



DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)



Owned and Managed by Tamil Nadu Educational and Medical Foundation
Approved by Government of Tamil Nadu, Affiliated to the University of Madras
Rajiv Gandhi Salai, IT Corridor, Thoraipakkam, Chennai- 600 097, Tamil Nadu.

DEPARTMENT OF TRAINING & PLACEMENT

“We Care for Your Career Growth”
Training Model for the Placement Cell

Year 1: Foundation & Skill Identification

Objective:

- Help students identify their strengths, weaknesses, and career interests.
- Build foundational skills necessary for employability.

Focus Areas:

- 1. Orientation Programs:**
 - Introduce students to career opportunities, industry expectations, and the role of the placement cell.
 - 2. Skill Assessment & Aptitude Tests:**
 - Conduct aptitude, reasoning, and soft-skills tests to understand the starting level of each student.
 - Based on these tests, create personalized learning paths.
 - 3. Basic Communication Skills:**
 - Organize communication workshops to improve spoken and written English.
 - Basic email writing, CV writing, and public speaking exercises.
 - 4. Soft Skills Training:**
 - Introduction to basic soft skills: teamwork, adaptability, professionalism, time management, and emotional intelligence.
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Year 2: Skill Development & Industry Exposure

Objective:

- Focus on advanced skill development and provide students with practical industry exposure.

Focus Areas:

- 1. Advanced Communication & Presentation Skills:**
 - Continue to improve communication skills with a focus on public speaking, negotiation, and group discussions.
- 2. Resume Building:**
 - Begin helping students create a professional resume, highlighting any certifications, projects, or internships they may have undertaken.
- 3. Technical Skill Development:**
 - Organize workshops or certification courses on advanced technical skills specific to the industry (like Python, Data Analysis, Advanced Excel, etc.).
 - Practical coding sessions for technical courses or case study-based workshops for management and arts students.
- 4. Internship Facilitation:**
 - Encourage students to take up summer internships to gain real-world experience.
 - Partner with companies for internships, ensuring every student gains some industry exposure.
- 5. Industry Guest Lectures & Seminars:**
 - Host guest speakers from the industry to discuss the latest trends, required skill sets, and career opportunities.
- 6. Group Discussions & Problem-Solving Sessions:**
 - Regular GD sessions focusing on current affairs, case studies, and industry problems.
 - Organize coding hackathons, management case study competitions, or fieldwork for relevant streams.
- 7. Networking Events:**
 - Encourage students to participate in industry events, conferences, and online networking platforms like LinkedIn.
- 8. Soft Skills & Personality Development:**
 - Focus on personal branding, leadership skills, and professional etiquette.



Year 3: Placement Preparation & Career Launch

Objective:

- Refine students' skills, conduct mock placement drills, and ensure they're ready for the final placement drive.

Focus Areas:

- 1. Resume Finalization:**
 - Finalize professional resumes and LinkedIn profiles.
 - Highlight internships, projects, and certifications.
- 2. Company-Specific Training:**
 - Organize training sessions tailored to specific companies visiting for placements (e.g., coding practice for tech companies, or business case solutions for management roles).
 - Provide resources on the most common recruitment patterns of companies.
- 3. Aptitude & Competitive Exams:**
 - Intense training on aptitude tests, reasoning, and problem-solving.
 - Provide online resources and practice platforms for aptitude and technical tests.
- 4. Advanced Technical Workshops:**
 - Provide in-depth technical training based on industry needs.
 - Encourage participation in final-year projects aligned with industry trends.
- 5. Industry-Specific Mock Interviews:**
 - Conduct mock technical interviews, HR rounds, and management discussions with industry experts.
 - Help students practice company-specific scenarios (technical, management, or case interviews).
- 6. Placement Seminars & Webinars:**
 - Organize webinars to discuss the placement process, including salary negotiations, workplace culture, etc.
- 7. Job Fairs & Campus Drives:**
 - Facilitate job fairs, connect students with various companies for placements, and ensure the campus drive is structured smoothly.
- 8. Feedback and Improvement:**
 - Post-interview feedback to students and continuous improvement sessions.
 - Offer career counseling and alternative options for students who are not placed.

