

**BHARATHIDASAN INSTITUTE OF MANAGEMENT, TRICHY – 620 014
PLACEMENT POLICY 2023 - 2024**

EXECUTIVE PLACEMENT

The Executive Placement process aims to achieve the best career fit for students. It shall be fair and transparent to all stakeholders. The institute will endeavor to support Capability Building, as in Annexure I, to help the student emerge successfully from the placement process. The following are the regulations governing the process for students of all batches.

1. ELIGIBILITY:

- 1.1. I should have passed all the courses in PGP, including the Comprehensive Viva-Voce, with a minimum CGPA of 6.0, by the date of my resume/application submission to a recruiter. Note: A recruiter can decide on other criteria as they deem fit, and resumes will be sought per such criteria.
- 1.2 Should not have any disciplinary action contemplated or initiated by the institute against them.
- 1.3 Before the start of the placement process, students should have a minimum attendance of 80% without condonation (for every individual course).
- 1.4 Should not have three or more 'F' grades at the end of the third trimester.
- 1.5. There should not be any complaint against the student from the recruiter during the summer internship.
- 1.6 The Director, in consultation with the Chair of Placement, can modify the Placement policy at any time during the process, keeping in mind the supply/ demand aspect, in the best interest of the students and the institute, and maintain continuous engagement with the recruiters.
- 1.7 The candidate must confirm acceptance of an offer within the stipulated time; otherwise, the offer will be revoked. A student can have multiple offers at any point but must take a call within the prescribed time frame assigned by the placement office.

2. WITHDRAWAL FROM THE PLACEMENT PROCESS:

- i. Placement through the institute is optional. Any student is free to withdraw from the entire placement process and may do so by communicating the same in writing to the Placement Office before the start of the placement process or at any time before they get shortlisted for GD /PI.
- ii. A student who has applied to a company can withdraw from the process immediately after the company's pre-placement talk if they so wish. However, no such withdrawal

Strictly Confidential

is permitted once a particular recruiter's selection process begins (Group Discussion/Written Test/Personal Interview/Any other). Such a withdrawal request shall be communicated immediately to the Placement Team. They are, however, permitted to appear for selection processes of different companies.

3. RULES CONCERNING PPO:

- i. A student's candidature for the placement process automatically withdraws once they receive an offer, including a PPO of more than or equal to 10 LPA CTC from any recruiter. However, they are entitled to secure one more offer from a company open to the entire batch, which will be decided on a case-by-case basis.

4. GENERAL PLACEMENT RULES EXCEPT PPO:

- i. If a student secures an offer of less than 12 LPA CTC, they can secure one more offer of 12 CTC and above. However, they do not qualify for the open offers if they have secured a second offer. The concerned student will be considered "Out of Placement."
- ii. If a student's first offer happens to be more than or equal to 12 CTC, the concerned student will not be allowed to sit for companies that offer less than 12 CTC. They will only be eligible for the companies considered open to the batch.
- iii. Once the second offer is secured, the first offer is automatically canceled and will be considered void. This applies to the two brackets, as in points i and ii.
- iv. All withdrawals, once invoked, are permanent and cannot be revoked.

5. APPLICATION FOR PLACEMENTS:

- i. Students will be updated with the list of recruiters who indicate their willingness to participate in the executive placement process. This list will be dynamic and change per communications received from the recruiters. It shall be noted that participation in the placement process is the prerogative of the recruiter, and he/she can alter recruitment plans at any time. The alteration may also amount to the cancellation of their recruitment plans.
- ii. A brief profile of the recruiter, the role offered and the compensation package (if details are disclosed), the date on which the recruiter is likely to come to campus, the last date and time by which a student must apply will also be indicated by email to students, as and when received.
- iii. Students are advised to select companies where they want to make a career. They may seek the assistance of faculty/experts in arriving at their decision and only apply indiscriminately to some companies. Students shall submit functionally relevant resumes to the placement office. The resumes will be vetted for obvious errors of grammar and facts and, after corrections, if any, forwarded to the recruiter by the Placement office.
- iv. Should a recruiter request, Student profiles in spreadsheets shall be sent by the Placement Office after due verification of the details provided by students.

Strictly Confidential

- v. Intimation from the recruiter listing shortlisted students shall be communicated to students as and when received from the recruiters.

6. COMPANY COORDINATORS:

- i. Each recruiter team will have two students as student coordinators from the Placement Team. Students from PGP I and PGP II who are not applying for the company and have already been placed as a dream offer can function as company coordinators.
- ii. The company coordinators are expected to receive recruiters at the airport/hotel/railway station/BIM campus, exchange visiting cards, introduce them to the Placement Chairman/Co-Chairman and Director, and conduct them to the venue for Pre-placement talk (PPT).
- iii. All company coordinators must have a list of students who have applied for the company and their mobile numbers.
- iv. Company coordinators play a critical role in projecting the right professional image of the institute and managing the scheduling of GDs/interviews in coordination with the placement team.
- v. Once the placement process is completed, the company coordinators shall send off the recruiters after obtaining their feedback in the prescribed format.

7. PRE-PLACEMENT TALK:

- i. PPTs by companies should mandatorily be attended by,
 - a. All PGP II students who have applied.
 - b. All PGP I students who have applied for summer internships.
 - c. Any other interested student.

Students who have applied and failed to attend the PPT will not be eligible to sit for the concerned process, provided prior permission is obtained officially via e-mail from the placement team.

- ii. Students are advised to come prepared with details of the company and industry, actively participate in the discussions, and visibly demonstrate interest and eagerness to join the company during the talk.

8. SELECTION PROCESS:

- i. Only students keen on joining a recruiter shall apply for and sit for the selection process of that recruiter.
- ii. Students who have received a Pre-placement Interview (PPI) shall appear for it and are permitted to sit for further selection only after the interview results are known. If a student converts the PPI, all pre-placement offer (PPO) rules shall apply.

Strictly Confidential

- iii. Students shall be well prepared for written tests, group discussions, and interviews.

9. ACCEPTANCE AND REJECTION OF OFFERS:

- i. Once an offer is made and accepted, the terms of employment are subject to the concerned student and the employer. In case of rejection of an offer, the student should officially inform the placement coordinator and the placement team via e-mail.
- ii. The student must join the company whose offer they have accepted on the specified date of joining. Any breach of this promise amounts to a violation of faith between BIM and the recruiter, affecting the relationship. The Institute reserves the right to take appropriate action in such an occurrence.

10. DRESS CODE AND GENERAL PRESENTATION:

- i. The students must present themselves well-groomed at Placement to create a professional image among recruiters.
- ii. Students shall be attired in formals during the placement process. All the students who sit for the pre-placement talk and those who participate in the recruitment process shall wear complete formal, i.e., suits appropriate for men and women. Students are advised to stock their wardrobes adequately to ensure they look fresh and well-groomed throughout the placement season.
- iii. All other students shall wear formal without a suit and tie—more precisely, they shall be attired in a formal full-sleeve shirt, appropriate trousers, and shoes. Informal shirts or T-shirts, Jeans, or other casual trousers, etc., shall not be worn when companies are on campus for recruitment.
- iv. Students with unkempt appearances –i.e., uncombed hair, unshaven face, ill-fitting and un-pressed/wrinkled shirts, and trousers, unpolished shoes, etc.- will be pulled out of the placement process, irrespective of the stage of selection they are in, and shall face disciplinary action. This clause applies to all students, including those who are placed.
- v. Students are required to follow the resume formats provided by the Placement team mandatorily.

11. PRECLUSIONS:

- i. Save and except with prior approval from the Placement team, no PGP II student – including members of the placement team, is permitted to communicate directly or, by mail or over the phone with any recruiter or its representative(s), except during the PPT, GD, written test, or Personal Interview, till the placement process is declared closed. Any such attempt will be deemed to be an attempt to influence the placement process unduly and will hence attract strict disciplinary action, including removal from the placement eligibility list, irrespective of the stage in which such a person is found.

Strictly Confidential

- ii. Any misrepresentation/concealment of fact to recruiters shall be treated as a breach of integrity and discipline. It will hence attract such strict disciplinary action(s) as may be decided by the Placement Team.

12. COORDINATION OF THE PLACEMENT PROCESS:

- i. The placement team will coordinate the placement process, which involves confirming recruiters' visit plans, logistics, scheduling, and coordination with students, with assistance from the administrative staff and student volunteers.
- ii. After considering students' profile choices, the Placement team will allow companies to select students from the list of recruiters for coordination activities.

13. OTHER GENERAL RULES:

- i. If developments warrant, the Placement Advisory Committee shall modify clauses as required.
- ii. In case of any dispute, the decision taken by the Placement Advisory Committee will be final and binding.

14. CORPORATE IMMERSION PROGRAMME (SUMMER INTERNSHIP):

The corporate Immersion Programme (CIP) aims to provide practical learning opportunities for our students during the summer of the first year. Two or three months of practical learning in all areas of the organizations, with a particular focus on contemporary developments in the industry and a live project, will enable the students to learn the ropes even during their MBA program.

The CIP allows students to work on real-life problems in an organization. Between PGP 1 and the beginning of PGP 2, students are expected to do a project in an organization for up to 8-12 weeks.

A satisfactory completion of the program, followed by a presentation and evaluation by faculty on campus, leads to completion of PGP 1. It makes the student eligible for registration for the 2nd year of the MBA.

The process for selection for CIP initiatives will start on campus at the end of the first trimester, allowing students to firm up on their career interests. If a company is particularly interested in visiting the campus early, we may entertain such requests for CIP.

The following rules govern the CIP:

1. All students are eligible to participate in the selection process.

Strictly Confidential

2. BIM will make the necessary efforts to attract companies that offer internships for 8-12 weeks for our students.
3. Every student is entitled to receive one internship offer. Once they receive it, they will be out of the process.
4. Once an offer on campus is accepted, the student cannot withdraw from the internship.
5. Students are required to apply to institute-arranged/approved internships only to complete their CIP. CIP obtained other than the Institution or Institution approved will not be considered valid, and such students will not be eligible to be promoted into the second year.
6. Students' resumes/profiles shall be sent to companies as per the criteria specified by the companies.
7. Students are advised to keep their best resume, which the placement office will use.
8. Students are expected to perform to the best of their abilities during the internship and strive hard to obtain a PPO from the company.
9. A student who has a PPO should accept the offer if the CTC is equal to or more than 10 LPA CTC. If a student's PPO is less than 10 LPA CTC, they are eligible for Executive Placements for the respective year.

Annexure I

CAPABILITY BUILDING:

Resume-writing workshop:

Our internal faculty and reputed trainers or organizations from outside shall conduct such workshops to enable students to prepare a resume highlighting their strengths and uniqueness. The workshop envisages personalized attention to develop an appropriate resume.

Communication skills for acing GD/PI process:

A workshop, which envisages engagement sessions with trainers and experts from the field to ensure that students are well prepared for the company selection process, will be conducted before the placement process starts on campus.

This workshop will instill confidence in the student's ability to perform to the best of his ability and convert opportunities into jobs. The practice sessions, interactions, and role plays will enable them to develop good communication skills and use appropriate kinesics. The workshop will also focus on image building and personal branding to make students aware of their areas of improvement and their unique styles and strengths so that they can leverage them for better performance during the placement process.

Mock Tests:

A consultant or organization will be engaged to provide mock tests for students in reasoning ability and mathematical aptitude. These tests will equip our students to ace various tests conducted by most organizations to shortlist students.

All students should prepare themselves well using the avenues and opportunities that the Institute provides to meet companies' expectations in various parameters, such as communication skills, interpersonal skills, presentation skills, articulation skills, Excel skills, knowledge in functional areas, etc.

Annexure II

KEY TERMS:

- i. Placement Team:*
The Placement Team comprises faculty members as authorized by the Director of BIM, the Placement Chairman, and the Vice Chairman. They will be assisted by administrative staff and student volunteers.
- ii. Placement Advisory Committee:*
The Placement Advisory Committee comprises the faculty members as authorized by the Director, BIM. They will make decisions as a committee on a case-by-case basis.
- iii. Profile:*
It is the role declared by the company intending to recruit from our campus. A recruiter may offer multiple or generalized roles, such as a management trainee.
- iv. Offer:*
An offer is the official verbal or written intimation of the company's placement process results to the placement team.
- v. Compensation Package:*
This is the cost to the company, as communicated by the company to the placement office.
- vi. Pre-Placement Offer:*
A Pre-placement Offer (PPO) is an offer made by a company where the student completes their summer internship.
- vii. Pre-placement Interview:*
A Pre-placement Interview (PPI) is a direct interview offer made by the company where the student did their summer internship before the placement process.

This placement policy document is defined and is not separate for every batch of students. A Placement Advisory Committee is created, comprising faculty and other senior officials. The Placement Advisory Committee can make any amendments to the policy to be approved by the Director, wherever applicable, according to the dynamic external circumstances and business needs of firms. This policy applies to all PGP 1 and PGP 2 students.