma mater.

#### **Policy Statement**

It is in the best interest of the institution that aims to facilitate the implementation of an integrated Alumni Relation strategy. The policy is based on a number of principles that underpin the advancement of ABS among all its internal and external stakeholders, while the rules and guidelines relevant to the policy aim to ensure that the institution meets best practice standards in the Higher Education specific to Management. Ultimately, the policy regulates the important relationship between the institution and ABS alumni. It provides a description of the elements of

an integrated ABS Alumni Relations model, differentiates between the respective roles of the internal AR structures and external governing bodies, and explains the processes for coordinating all of the institution's alumni activities.

### **General Principles**

The following principles underpin the ABS Alumni Relations Policy:

- **The Important Role of Alumni in Advancing ABS:** role and contribution of its alumni, as one of the few permanent stakeholders, to be an important one in advancing the institution along with its vision, mission and core values.
- **Purposeful Engagement:** The ABS engages with its alumni in a focussed and purposeful manner, aimed at building long-term, mutually beneficial relationships between the parties, thus encouraging alumni to act as "ambassadors" for the institution in promoting their alma mater. The Institute's Alumni Relations approach furthermore fosters both partnerships and alumni giving opportunities.
- **An Integrated Alumni Relations (AR) Approach:** The ABS implements an integrated, holistic approach in managing the AR activities, as well as to synchronising the strategies and plans of an effective and result oriented communication.
- **The ABS Alumni Relations Model:** The Institute's AR model includes the interrelated elements of alumni recruitment, various activities and events, communication with alumni, alumni recognition, as well as alumni giving programmes.
- **Alumni Affiliation:** The AR model departs from an understanding that the loyalty and affinity of past students is most often directly linked to their own student life experiences, affiliations, fields of study, faculties, tenure at residences, membership of associations, clubs and sports teams, etc.
- **Alumni Recognition:** The institution is particularly proud of the accomplishments of its alumni, who fulfil several leadership roles in every sphere of society and who make significant contributions to the country and internationally within a range of sectors, including such fields as academic performance, research output, sport, arts & culture, business leadership, etc. The ABS Alumni Awards of Excellence annually acknowledges and showcases these contributions.
- **Alumni Information:** The ABS manages the contact information relevant to its alumni on a centralised database and, in accordance with the requirements of the Protection of Personal Information (POPI) Act, all information is treated confidentially. Hence, no such information is supplied to any third parties.
- **Alumni Registration:** An Alumni needs to register in Alumni Relations Committee via registration form with a onetime nominal registration charges of INR 1000/-.

## **PRE-PLACEMENT POLICY**

ABS – Corporate Resource Cell (CRC) enables the students to bridge the gap between the Academia and Corporate world. Feedback from industry is collected and the feedback used to design Pre-Placement Training Programs. This important activity is vital to enable the students to achieve desired career objectives

The various components of the Pre-Placement Training Programs include modules on Current Affairs, General Aptitude, Technical Aptitude, Presentation Skills, Group Discussion Skills, Debate Skills, Interviews Skills & Mock Interviews, Industrial Analytics Workshops, etc. Training is also proposed based on the modern techniques of psychometric testing to give scientific career counseling to students to equip them to grab the opportunities available. Company-specific orientation is conducted for students prior to all the placement drives organized by the institution.

## **CAMPUS RECRUITMENT PROCESS**

Detailed Job Description (JDs) with compensation break-up i.e. CTC of the companies are received by CRC for campus recruitment. The department head approves as per aligned placement policy and the same is shared with students about the recruitment. On receiving the confirmation from students, the profiles are shared with company for further recruitment process. The recruitment process can include either of the modes as under:

- On Campus Recruitment Drive
- Off-Campus Recruitment Drive (at company premises)
- Pool Campus Recruitment Drive

## **ELIGIBILITY CRITERIA FOR PLACEMENT:**

- Successful completion of Summer Internship Program (SIP) with report submission & Viva examination.

- 80% minimum attendance throughout the trimester classes.
- 80% attendance in all training programs, workshops, conference, guest lecture & industrial visits conducted by CRC & CSD (*Any absenteeism/ leave should be approved in advance by concerned authority*).
- Successful completion of all trimester with no back papers.

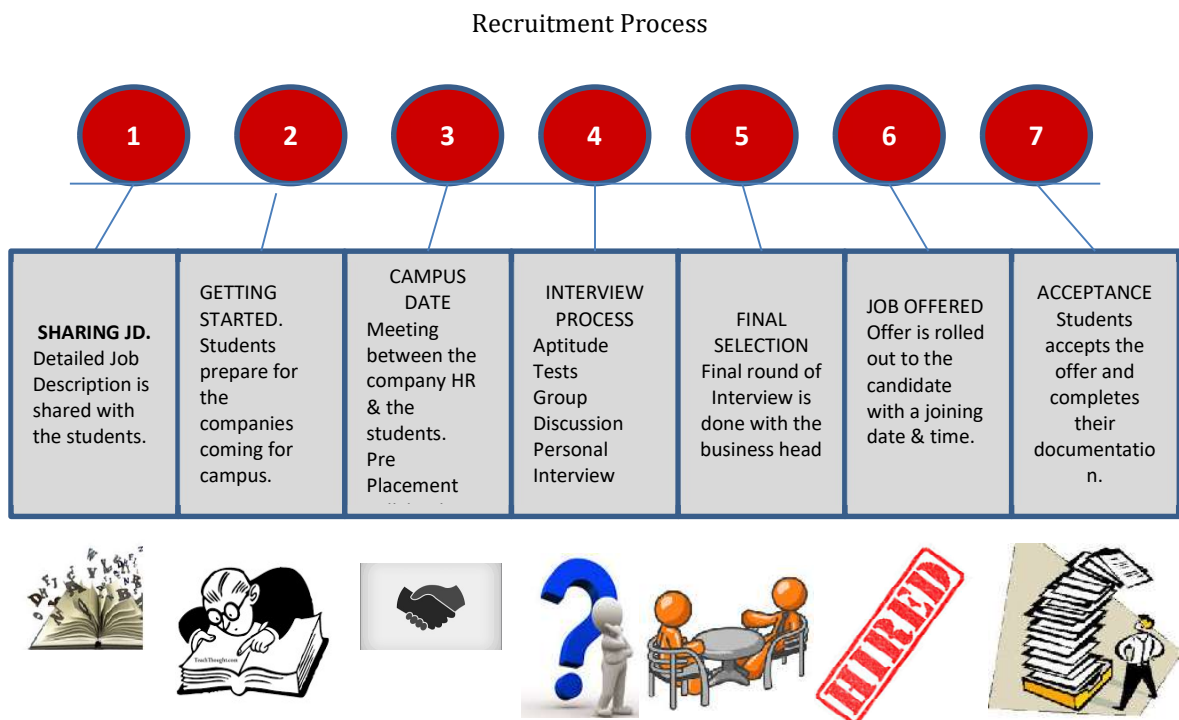
## PLACEMENT POLICIES

- The CRC will follow the mentioned phase wise recruitment plan as under:

| Phase  | Month(s)    | Procedure   |
|--|-------------|---|
| 1  | Sep – Dec   | All the students are required to apply and appear in every company being offered as per specialization  |
| 2  | Jan – March | If a student is not placed in phase – 1, further 5 opportunities will be offered post training and recommendation of faculty mentor & HOD – CRC |
| 3  | April – May | Students not being placed either in phase 1 or 2, will be offered a final training opportunity and be offered 2 placement opportunities.        |
| <p><i>Note:</i></p> <ul style="list-style-type: none"> <li>▪ <i>Students already employed, will be offered further/ better opportunity after placement of 80% of batch or on case to case basis depending on the opportunity.</i></li> </ul> |             |   |

- Final placement recruitment process enclosed for reference (Annexure – 4)
- All the eligible students should submit a duly signed placement assistance form (Annexure-5)
- Minimum CTC offer: 4.50 LPA + Variables + Benefits
- The placement assistance will commence in the month of September. If placed in one company, next opportunity will be offered as per profile & CTC.
- Students opting out of placements are required to submit the PNR form by last week of August month or earliest. (Annexure – 6)
- On placement, student is required to obtain the NOC from the CRC department at earliest (Annexure – 7)
- **Ineligible from the placement activity.** Students will be considered ineligible for placement activities if any of the below mentioned is true:
  - If students have not cleared the tuition fee dues

- Students who have less than 80% attendance
  - Non completion of summer internship program
  - Students who fail to achieve 100% attendance target in pre placement training
  - Student registers to attend a company's interview and on the day of interview doesn't turn up
  - If there is a misbehavior / indiscipline on the part of the student during the interview process
- Companies are expected to give a Pre-Placement Talk [PPT] laying out the details of the company and the offer before the process. In case there is no PPT by the company, then the CRC department would brief about the same before the recruitment drive. The process is as under:



- Once the student appears for the process, the student cannot reject the offer made by the company



- In case if a company has a specific requirement / request, the recruitment committee has all the rights to nominate a set / individual student(s) and it is mandatory that student/s has to attend the interview. In case selected and an offer is made, then student is free to decide about the same
- Each student shall be eligible for only one offer. Till a confirmed offer letter is accepted by the student offered by the company. The further opportunities will be offered as per clause of Placement Assistance Form.
- A company is free to make their choice of students irrespective of their specialization once agreed by the student and consent from Dean - CRC
- Preferably, Pre-Placement Offer to summer trainees are to be made much before or by September.
- If the Pre-Placement Offer is accepted, the student will have to opt out of the institute placement process. However, a student with pending Pre-Placement Interview Offer is eligible to participate in the placement process
- The Dean - CRC shall decide on the recruitment plan for each recruitment session and recruitment drive slots for companies.
- In case a student who is placed through the institute placement process takes up private placement as well in another company, NOC will not be issued in such as case
- All correspondence to and from the company will be routed through the Corporate Resource Cell only
- After the convocation, unless the company brings any breach of commitment on the part of the student to the notice of the Corporate Resource Cell, ABS's responsibility ceases
- Ineligible student will be placed only after they meet the eligibility criteria and approved by Recruitment Committee.
- Debarred students will be considered for placement again based on their improved performance and meeting the other criteria's as approved by the recruitment committee.
- Institute can stop a student from attending the interviews if they have dues of more than one semester. Institute has every right to allow a student to attend the interview if there is a genuine case with substantial evidence

- Any conflict/ issue regarding placement assistance to be route to CRC department through Dean – Department of Student Welfare only.
- Recruitment committee members :
  - Director – ABS
  - Dean – Corporate Resource Cell
  - Dean – Department of Student Welfare
  - Dean – Asian Business School (ABS)