

Kumaraguru College of Technology Business School (KCTBS)

Centre for Corporate & Industry Relations (CIR)

Placement Guidelines 2024 – 2026

1. OBJECTIVE

- 1.1 Understand the norms and the basis for screening the students for employment opportunities in industries.
- 1.2 Facilitate talent search by the organizations prospecting for talents in KCTBS.
- 1.3 KCTBS will endeavor to facilitate the placement process for the eligible student's career; however, this should not be construed as a placement agency or a guaranteed employment mechanism.

2. CONSTITUTION OF PLACEMENT COMMITTEE

- 2.1 Head of the Department (KCTBS), Head-Corporate & Industry Relations (CIR) of KCTBS.
- 2.2 Student Representatives / Chief Career Officer/ Career Development Officer

3. ROLE OF CHIEF CAREER OFFICER (CCO) & CAREER DEVELOPMENT OFFICERS (CDO)

- 3.1 Students shall assign and take up among themselves the various responsibilities related to the training and development of students, Internships and the placement process.
- 3.2 Career Development Officers will conduct the initial Pre-Placement talk before collecting the nomination with the support from alumni of KCTBS.
- 3.3 Chief Career Officer will then circulate the Job Description to students and collect nominations for the same through MS forms.
- 3.4 CCO and CDOs will be responsible for the end-to-end process during the days of Campus Placements which includes Registration, Attendance, Coordinating phases of selection process, Recruiters hospitality and Feedback.

4. CORE GUIDELINES OF CIR MEMBERS

- 4.1 The Head of the Department (KCTBS) assisted by the CIR will direct, implement, and approve all placement operations.
- 4.2 The Head – Corporate & Industry Relations of KCTBS will be the “Single Point of Contact [SPOC]” for all the dissemination and receiving of placement related information and conduct of placement activities.
- 4.3 Budget for placements will be prepared as per the directions of and approved by Head of the Department.

5. ROLE OF CENTRE FOR CORPORATE & INDUSTRY RELATIONS

- 5.1 The Institute mentioned in these guidelines refers to KCT Business School.
- 5.2 Centre for Corporate & Industry relations is headed by Head-Corporate & Industry Relations.

- 5.3 The role of Centre for Corporate & Industry relations is to provide placement assistance to graduating students of KCT Business School. The Centre for Corporate & Industry relations will endeavor to
- 5.3.1 Bring together the students and the potential employing organizations
 - 5.3.2 Facilitate interactions between the two
- 5.4 For this purpose, the Centre for Corporate & Industry relations will correspond with organizations, arrange interviews for students and coordinate various placement activities.
- 5.5 All placements will be routed through the Centre for Corporate & Industry Relations.
- 5.6 Centre for Corporate & Industry Relations shall aim to provide placement assistance for all graduating eligible students. Placement is a privilege extended to the students, not a right.**

6. ELIGIBILITY

6.1 Placement assistance is subject to points mentioned below:

- 6.1.1 7.0 and above CGPA
 - a. Payment of fees or any other dues.
- 6.1.2 Completion of Internship Programme/other academic requirements as per university norms or any event or activity as prescribed by Institute.
- 6.1.3 Student fails to join the internship or project company after accepting the offer will lead to disqualification from attending further placements.
- 6.1.4 Adherence to company norms during the tenure of project or internship.
- 6.1.5 Feedback or complaints related to Malpractice, misbehavior and unprofessionalism from the institute, internship organization or pursuing project in the organization will directly lead to withdrawal of placement support
- 6.1.6 100% attendance in training programs conducted by Institute. With 70% score on assessment conducted.
- 6.1.7 Compliance report received from Lead – Trainer / Training coordinator.
- 6.1.8 Mandatory to attend the counselling session after not getting selected in Five (5) interviews.
- 6.1.9 No Breach of discipline or general misconduct during the program period
- 6.1.10 Maintaining eligible and meeting minimum requirement of the recruiter
- 6.1.11 **NO arrears post declaration of 2nd Semester results.**
- 6.1.12 Not indulging in ragging.
- 6.1.13 Must successfully complete the internal screening committee team consisting of Head Corporate & Industry Relations / Domain Faculty, before proceeding to the company process.
- 6.1.14 No offer can be rejected by the student; if so, further placement assistance will not be provided from KCTBS.

6.2 The Head of the Department / Head Corporate & Industry Relations reserves has the right to bar any student from the placement process on disciplinary grounds at any time without seeking any clarification.

6.3 Eligibility of Companies to Participate in KCTBS Placements

6.3.1 The Company / Organization will be of good repute.

6.3.2 The offered profile should have general acceptance.

6.4 Students are also encouraged to bring positive leads for placements

7. PLACEMENT ASSISTANCE

7.1 Companies come for Campus Recruitment to KCTBS; placement assistance is provided up to 30th April 2026.

7.2 A student will be allowed to attend interviews till he gets the offer. Upon completion of five (5) interviews; if a student is not placed, then he/she would be called for a discussion to understand and improve his/her quality in upcoming placement drives. The team would comprise Head – Corporate & Industry Relations / faculty mentor or any Subject Matter Experts.

8. REGISTRATION FOR PLACEMENT ASSISTANCE

8.1 All students seeking Placement Assistance are required to **register**, with the help of CCO, as required by CIR and **sign an undertaking** in the prescribed format placed at **Annexure-A**.

8.2 Students, interested to pursue their **Entrepreneurial Venture / Family Business / Start-up plans / Higher Education / any other Personal Priorities** should also **sign undertaking through Annexure-B**. **NOTE: Once any one of the Annexure is signed it cannot be changed.**

9. APPLICATION PROCEDURE

9.1 All the students should attend the Pre-Placement Talk in-line to their specialization and job profile.

9.2 Interested students will apply in response to the jobs announced by Centre for Corporate & Industry Relations and Register with the Chief Career Officer (SA) through MS forms.

9.3 Applications from students in response to the press advertisements or to the organizations which have not notified the CIR of KCTBS about their requirements shall not be considered.

9.3.1 However, students are free to correspond directly with the organizations in response to such advertisements.

9.3.2 If these organizations announce jobs to the institute's Corporate & Industrial Relation later, then the students should inform the Corporate & Industrial Relation center about them having earlier applied for positions in these organizations.

9.3.3 If a company has approached the Corporate & Industrial Relation or is in the process of approaching for placements, no student shall approach any of these companies on their own.

- 9.4 Students should submit copies of their resume in the prescribed format to the Centre for Corporate & Industry relations for sending to the organization for every position they apply. A latest / updated soft copy of resume and link of LinkedIn Profile & E-Portfolio of each student should also be given to the Centre for corporate & Industry relations.
- 9.5 **The students should complete the Registration within the prescribed time limit for each job postings/announcements, after which the Corporate & Industry Relations will not accept/ forward resumes submitted beyond the deadline.**
- 9.6 Students are advised to keep sufficient Hard/Soft copies of their updated resume, passport size photos, educational certificates, etc ready to submit it as per deadlines announced.
- 9.7 Sometimes organizations, at the time of their campus interviews, may inform the CIR that they are interested in screening more candidates. Then the CIR will ask other interested students to apply immediately, and the students may have to submit their resumes at short notice. Making several copies of the resume is, therefore, desirable.
- 9.8 **Nomination of a student to appear for a selection process will depend on her/his academic performance, placement training assessment and the recruiter's requirement. Wherever the number of students to be nominated is restricted by the recruiter, the Head-Corporate & Industry Relations along with the subject matter experts will take the final decision.**
- 9.9 Students may apply to organizations only against functional positions specified by them. The Centre for Corporate & Industry Relations shall not entertain applications/resumes of students who want to apply for positions not announced.
- 9.10 **It is mandatory for participating students to attend the pre-placement talks of the visiting companies. However, the Pre-Placement Talks are open to all students for knowledge gaining and to understand the available opportunities/companies better.**
- 9.11 Nominations for each company will be scrutinized based on the requirement of the company vis-a-vis the academic performance and the training grades of the students.
- 9.12 All information regarding the placement (event) etc will be passed on through institute's official communication channel only. **It is the duty of every student to check and find out the latest communication on a regular basis. Late applications and/or communication will not be entertained.**

10. SHORT LISTING

- 10.1 Companies may do short listing of students themselves based on information supplied by the students in their registration profile/e-profile LinkedIn profile or resumes.
- 10.2 **In case a company insists on short listing to be done by the institute without explicitly citing any criteria, it will be done based on criteria determined and specified in 9.8 by Head-Corporate & Industry Relations and subject matter experts.**

11. INTERVIEW PROCEDURE

- 11.1 Interview schedules as decided by the Corporate / CIR shall be given to the visiting executives. Thereafter no modifications shall be entertained, except under very unusual circumstances.

- 11.2 Students shall,
 - 11.2.1 Keep record of organizations and positions for which they apply.
 - 11.2.2 Keep notes on the job details announced. These are useful at the time of interview.
 - 11.2.3 Prepare completely for attending the various Written/online Tests, Group Discussions, and Interviews, particularly in respect of the specific company for which they are appearing.
- 11.3 Students shall not, at the time of interview, **negotiate with the employer about salary and terms different from what is announced, unless the announcement specifies that the salary is negotiable.**
- 11.4 **While attending interviews, students must be punctual and come in proper business attire / College Uniform/ properly groomed and must have an official college logo displayed [that would be provided by CIR] during online interviews.** They must adhere to all code of conduct rules specified by Centre for Corporate & Industry Relations. While answering questions in the interview, students should observe decorum. They should abstain from making any kind of derogatory remarks about others. The impact of the behavior exhibited by the interviewees has at times reduced the opportunities available to future batches of students. **Irresponsible behavior, such as efforts to publish his influence, derogatory remarks about other candidates or the institute, negotiations other than those purported under the due process, will be seriously viewed.**
- 11.5 Keeping the corporate's convenience in view; selection processes may take place in any other college, city/town in the states or nearby metros. The students may be required to travel and attend the same. The Centre for corporate & Industry Relations shall pass on the information received from the organization to the concerned students. The students are expected to make their own travel and other arrangements and also students are the sole responsible for any loss and gains.
- 11.6 Online Interviews – The same policies to be followed during online interviews also

12. NO SHOW POLICY /WITHDRAWAL PROCEDURE

- 12.1 **If students do not show up for scheduled interview, they will not be permitted to attend consequent 3 placement drives.**
- 12.2 **Any student with 3 no show for scheduled interview will be completely out of placement and should sign Annexure – B.**
- 12.3 **Students having once applied to an organization shall not withdraw from the selection procedure at any stage unless they have a final offer from another organization under the confines of the due process. *It is presumed that students would apply for a position after careful consideration of all the relevant aspects.***

13. OFFERS

- 13.1 Offer stands for the placement selection letter issued by the company in composite letter form for a set of students or individual letter in the name of student.
- 13.2 **Students are permitted to receive a maximum of one job offer only. However, the following exemptions will be provided**

- 13.2.1 **If a student is placed and salary is less than 3 lacs, another opportunity will be provided to him/her only in their major domain.**
- 13.2.2 **Student placed / non placed will be permitted to attend placement drive above 12 lakhs CTC (not equal to). However, the minimum difference in CTC comparing the first offer should be 6 lakhs.**
- 13.2.3 **Students placed/non placed will be permitted to attend international placement drive.**
- 13.3 Students with Pre-Placement Offer (**PPO**) will not be permitted to attend regular placements. They will be eligible only for placement drives as mentioned in clause 13.2.2 and 13.2.3.
- 13.4 Students shall not request any organization to keep an offer pending. Any such request shall be considered as a serious breach of the placement norms. They shall also not request their future employers to allow extension of deadline for communication of their decision regarding offers made by an organization. **Such a job offer shall be treated as a final offer and the student shall not be eligible for placement assistance, thereafter.**
- 13.5 All offers of a particular company shall be announced at the end of the selection process of that company. All offers shall be routed through the Centre for Corporate & Industry Relations only.
- 13.6 **Students who receive the offer letter or appointment order directly from the recruiter must mandatorily submit a copy to the CIR Office without fail, including after course completion.**
- 13.7 In addition, students getting placements on their own are also required to give a copy of their offer letters to the CIR Office for records.
- 13.8 To get “no-dues” clearance from CIR Office, 13.6 / 13.7 clauses are pre-requisite.
- 13.9 In the event of a student getting an offer and deciding not to join that organization, for whatsoever reason, must first communicate it to Head-Corporate & Industry Relations via written document and then meet the Head Corporate & Industry Relations for final discussion, before declining the offer to the company.
- 13.10 Joint Certification/Add on Prog: Attempt will be made to offer such value-based programme in association with Industry and as far as possible for each specialization. In certain cases, this will include additional expenses for students and offering must be decided on case-to-case basis. Students are advised to fruitfully avail this facility.

14. END OF PLACEMENT ASSISTANCE

- 14.1 The outcome of the clauses 12.2, 13.2 and 13.3 or 30th April 2026, whichever is earlier, signifies the end of placement assistance.

15. DEEMED TO HAVE OPTED OUT

- 15.1 The student fails to attend the counselling session.
- 15.2 The student, who attends, but does not successfully complete the stipulated assignments as per counselling team’s recommendations.
- 15.3 The student, having been declared not eligible for want of not meeting minimum requirement.
- 15.4 Fails to get placed till 30th April 2026, when the placement season closes.
- 15.5 Students falling under the 12.2 criteria

15.6 Students having more than 1 arrear post declaration of 2nd semester results.

15.7 **The declaration shall be made in the format specified at Annexure-B**

16. ATTENDANCE RULE

16.1 Students willing to attend the placement process should first register through MS Forms with the Chief Career Officer (SA).

16.2 Head – Corporate & Industry Relations will keep the faculty informed of the date and time through an Email of the interview schedules.

16.3 All students should mark their attendance with the student coordinator [nominated for each placement process] for being present full time at the venue of placement [both on and off campus]

16.4 **Student(s) leaving the venue after pre-placement talk or anytime during the process should come back and join the class for rest of the day.**

17. FEEDBACK

17.1 After completion of the interview process students should share the Questions (E.g. GD Topic, PI questions) to the Chief Career Officer (SA).

17.2 Students should also share their feedback about the interview process and interviewer.

18. CONCLUSION

18.1 These guidelines are framed to ensure equality and fairness of opportunity to all the students. All students who opt for placement through the Centre for corporate & Industry relations shall abide by the guidelines prescribed herein above.

18.2 Any breach of rules specified above by any student, shall be taken up seriously by the Centre for corporate & Industry relations who in turn will view the matter and act against the student, as it may deem fit.

18.3 Students shall not try to gain unauthorized access to communications regarding placements from the institute's administrative computers, Dispatch, Admin office & Fax office.

18.4 The Centre for corporate & Industry relations reserves the right of modifying any or all of the above norms and/or stipulating additional norms for placement which, in its judgment and discretion, are likely to benefit the students, immediately or in the future.

18.5 Final authority in case of any dispute would be Head of Department of KCTBS and assisted by Head-Corporate & Industry Relations and their decision will be final.

18.6 It will be in the interest of all concerned in the Placement Process, to adhere and support the contents of this note, as successful completion of this program will benefit both KCTBS and the students.

*****All the best*****

I hereby confirm that I have read the Placement Guidelines 2024–26 carefully and agree to abide by all the rules and regulations mentioned therein.

Signature of the Student

Name:

Reg No:

Signature of the Parent/Guardian