A STUDY ON COMMERCE STUDENT'S PERCEPTION TOWARDS CAMPUS INTERVIEW PROCESS IN ARTS AND SCIENCE COLLEGES AT COIMBATORE CITY

*Dr.S.M.Yamuna,Associate Professor & Head, Department of B.Com (BPS), PSG College of Arts and Science, Coimbatore.

**S. Karthicraja., M. Mahalakshmi, R. Sharankumar., III B.COM (BPS)., PSG College of Arts and Science, Coimbatore.

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ABSTRACT

Campus interview in Arts and Science Colleges is high now a day compare to other colleges. In that objective a study is made to analyse the reasons for not on-boarding in companies among commerce degree students. We collect 200 random samples with questionnaire. Percentage analysis, average score analysis and average rank analysis are the tools used in study. In conclusion of the study we will find the major reason for not on-boarding in placed company.

Keywords : Unemployment, Skills, Package

INTRODUCTION

Campus interview is event/program which is happen in education institutions where the finalyear students will get job before they completing their course. Unemployment is a major social issue in India. As of September 2018, according to the Indian government, India had 31 million jobless people. Out of this 2.1 percentage people are in college grades.   It was the highest level in at last 45 years.On other side the colleges are bringing more number of companies to the campus for the student's career growth. But only few students are using it wisely. Even many placed students are ignoring the offer and not on-boarding in the company they got placed because of various reasons. On the basis to analyse the reasons for not on-boarding in companies an attempt was made to study Commerce Student's perception towards Campus Interview Process in Arts and Science Colleges at Coimbatore.

OBJECTIVES

- To study the Socio-Economic profile of the students.
- To study the awareness among students about companies visiting their campus and job description.
- To study the awareness and perception of students about the salary package and other allowances of the company.
- To evaluate the factors that influence the campus interview process.
- To analyse the reasons for not on-boarding in companies.

SCOPE OF STUDY

There is huge gap between unemployment as country's major social issue and students ignoring the placement opportunity by not on-boarding in the company they got placed.   There are many reasons for ignoring the offer from student's side. Through this study major reason for not on-boarding will be identify the gap between this two cases will be sort out.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem it is how research is done scientifically. It consists of different steps that are generally adopted by a researcher to study the research problems along with logic behind them. Both primary and secondary data is used. The primary data collected through questionnaire, and secondary data through articles in Journals, Magazines and books.

Sampling Technique and Sampling Size

Asample of 200 respondents was collected on basis of random sampling technique.

Area of the Study

The area that we taken for study is Coimbatore city. There are more than fifty Arts and Science Colleges and more number of IT companies and manufacturing companies in Coimbatore City. It is the second largest city in Tamil Nadu. So we choose Coimbatore city for our study.

Period of the Study

The entire study has been done for three months starting from December 2019 to March 2020.

Research Design

The following tools are applied in tune with the objectives of the study.

- **Percentage Analysis**
- **Average Score Analysis**
- **Average Raking Analysis**

LIMITATIONS OF THE STUDY

1. The area is limited to the Coimbatore city and the opinion of the students from other cities remains unknown.
2. The responses given by the respondents are subjected to personal bias.

REVIEW OF LITERATURE

Syamala Devi Bhoganadam, Dr.DasarajuSrinivasa Rao (2014) this study were conducted among the workers of The Sai Global Yarntex Private Ltd, vellampalli covering 50 respondents. The data was collected by means of questionnaire and the data was classified and analyzed carefully by all means. From the analysis, it has been found that the most of the employees in the company were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company. Selection process is also good and the company's recruitment department is doing well in placing the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to enhance the organizational policies, strategies, procedures and process.

Varun Shenoy et al, (2018) in this study a good significant number of papers were taken up for review and understand the literature on prevailing organizational recruitment channels and techniques. The survey bought about understanding of relevant critical factors that influence the choice of right channel or sources of organizational recruitment. The research also signified the present and future of the recruitment methodologies using various sources or channels. Scholarly suggestions were also made to direct the stakeholders to undertake informed decisions and future investments based on this study.

An overview of the essential of Job

When people progressed past the agrarian phase of social turn of events and started to dole out callings to specific people, the giving of these jobs from age to age was the standard. To put it plainly, individuals were naturally introduced to their activity. In the event that your

dad was the metal forger, you figured out how to turn into the following metalworker, etc. Once in a while, an "employment opportunity" would rise when there was no "beneficiary" accessible to whom a tradesman could go along his insight. An apprenticeship opening would emerge and an adolescent would move in with a craftsman and become familiar with his specialty. These were not exactly "occupations" as such and by and large added up to a type of obligated subjugation. In any case, the act of apprenticeship returns right to the Babylonian Code of Hammurabi (1792-1750 BC).

With the modern transformation and the opening of enormous processing plants in America, employment opportunities got ample. Be that as it may, a prospective employee meet-up comprised of appearing at the entryway of the manufacturing plant and planning to get singled out that specific day. It wasn't genuinely until the 1920's that there were sufficient school taught people entering the work-power that businesses began to acknowledge they could be more specific. Be that as it may, the man who "created" the cutting edge prospective employee meet-up is Thomas Edison. Supposedly, Edison would get many candidates at whatever point he was looking to add somebody to his workforce. Be that as it may, Edison was a virtuoso and turned out to be progressively baffled that the school graduates who met with him looking for business consistently appeared to need information practically identical to his own.

Edison made a "test" for every imminent worker as a progression of inquiries of general information. A portion of these inquiries related straightforwardly to the position that the candidate was looking for, while others were progressively elusive and identified with themes, for example, world geology or writing. It's impossible that more than around seven percent of all candidates could breeze through Edison's assessment.

Interview

Interview is the process of selecting the right person for right job at right time. A meeting is basically an organized discussion where one member poses inquiries, and the different gives answers. The human resource department will do this process in all companies. In interview the recruiting team will shortlist and select the right person for the company through different rounds like aptitude test, group discussion and one to one interview. In these entire rounds the recruiter will examine the skills of the candidate and check whether he/she is suitable for the job and company

Different types of Interview

- Telephone Interview
- Face-to-Face Interview
- Panel Interview
- Group Interview
- The Sequential Interview
- Lunch / Dinner Interview
- Competency Based Interviews
- Formal / Informal Interviews
- Portfolio Based Interviews
- Second Interview
- Video Interview
- Informational Interview
- Stress Interview

Commerce course

The Bachelor of Commerce degree was first offered at the University of Birmingham. The University's School of Commerce was established by William Ashley, an Englishman from Oxford University, who was the primary teacher of Political Economy and Constitutional History in the Faculty. Ashley left Toronto in 1892, put in a couple of years at Harvard University, and afterward returned to England to the new University of Birmingham where he established the School of Commerce. Ashley started the program which was the herald of numerous other B.Com degree programs all through the British Empire. Eighteenth-century financial specialists had partitioned the English economy into three divisions: agribusiness, assembling, and business. Trade incorporated the transportation, showcasing and financing of merchandise. The Birmingham program in Commerce included financial geology, monetary history, general financial matters, present day dialects, and bookkeeping. Business is a field which understudies who have an enthusiasm for the field of money related data/exchanges, exchanging of financial worth, and so on. Understudies who are anticipating seeking after a vocation in Commerce have a wide scope of decisions before them. Applicants can seek after the Commerce course at the undergrad (UG), postgraduate (PG), certificate levels just as at the doctoral level. There are professional courses like Chartered Accountant, Company Secretary ship and Chartered Financial Analyst.

Decades back there is huge demand for Medical and Engineering courses but in recent years demand for commerce course is high. Many students choosing many arts stream especially commerce courses after their schooling. There are more than seven thousand five hundred Arts and Science Colleges in India, six hundred plus colleges in Tamil Nadu and fifty plus colleges in Coimbatore. There are more than fifteen Under Graduate courses and ten plus Post Graduate courses under commerce.

Campus Interview

Campus interview is the program conducted in educational institutes or in a common place to provide jobs to students pursuing final year course. In this programme, Companies visit the colleges to select students depending on their ability to work, capability, focus and aim.

Two types of campus placement

- ✓ On-campus
- ✓ Off-campus

On-Campus Interview

On-campus interview is normal campus interview happened in one education institution for that college students. The companies will visit the college directly and select the candidates for their companies.

Off-Campus Interview

Off- campus interview is also called as poll campus interview. Interview is conducted for more than one college or institution. This interview program will be conducted in any of the college or in some common place.

Objective of Campus Interview

The major objective of campus interview is to identify the skill and qualified student before the course ends. It provides employment opportunities to students who are pursuing or in the final stage of completing the course. Both students and industry get benefit out it. From student's side they get job before completing course and from industry side they get skill full employees.

Different level of Campus Interview

- Pre-Placement Talk
- Educational qualification
- Written Test
- Group discussion
- Technical Interview
- Formal interviewPo
- Post-Placement Talk

Factors that influencing Campus Interview

- Recruiting Companies
- Role and Job description
- Salary package
- Company profile
- Placement officer
- Placement coordinator
- Placement representatives
- Placement module
- Training programs
- Vendor team

FINDINGS OF STUDY

PERCENTAGE ANALYSIS

- Majority 54% of the above respondents are female.
- Mostly 39% of the above respondents are studying in PSG College of Arts and Science
- Majority 81% of the above respondents are pursuing Under graduate degree.
- Mostly 44% of the respondent's family annual income is between 2-4 lakhs.
- Majority 69.5% of the above respondents are from education background family.
- Majority 84% of the above respondent's choose Arts and Science College in self interest.
- Mostly 37.5% of respondents attend above 4 lakhs salary package companies.

- Majority 97.5% of respondents having student placement representative for their department or college.

- Majority 96% of respondents having special placement training in their college.

- Majority 81.5% of the above respondent's got placed in campus interview.

- Majority 54.6% of the above respondents are satisfied with job description of the company they got placed.

- Mostly 47.23% of the above respondents are satisfied with salary package of the company they got placed.

- Majority 50.3% of the above respondents are in may or may not stage in on boarding in company.

- The major reason for not on boarding is bond and agreement was found of the study with 22.68% of respondents.

AVERAGE RANK ANALYSIS

- Majority of respondents ranked placement first as their career preference.

- High Package is the first ranked company preference among the responses which was collected.

AVERAGE SCORE ANALYSIS

- TCS is the highly aware recruiting company with 4.48 points among the responses which was collected.

- Accountant is the highly aware job description with 4.4 points among the responses which was collected.

- Passing information in correct time is highly satisfied duty of placement representative by respondents with 3.59 points.

- Trainers teaching method is highly satisfied out of special placement training by respondents with 3.3 points.

- The respondents are highly satisfied with package in the companies which are visiting camps with 3.37 points.

RECOMMENDATION TO COMMERCE STUDENTS

Majority 84% of the above respondent's choose Arts and Science College in self interest.Decades back there is huge employment opportunities and demand for engineering graduates and now there is same demand for Arts and Science College students and especially commerce graduates. So to get a good career and to sustain in the field all students

have to develop their unique talents and skills. We recommend the commerce students to learn more new things in practical through internships and attending various academic programs.

RECOMMENDATION TO PLACEMENT CENTRE

Majority 96% of respondents having special placement training in their college. Through this training 81.5% of respondents got placed in different companies. Out of this findings we suggest two things under placement training. First thing is all colleges are conducting placement training for the final year students to enhance their skill. But before the training ends few major companies complete their recruitment. So many students lost these opportunities. Instead of that if college or placement team conduct the placement training in pre final year means it's really useful for the placement willing students. And the second one is students of colleges which giving placement training easily cracking the interview and getting the offer so we recommending the remaining colleges to give placement training to their students.

Recommendation to departments on selecting placement representative

Out of the survey taken only 3.25 points for the representative in acting as bridge between students, department and the placement centre. Its is an essential quality of all representative to act as bridge between the gaps students, department and placement centre. So the representative should develop that skill. All department or college should appoint a student placement representative for better communication among students. Placement representative play vital role in placement communicating the placement info on time. The responsibility of placement representatives is very sensitive. If he/she fails to pass the information, the whole class will suffer. So before nominating placement representative the department have to make sure the person is fit for job or not. Making placement opted student as placement representative will be more effective. He/ she have to know about the companies visiting campus, the role and pay they offering.

Recommendation to placement opted students

High Package is the highly ranked company preference with 4.2 points among the responses which was collected.   Most of the students are looking for high salary package companies. But to shine in career the students have to look for steady career growth companies. The high salary package company may pay high package today but there is no proper career growth in those companies. Few companies will pay high and also with steady

career growth. So students must know to differentiate the companies and have to choose the correct one for their career.

Recommendation to placed students

Majority 50.3% of the above respondents are in may or may not stage in on boarding in company. There is huge unemployment in country but the fresh graduates get opportunity to get offer letter before completing degree. Each and every student who got placed has to on board in the placed company. Many students are getting placed and not on boarding in company. There are few genuine cases. But knowingly doing this is not fair. The person is grabbing the next person opportunities and wasting it. There is vast difference between the number of students getting placed and on boarding in companies. So the only willing students have to opt for placement and attend interview.

CONCLUSION

From the study, "Commerce Student's perception towards Campus Interview Process in Arts and Science Colleges at Coimbatore." It is concludedthat,major three reasons for not on-boarding in companies are Bond or agreement in companies, candidate family structure and Choose Higher Education. The main reason for Bond and Agreement in companies is the candidate will join the company and gain the experience of one year and left the company. So to stop this, companies introduce bond and agreement for minimum one year to maximum five years. If the candidate joining the company means he/she have to work until the bond get over. If he/she wants to leave in-between means the employee have to pay the certain amount to the company as compensation. Family is another reason for not on boarding in companies. The candidates are from well settled family so their family may not allow going for job, instead of they expect them to take over their family business. Few families will not allow women to work in outer cites or in shift based companies. Because of this many talented women losing their career. Higher education is third important reason. Many candidates want to higher education after their degree but they will attend campus interview in the name getting exposure. After completing degree when the company calls them for on-boarding process they will reject that offer and go for higher education. Because of this kind of students, students who are in need of offer will suffer more. So the students can attend the interview if they ready to join, or else better leave that opportunity to the offer needed students. And the family have to support the female candidates equally to the male candidates.

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