



Seshadripuram Educational Trust
SESHADRIPURAM COLLEGE
Seshadripuram, Bengaluru – 560020
NAAC Accredited A

BEST PRACTICES
2017-18

Title of the Practice

VIKASA- Sculpting promising futures for students.

Goal: Vikasa the Career Guidance and Placement Cell plays a major role in sculpting out a bright future for the students. The placement records have shown sustained excellence and steady growth in the last decade and are one of the major reasons for the demand for admission. The Cell aims to empower students with life-long career decision making skills and conducts career guidance, training and placements as an integrated activity.

The Context: One of the greatest challenges facing our nation today is the gap between education and employability, by equipping students with the skills and attitude. In 2012, the institution took a conscious decision to set up a Placement Cell with a fulltime Placement Officer and a well-planned strategy of training. Vikasa grew out of this realization, offering what the college terms VAPS or Value Addition Programmes to enhance the employability quotient of the students.

The Practice:

- The Value Addition Programme (Comprehensive training programme) that has to be implemented for each semester is discussed with the principal and IQAC and fine-tuned based on inputs from industry and feedback from students.
- The Team of Placement Cell now designs the schedule for the entire year.

Program Design:

- Week Of Welcome (WOW)- Vikasa conducts an 8 hour orientation program” Learning with a difference” section wise for freshers. The program provides opportunities for students to learn more about campus resources, strategies for academic success, ways to get involved in various extra- curricular activities and also start thinking in terms of career goals.
- Value Addition Program from 1st semester to 6th semester.
The training program includes Communication Skills, Aptitude Test training, Knowledge Building, Competency Building and Placement training.
I year: 55 hours
II year: 58 hours
III year: 34 hours training and Placement Drives.

Components of Placement Readiness Training Programme

- SWOT Analysis
- Resume writing
- Mock Aptitude Test and feedback
- Group discussion- basics and practice
- Interview basics
- Mock interviews -one-to-one practice



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A slightly different schedule is followed for PG students because of the much smaller number of students as well as differing industry requirements.

- **Skill Development:** The Placement Cell is associated with Pragathi the Professional Development Cell to offer skill development Certificate courses in areas like Tally, Microsoft Office, Digital Marketing, Online Trading which directly enhance employability. The cell also offers training in Advanced Excel as part of VAP for all Final Year students.
- **Career Guidance sessions:** Vikasa ensures that students get adequate exposure to global education and employment scenario and opportunities through interaction with industry professionals and dignitaries from U.S and U.K universities.
- **Internship programmes:** Vikasa organises internship opportunities for students to provide them a valuable first-hand acquaintance with industry. Students have done internships with Aditya Birla Pantaloon, Idea Infinity, We Chat, Investwise, Angel Broking, Axis Bank etc
- **Campus Recruitment:** A well-structured and systematic campus recruitment programme with clearly defined rules is successful in bringing a large number of highly reputed companies to the campus.
- **Evidence of Success:** After implementing the extensive value addition programs for placements, there has been a sharp increase in placements in the college. The number of highly reputed companies and the nature of job profile being offered has shown steady improvement. This was seen even in certain years in which there was a decrease in market demand.

Problems Encountered:

- To sustain interest of students across 6 semesters.
- To accommodate VAP training schedules within the packed academic calendar.
- To ensure that the benefit of placements reach the largest number of students by limiting offer letters.
- To create a proper schedule for company visits as sometimes, a TIER A company might be late in approaching.

Resources:

- Financial resources are required to conduct the VAP programmes effectively through qualified trainers.
- Good IT infrastructure is required to conduct online aptitude tests, for communication and documentation.
- Larger auditorium to accommodate large groups of students is required.


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Best Practice II

1. Title of the Practice

Business Lab

2. Goal: Business lab activities exposes and enables students to practically learn and apply the concepts and theories in practice.

3. The Context: Business Lab Activities are extension activities of the Department of Commerce and Management. The activities organised under the business lab give students an opportunity to practically apply, theoretical concepts learnt in classes. The activities provide students hands on experience and expose them to a wide range of curriculum as well as non-curriculum related topics and concepts. Business Lab aims at providing beyond class room teaching and helps in overall personality development of students too. Business lab activities help students develop employability skills and competence which helps them in their placements.

4. The Practice: Business Lab is managed by faculty members of the department. Proposed activities for the year are discussed by the Head of the Department with the staff members and finalised. Faculties are assigned designated tasks and a detailed time table is prepared for conduct of

activities. All activities are planned and executed in a systematic manner with the help of student co-ordinators. Activities are conducted after the regular class hours as per the schedule. Records of all activities and extent of student participation is maintained. Attendance of students is also maintained. Common extra sessions are conducted for students who missed the scheduled classes.

Activities conducted under Business Lab during the year are as follows:

- PowerPoint preparation and Presentation Skills.
- Training students on Effective Communication skills required for corporate communication.
- Case Study analysis
- Group Discussion on a wide variety of topics.
- Activities based on Current Affairs.
- Video Screening
- Training students to conduct survey and analyse data using MS-Excel. Survey was conducted on around 400 topics which included wide range of contemporary issues.
Some of the topics covered were:
 - Study on visual merchandising.
 - Study on overview of mutual fund industry and investment in India.

- Study on awareness of Indian classical dance among students.
 - Study on investment pattern in stock and commodity market.
 - Study on Tools management of cosmetic dealers.
 - Study on Consumer behaviour and marketing strategies for soft drinks.
 - Study on training and development in workplace.
 - Study on impact of online advertisement on Facebook users,
 - Study on effects of applying Big Data Analytics on E-commerce.
 - Study on awareness of Swachh Bharath among students.
 - Study on preference of Salaried employee for opening different types of bank accounts.
 - Study on impact of GST on general public.
 - Study on Cashless India.
 - Study on buying behaviour of customers while buying 2 Wheelers.
 - Study on effectiveness of E- banking.
 - Study on customer satisfaction of BMTC services.
- Uploading of subject wise Quiz MCQ's on college portal which was accessed by students. Students of sister institutions were also given access to the quiz portal.

Extended Activity of Business Lab

Filling Bank form for opening a bank account was organized for all I Semester B. Com and BBA students. The same activity was extended to nearby Government PU Boys and Girls College as part of Outreach program.

Problems Encountered:

- Unexpected changes in schedules of activities.
- Time constraint in completion of activities.
- Sustaining interest of students throughout the semester for various activities.

Resources Required:

- Good IT infrastructure required to conduct Video screening activities.
- Availability of Computer Labs (Systems) for teaching students MS Office.
- Large rooms with flexible furniture for accommodating big number of students for group activities.


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