

MCM DAV COLLEGE FOR WOMEN, SECTOR 36-A, CHANDIGARH

PLACEMENT CELL

EMPLOYEES FEEDBACK ANALYSIS (2020-21)

The College Placement Cell is actively engaged in providing employment opportunities to its students. To ensure that the students benefit from these drives, the Placement Cell creates awareness and understanding about the nature of work, self-awareness and ability to articulate skills and achievements. For this purpose, the Cell provides immense support to the students regarding different career opportunities available in the market. A wide range of companies/organizations have enthusiastically conducted these drives in the college. The College Placement Cell collects their feedback to determine the companies' level of satisfaction concerning the quality of students participating in these drives. The session 2020-21 feedback was collected from IDS Infotech Ltd, EduVelocity Global Counsels LLP, Amazon Development Centre India Pvt. Ltd., Nestle India Ltd., Girl Power Talk, Dietician Shreya, Dais World, Quick Relations Pvt. Ltd., E&Y, BSCJ Enterprises, Teleperformance Pvt. Ltd., Frontizo, Tech Mahindra Pvt. Ltd., Concentrix Daksh Pvt. Ltd., Exim Enterprises, Superdonuts. Broadly, all the placement drives cover three following steps: Skill Assessment/Aptitude test, Group Discussion, Panel Interview or Technical Interview.

The question-wise analysis of the feedback is as follows:

5- Strongly Agree, 4- Agree, 3- Neutral, 2- Disagree, 1-Strongly Disagree

1. Relevance of Course Content

Figure 1 shows that 41.17% strongly agree that the courses offered are relevant to the professional world and 23.52% agree (total 64.69%) and asserted positivity towards the relevance of course content to the perspective jobs.

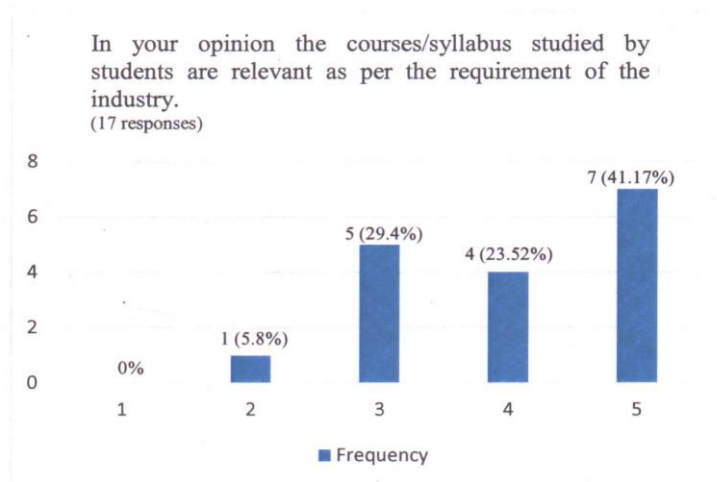


Figure No. 1
Relevance of Course Content

2. Value-Based Learning

Figure 2 represents that the majority of the employers i.e., 41.17% agree and 23.5% strongly agree (total 64.67%) that the syllabus imparts value-based learning in terms of skills, concepts, knowledge and critical thinking that contribute to the all-round development of students.

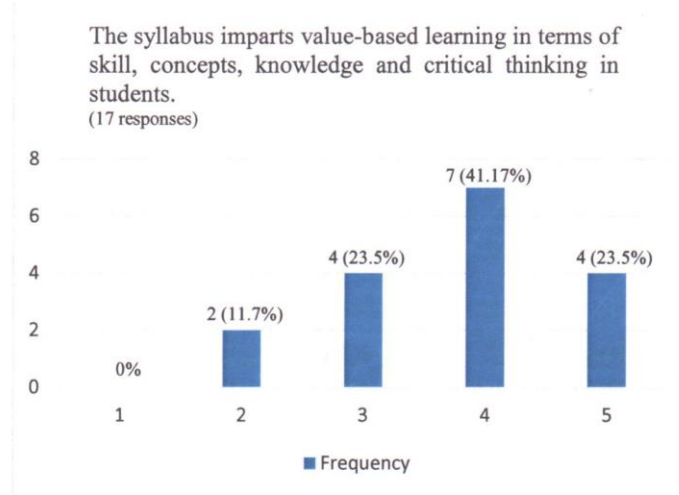


Figure No. 2

Value-Based Learning

3. Resolution of Problems

Figure 3 highlights that 47% agree and 17.6% strongly agree (total 64.6%) regarding the students' ability to identify, analyze, and resolve problems/ questions posed during the placement process at various stages while 29.4% of the companies hold a neutral view about it.

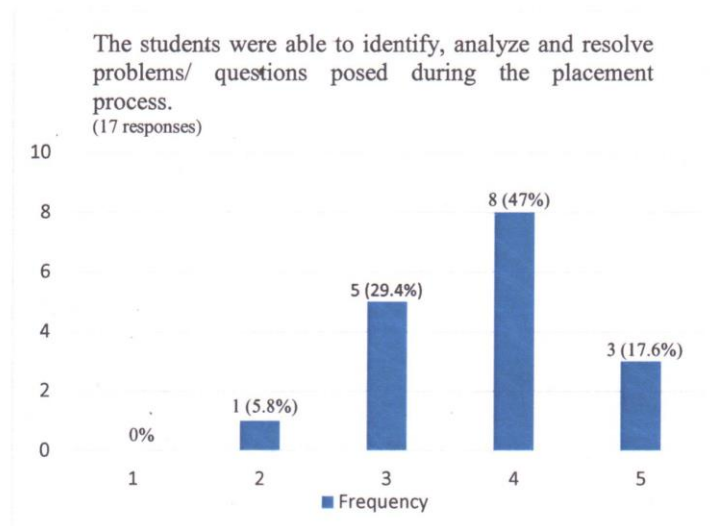


Figure No. 3

Resolution of problems

4. Students' Knowledge of Relevant Subject

The knowledge of the relevant subject is paramount to fulfil the requirements of a defined job description. Hence, the majority i.e., 35.2% agree and 29.4% strongly agree (total 64.6%) of the companies agree that students possess the relevant and requisite knowledge of required subjects.

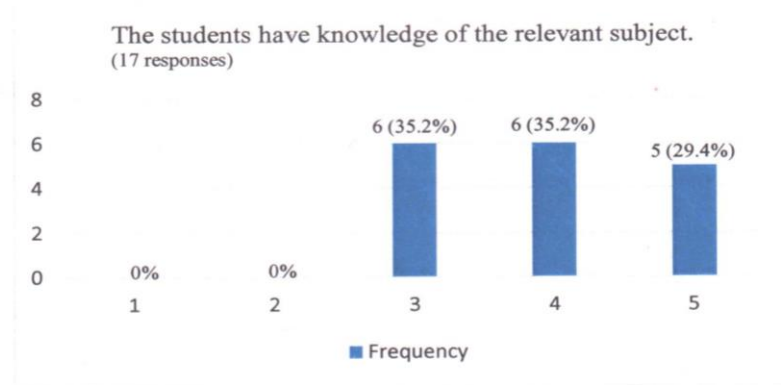


Figure No. 4

Students' Knowledge of Relevant Subject

5. Practical Skills and Competencies

Figure 5 depicts that 47.05% of the companies agree and 17.6% strongly agree (total 64.65%) that the students possess the requisite set of practical skills and competencies required for the performance of perspective jobs which was evident during the personality test.

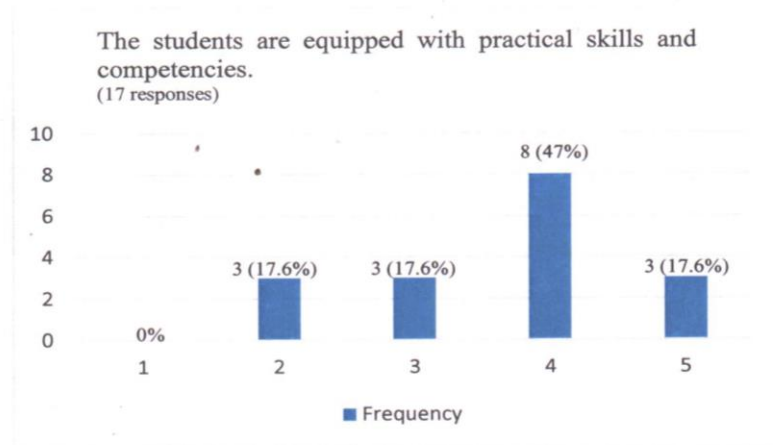


Figure No. 5

Practical Skills and Competencies

6. Soft and Communication Skills

Soft skills and good communication abilities are amongst the most desired personal attributes which companies seek in present times. Hence a majority, i.e., 52.9% of the companies agree that the aspiring students possess the requisite soft and communications skills along with 17.6% strongly agreed employers about the same as depicts in figure 6.

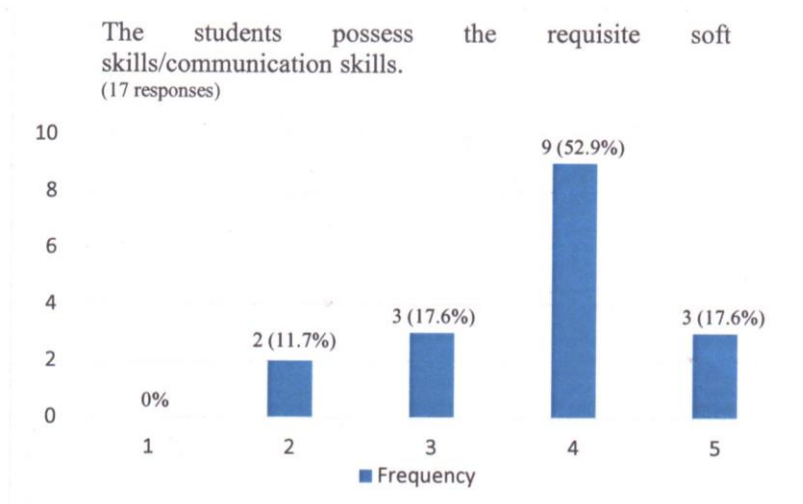


Figure No. 6

Soft and Communication Skills

7. Motivation and Confidence

Figure 7 highlights the motivation and confidence levels of the students. A majority of companies, i.e., 52.9% agree and 29.4% strongly agree (total 82.3%) that the College students are motivated and their level of confidence is also high to put up their best traits during the recruitment process.

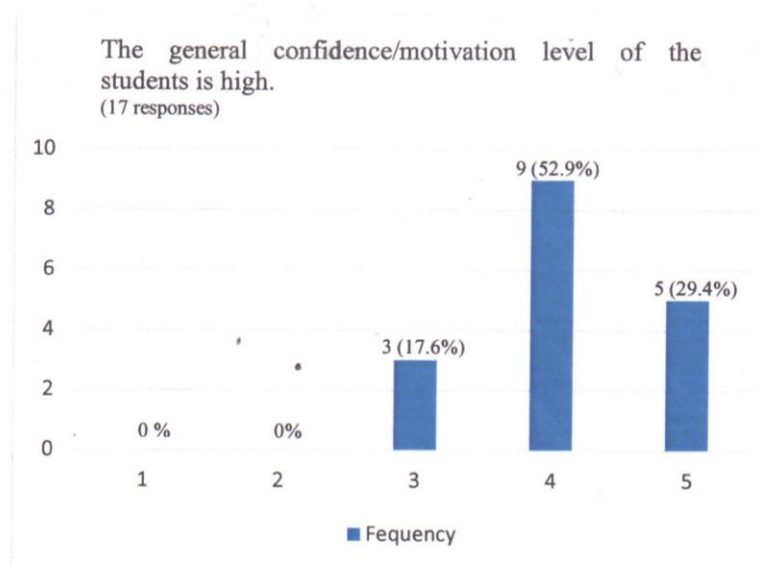


Figure No. 7

Motivation and Confidence

The employers found the right approach in terms of syllabi/content, knowledge, communication, skills and value-based learnings. It is evident from the above interpretation on different aspects of students' placement related qualities as well. However, the employers recommended some points of improvement such as, more guest lectures, internships programs and short projects will help to provide students more practical edge to their syllabus. They should be self-directed and focused on deliverables from their side. Students

must be adequately informed about the prospective company at the time of interview which will make the personality test more interactive. Passion for learning, dedication, hard work and patience is the key to become successful professionals whereas the main problem encountered by the employers in campus placement is that the selection ratio doesn't compliment the joining ratio.

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23rd Jan. 2021
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