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**AN IMPACT OF CAMPUS TO CORPORATE
RECRUITMENT TRANSITION ON EDUCATION
INSTITUTE - STUDY OF TAMILNADU STATE**

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An Impact of Campus to Corporate Recruitment Transition on Education Institute - Study of Tamilnadu State

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Abstract – *The fundamental skills obtained by the students at the school level impacts the career of students, additional curricular activities like technical events, arts, sports and games has an impact on their overall personality development. In this paper we focused about the opinion of corporate organizations towards the campus to corporate recruitment transition. Transition is important for an educational institute and useful for evaluating the quality of the education, faculty members and skill training for the both technical as well communication.*

Keywords: *Campus, Recruitment, Transition, Education Institute, Corporate*

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INTRODUCTION

Campus recruitment refers to any effort made by prospective employers to recruit students from their college campuses, usually prior to graduation. Employers use campus recruitment to attract and screen students for a variety of different positions, both as interns and as full-time employees. In some cases, recruitment takes the form of small events sponsored by one or a few industry representatives. In other cases, the school and industry collaborate to arrange campus-wide job fairs that attract many potential employers. Businesses are typically the most active recruiters, but the government, graduate schools, and non-profit organizations also engage in campus recruiting.

REVIEW OF LITERATURE-

Recruiters target students who are about to graduate, but they are also interested in connecting with advanced undergraduates and graduate students who have at least one year of school remaining, as these students are often sought after as interns. Internships are useful for students because they provide experience in the real world and useful contacts.

Davis and Murrell (1993) call the student body the human aggregate and consider it to be the "collective norms of the institution" They benefit employers too, providing both inexpensive skilled labor and offering insight into which students to recruit for permanent employment.

Campus recruitment culminates in a formal interview process, and schools often have facilities where employers can interview students. Students may well undergo the entire interview and hiring process before receiving their diplomas, particularly in years where the demand for new graduates outpaces supply, and fortunate students will even have job offers before graduation.

Recruitment of minority students must be a comprehensive process with a long-term, institution-wide commitment to diversity (Astone & Nunez-Wormack, 1991; Dumas-Hines, 2001; Stewart, Russell, & Wright, 1997; Thomason & Thurber, 1999). Commitment to diversity at every level of the institution, on a philosophical as well as a financial basis, must form the base of all admission and recruitment efforts. The same applies to any profession or career field seeking to attract minority professionals to its ranks.

TRANSITION

Students leave the campus and join an organization to build their career. They take time before getting into an organization. It will help them to detach oneself from his college and become accustomed to the new culture. The amount of time spent at college is far lesser than the amount of time one spends in a corporate. Therefore, one must know how to manage one's time efficiently. Initially, one must take efforts to know his employer and also the co-workers. It takes

some time to achieve the task- understanding the people and climate of the organization.

TRANSITION STRATEGIES

1. Develop the right attitudes: Developing the right attitude motivates one to be optimistic and help the person to face career challenges. There is a connection between the attitude one has today and the success one would get tomorrow.
2. Limit the expectations: Try not to have over expectations regarding the job profile, remuneration and other responsibilities. Limiting the expectations can make a difference between success and failure of the career.
3. Make a good first impression: Create a best impression by exhibiting the traits of dedication and accountability in the course of work.
4. Build cordial relationships: It is very necessary to have empathetic and intuitive understanding to build cordial relationships with superiors and other employees.
5. Be a good follower: Initially one should be a good team player by adhering to the rules and regulations and be a good follower.
6. Explore the organization's culture: Each organization will have a unique and exclusive culture for itself. Understanding the culture and people associated with the corporate will help one to function within its parameters.
7. Develop work savvy: Understanding the job profile will help building and mastering the skills and knowledge necessary for that particular job.
8. Build up organizational savvy: This would help a person to connect himself easily with the organization. By observing what the other employees do, say, and how they act One can acclimate to the new organization's setup that will aid him/her in becoming an important part of their team
9. Exhibit Professionalism: Develop the ability to stay focused and emotionally stable irrespective of the issue or however stressful the situation may turn out to be.

RECRUITMENT ISSUES AND STRATEGIES

One of the realities confronting the United States is that a major proportion of racial and ethnic minority students in this country have unequal access to higher education (Ntiri, 2001). Many experience a variety of personal, environmental, and institutional barriers that

result in limited or no access to college and university education (Opp, 2001; Thomason & Thurber, 1999). Some of these barriers include financial difficulty and lack of financial aid, the need to work full-time, lack of family support, lack of information about the college preparation and application process, low scores on traditional college admission tests, and often, an absence of role models who have gone to college (Lee, 1991; Ntiri, 2001).

RESEARCH METHODOLOGY:

The study was conducted at the leading colleges in Tamilnadu. The various elements of research design are;

Database Design-The primary data was collected from students of colleges in Tamilnadu. The secondary data was collected from government records, other official records journals, text books and internet portals.

Sampling Design- The simple random sampling is used for the study. The total sample size is 153 for institutions with different types and 300 the samples were collected from various companies in Tamilnadu.

INSTITUTE AND THEIR TYPES IN TAMILNADU

Tamil Nadu enjoys the privilege of being one of the most developed states in the Country in the field of Higher Education. 27 Universities are functioning in Tamilnadu and of these 12 Universities are getting their Block Grants from the Government of Tamilnadu through the Directorate of Collegiate Education.

Table 1: Types of colleges running in Tamil Nadu
[Data source - 11]

Sl.No.	Types of colleges	Total
1	Arts and Science Colleges	69
2	Physical Education	11
3	Oriental	4
4	Schools of Social work	2
5	Colleges of Education	67
	Total	153

Presently 153 colleges are functioning under the administrative control of the Directorate of Collegiate Education.

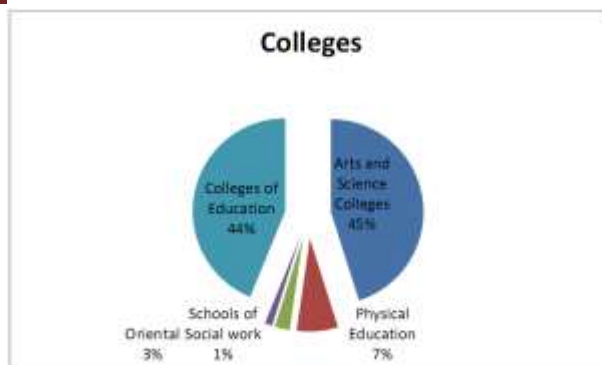


Figure 1: Percentage of types of colleges in Tamil Nadu

Table 2: Types of company - data taken for analysis

Sl.No.	Types of Company	Total
1	MNC's in TN	96
2	IT Companies in TN	30
3	Non-IT Companies in TN	134
4	SME's in TN	40
	Total Companies in TN	300

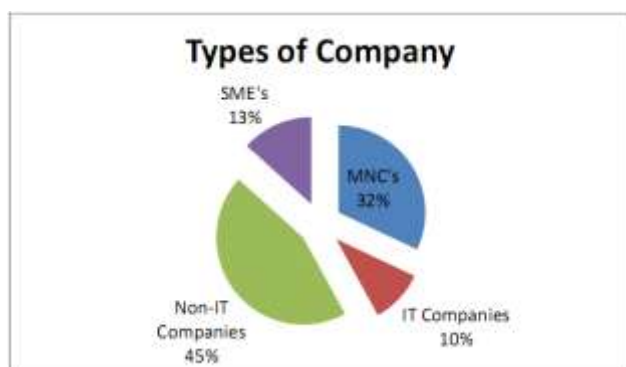


Figure 2: Percentage of types of companies in Tamil Nadu

The contribution of different companies to conduct analysis is MNC's 32%, IT Companies 10%, Non-IT Companies 45% and SME's was 13%.

CONCLUSION:

In this article we found that corporate field provides a range of new challenges for graduates to demonstrate responsibility, professionalism and reliability. The transition from college environment to company

requires a big change for many students. Expectations and responsibilities in the workplace are very different than those in school. There are 49% of college of education and 50% of arts and Science Colleges running in Tamilnadu.

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11. <http://www.asha.org/practice/multicultural/recruit/litreview.htm>
12. <http://www.tndce.in/aboutus.htm>