



ABS - CORPORATE RESOURCE CELL (CRC)

Policy & Functional Manual (2022-23)

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CRC COMMITTEE MEMBERS

Designation	Name of Person	Role & Responsibility
Convener	Dr. Lalitya Vir Srivastava Director	Presides over policy & functioning of department to align the organization vision & mission
Head of the department	Mr. Ravi Sharma Dean - Corporate Resource Cell	Overall planning & implementation of departmental activities, norms, member's role & responsibility.
Department Members	Mr. Pawan Kumar Yadav HOD - CRC Ms. Swasti Uppla Manager - CRC	Core implementation
Student Committee Members	4 students from each batch	A committee of 4 students from each batch during 1 st semester is made which supports the CRC department for the activities related to their batch. The said committee automatically dissolved once the batch pass out.

විVISION

Sustained Excellence in Career Orientation Training & Placement

විMISSION

To raise the knowledge and skills of students to a level that matches with the present-day state of art and the needs of Industry

About Corporate Resource Cell (CRC)

Corporate Resource Cell (CRC) works towards providing best industry interface to students. CRC aims to create a platform where students and industry can come together and explore the opportunities for employment. The prime objectives of the CRC are to maintain strong industry institute linkages and trice for overall development and grooming of the students according to the industry requirements by conducting workshops, symposia, seminars and conferences both national & international level. CRC has been making aggressive efforts to provide the best career prospects to the students. We encourage students to work on live projects which help them to relate classroom teachings with the industrial practices.

The CRC at ABS has been sourcing job opening by matching knowledge, skill, personality traits and attitudes to the varied requirements of the job. CRC therefore, grooms students holistically right from soft skills, presentation skills and interview skills to successful attainments of lucrative job offers.

To ensure an excellent & effective corporate interface to students, CRC is responsible for mentioned core activities;

- ❖ Summer Internship Program (SIP)
- ❖ Corporate/ Industrial Visits
- ❖ Leadership & Entrepreneurial Aspiration Development Program (LEAD)
- ❖ Distinguished Lecture Series - An Expert Talk
- ❖ Live Projects
- ❖ Alumni Relations
- ❖ Seminars & Conferences
- ❖ Professional Excellence Program
- ❖ Final Placement

SUMMER INTERNSHIP PROGRAM (SIP)

Summer internship is an integral part of the curriculum and forms a vital aspect of overall development of the management students. It offers the opportunity to work closely with industry professionals, and to develop knowledge, competencies, and experience related directly to the chosen career goals. This is serious business. When students are interns, they work on projects that the company has entrusted to them. The outcome could mean a career with the company and very valuable lessons on a working life. The summer internship is scheduled at the end of 2nd semester for 60 days between May - July.

Objective:

- Students who have no prior work experience get exposure to corporate life. As they work on live projects, realize where your interests lie, which sector is best suited to them and where they would like to begin your career, so when they go into your second year, can choose the specialization accordingly
- For students with prior work experience, the Summer Internship is an opportunity to gain exposure to different industries, new companies and diverse functions
- Provide an opportunity for both the student and the company to decide on mutual compatibility. Very often, companies where a PDGM student interns, are impressed with the student's performance. They end up offering him / her a permanent career option

SIP Recruitment Process:



ELIGIBILITY CRITERIA FOR SUMMER & FINAL PLACEMENT:

- 75% minimum attendance throughout the Semester classes.

- 75% attendance in all training programs, workshops, conference, guest lecture & industrial visits conducted by CRC & CSD (*Any absenteeism/ leave should be approved in advance by concerned authority*).
- Submission of CRC Department Undertaking on Rs. 10/- stamp paper named “UNDERTAKING: SKILL BASED TRAINING, SUMMER & FINAL PLACEMENT” explain the training compliance, norms and placement process duly signed by both student and the parent. (Annexure - 1)

SUMMER INTERNSHIP PLACEMENT POLICIES

- All the eligible students should follow the compliance & norms as per Annexure - 1
- The Summer Internship assistance will commence from the December month
- If placed in one company, student will not be allowed to apply in any other company.
- If any student doesn't require SIP assistance from college and selecting the companies on their own. PNR should be obtained from CRC department within 15 days from the submission of undertaking.
- Once placed, student is required to fill SIP undertaking form which includes Confirmation, rules and compliance rules for undergoing Summer Internship. (Annexure - 2)

SIP Compliance:

Summer internship at ABS is a much focused and monitored program to ensure best learning & skill development of each student. The faculty members, CRC department & students are actively involved and have individual compliance to be strictly followed during the training. The stated objectives of same areas under:

- Smooth & successful completion of Summer Internship Program
- Ensure the quality of training offered and undertaken by the student
- Individual mentoring, monitoring and guidance to the student
- Immediate resolution of issues, if any from company/ student.

SIP Compliance - Faculty Mentors

- Weekly meeting with allocated students and strictly monitoring weekly progress
- Fortnightly visit to respective company for one-to-one feedback of each student
- Maintaining the weekly meeting report of each students and follow-up record
- Timely finalization of project topic
- Mentoring students in finalization of project report as per prescribed format and timely submission as informed by CRC department.

SIP Compliance - CRC Department

- Allocating faculty mentors to each student and strictly monitoring weekly reports.
- Ensuring smooth joining of each student in their respective companies
- Industry feedback post internship as per prescribed format (Annexure - 3)

- Submission of SIP report as per prescribed format (Annexure - 4)

SIP Compliance - Student

- Working under the guidance of faculty and industry mentorship
- Weekly meeting with faculty mentor and sharing detailed weekly work progress report
- Compilation of project report and submission of same strictly as per date

SIP Evaluation Criteria:

Project Report	50
On Job Training (OJT)	20
Company Feedback	20
SIP Compliance	10
Total Allocated Marks	100

INDUSTRIAL VISITS

Industrial visit has its own importance in a career of a student pursuing a professional degree. It is considered as a part of college curriculum as it provides students an insight regarding internal working of companies. We know, theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, industrial visit provides student a practical perspective on the world of work. It provides students with an opportunity to learn practically through interaction, working methods and employment practices. It gives them exposure to current work practices as opposed to possibly theoretical knowledge being taught at college. Industrial visits provide an excellent opportunity to interact with industries and know more about industrial environment. Industrial visits are arranged by colleges to students with an objective of providing students functional opportunity in different sectors like IT, Manufacturing and services, finance and marketing. Industrial visit helps to combine theoretical knowledge with industrial knowledge. Industrial realities are opened to the students through industrial visits.

Industrial visit is considered as one of the tactical methods of teaching. The main reason behind this- it lets student to know things practically through interaction, working methods and employment practices. Moreover, it gives exposure from academic point of view. Main aim of industrial visit is to provide an exposure to students about practical working environment. They also provide students a good opportunity to gain full awareness about industrial practices. Through industrial visit students get awareness about new technologies. Technology development is a main factor, about which a student should have a good knowledge. Visiting different companies actually help students to build a good relationship with those companies. We know building relationship with companies always will always help to gain a good job in future. After visiting an industry student can gain a combined knowledge about both theory and practical.

Note: The students are required to fill the Industrial visit feedback form post the visit. (Annexure-6)

The industrial visit scheduled of PGDM students is as under:

Semester	No. of Visits
I	3
II	3
III	3
IV	Not scheduled due to final placement process
Total Visits	9

LEADERSHIP & ENTREPRENEURIAL ASPIRATION DEVELOPMENT PROGRAM (LEAD)

LEAD, is an initiative of ABS aims at developing & inculcating the leadership & entrepreneurship spirit among the young generation. Leadership & Entrepreneurship development is the need of hour and most necessary tool for sustainable development, business growth, employment generation & empowerment. ABS - LEAD invites top industry professional wherein they share their high valued experiences, guide student towards innovative thinking, benefits of new ventures, self-development and attributes for being an effective & efficient leader.

Aligning to the institute policy 6 industry leaders to be invited under this initiative.

DISTINGUISHED LECTURE SERIES - AN EXPERT TALK

In today's environment, hoarding knowledge ultimately erodes your power. If you know something very important, the way to get power is by actually sharing it. A Lecture is an occasion to share knowledge and experience.

At ABS, emphasis is given on not only making a student academically brilliant, but inculcating leadership and best management practices, thus preparing them for the real life corporate world. This is done by inviting people eminent industries professionals to provide valuable information to our students. Distinguished Lecture Series - An Expert Talk is a way of enriching our students with the latest updates of the Industries and Technicalities.

Considered as an regular feature along with academic delivery, not only on campus but off campus guest lecture/ interaction to be offered to the students industry & institution forum to update their current knowledge and area specific expertise.

The yearly schedule for guest lecture series is as under:

On Campus Guest Lectures	Off Campus Guest Lectures
20	10

PROFESSIONAL EXCELLENCE PROGRAM

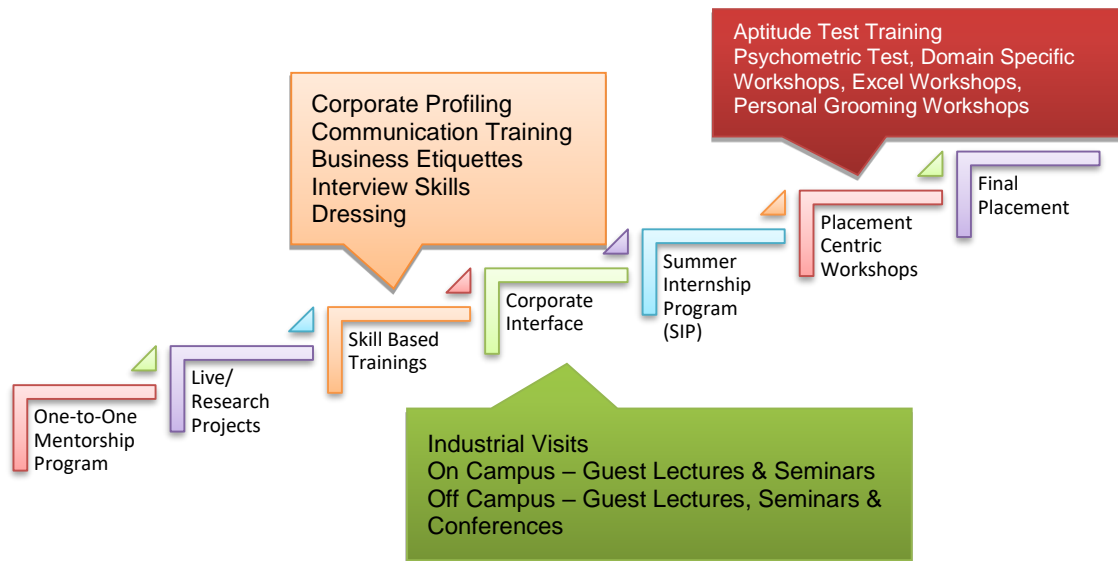
Professional excellence occurs when you are able to deliver good quality work in an environment that is outside your control and alongside a set of people who you sometimes know very little about.

To excel professionally, one needs to - Work effectively and develop your networks and expertise; this is possible by excellent professional & personal skills, working in different and difficult personality types/ situation; maintain a highly professional approach; excellent domain knowledge; creative & innovative mindset; and surely a high positive attitude.

And we make sure that we strengthen our students with various mentioned skill development training & workshops. This not only includes on-campus but off-campus workshops as well.

	Year - I	Year - II
Pre-Assessment: Understanding the own personality	✓	
Aptitude & Psychometric Test Training		✓
Skill Development Workshop on Marketing/ Finance/ HRM/ IT Domain		✓
Simulated Interviews	✓	✓
Faculty Mentorship Program	✓	✓
Stress GDs & GD Practices	✓	✓
Workshop on MS-Excel		✓

A defined journey of a student from Campus to Corporate is observed as under:



SEMINAR & CONFERENCES

Seminars & conferences are the excellent opportunities to learn the industry/ sector specific updated knowledge and current trends from various industry experts under one common forum. Also an opportunity to interact and a build a strong industry network. Closely connected with management & industrial development institutions like FICCI, ASSOCHAM, AIMA, CII etc. students to be offered various such activities.

Under the aligned objective of the institution, 10 such opportunity each year to be offered for both 1st & 2nd year students.

ALUMNI RELATIONS

Asian Business School (ABS) alumni affairs office has been set up with “ICE” (Innovate, Communicate, Excel) as its core principles. Alumni are the mirrors that reflect the image of the institution to which they belong. The students passed out from the institution are likely to keep in touch with their alma-mater to know about the recent developments in the campus. This would make them proud on discussion with their colleagues that their alma-mater still cares for them. The Alumni Relations acts as a link between the alumni and the alma-mater. To assemble the alumni on the same platform and to build a strong public relation, ABS has come up with an **Alumni Relations Committee** which started in the year 2019. Our team has been working hard to reach the set goal. CRC as the centralized department takes initiatives towards a healthy and fruitful activities to connect & re-connect each pass out student with the institution.

ALUMNI RELATIONS POLICY

Preamble

As a pre-eminent institution in India, driven by the pursuit of knowledge, excellence and innovation, with a unique institutional culture based upon the values that the ABS espouse, Asian Business School has adopted this Alumni Relations Policy in year 2019.

Purpose

The Alumni Relations Policy aims at synchronizing the Institute’s Alumni Relations strategy, structures and activities in order to facilitate collaboration and synchronization between internal and external stakeholders, particularly with a view to optimizing the relationships between the ABS and its alumni.

Scope of Application

This policy applies to all constituencies of the institution and regulates the functioning of those structures that impact the relationships between ABS alumni and their alma mater.

Policy Statement

It is in the best interest of the institution that aims to facilitate the implementation of an integrated Alumni Relation strategy. The policy is based on a number of principles that underpin the advancement of ABS among all its internal and external stakeholders, while the rules and guidelines relevant to the policy aim to ensure that the institution meets best practice standards in the Higher Education specific to Management. Ultimately, the policy regulates the important relationship between the institution and ABS alumni. It provides a description of the elements of an integrated ABS Alumni Relations model, differentiates between the respective roles of the internal AR structures and external governing bodies, and explains the processes for coordinating all of the institution's alumni activities.

General Principles

The following principles underpin the ABS Alumni Relations Policy:

- **The Important Role of Alumni in Advancing ABS:** role and contribution of its alumni, as one of the few permanent stakeholders, to be an important one in advancing the institution along with its vision, mission and core values.
- **Purposeful Engagement:** The ABS engages with its alumni in a focused and purposeful manner, aimed at building long-term, mutually beneficial relationships between the parties, thus encouraging alumni to act as “ambassadors” for the institution in promoting their alma mater. The Institute’s Alumni Relations approach furthermore fosters both partnerships and alumni giving opportunities.
- **An Integrated Alumni Relations (AR) Approach:** The ABS implements an integrated, holistic approach in managing the AR activities, as well as to synchronizing the strategies and plans of an effective and result oriented communication.
- **The ABS Alumni Relations Model:** The Institute’s AR model includes the interrelated elements of alumni recruitment, various activities and events, communication with alumni, alumni recognition, as well as alumni giving programmes.
- **Alumni Affiliation:** The AR model departs from an understanding that the loyalty and affinity of past students is most often directly linked to their own student life experiences, affiliations, fields of study, faculties, tenure at residences, membership of associations, clubs and sports teams, etc.
- **Alumni Recognition:** The institution is particularly proud of the accomplishments of its alumni, who fulfil several leadership roles in every sphere of society and who make significant contributions to the country and internationally within a range of sectors, including such fields as academic performance, research output, sport, arts & culture, business leadership, etc. The ABS Alumni Awards of Excellence annually acknowledges and showcases these contributions.
- **Alumni Information:** The ABS manages the contact information relevant to its alumni on a centralized database and, in accordance with the requirements of the Protection of Personal Information (POPI) Act, all information is treated confidentially. Hence, no such information is supplied to any third parties.
- **Alumni Registration:** An Alumni needs to register in Alumni Relations Committee via registration form with a onetime nominal registration charges of INR 1000/-.

FINAL PLACEMENT

PRE-PLACEMENT POLICY

ABS - Corporate Resource Cell (CRC) enables the students to bridge the gap between the Academia and Corporate world. Feedback from industry is collected and the feedback used to design Pre-Placement Training Programs. This important activity is vital to enable the students to achieve desired career objectives

The various components of the Pre-Placement Training Programs include modules on Current Affairs, General Aptitude, Technical Aptitude, Presentation Skills, Group Discussion Skills, Debate Skills, Interviews Skills & Mock Interviews, Industrial Analytics Workshops, etc. Training is also proposed based on the modern techniques of psychometric testing to give scientific career counseling to students to equip them to grab the opportunities available. Company-specific orientation is conducted for students prior to all the placement drives organized by the institution.

CAMPUS RECRUITMENT PROCESS

Detailed Job Description (JDs) with compensation break-up i.e. CTC of the companies are received by CRC for campus recruitment. The department head approves as per aligned placement policy and the same is shared with students about the recruitment. On receiving the confirmation from students, the profiles are shared with company for further recruitment process. The recruitment process can include either of the modes as under:

- On Campus Recruitment Drive
- Off-Campus Recruitment Drive (at company premises)
- Pool Campus Recruitment Drive

ELIGIBILITY CRITERIA FOR PLACEMENT:

PROCESS & ELIGIBILITY CRITERIA:

- The Recruitment Process will begin in the third semester considering the recruitment cycle followed by the recruiters.
- The tentative commencement month will be September/ October.
- In case a student opts for placement assistance post-course completion, the same should be communicated to CRC Department in writing on or before the last working day of September month.
- Fulfilling the Norms & Compliance as per Section - B

- Successful completion of Summer Internship Program 2022 and report submission
- Clear academics till 1st year, no backlogs allowed.
- In case a student has any backlog, placement assistance will be offered after the clearance of the same only.
- In case a student gets any backlog in the 3rd / 4th Semester and gets placed, the same will be treated as a provisional offer subject to clearance of academics and acceptance by the recruiter.
- **Recruiter's Eligibility:** In case of any eligibility criteria as informed by the recruiter will be applicable to all the students in the hiring process of that specific company.

PLACEMENT NOT REQUIRED (PNR):

- If any student doesn't require placement assistance from college for joining his/ her family business, planning to move abroad for further studies or chosen entrepreneurship, such student(s) are required to apply for a PNR request in writing over mail on or before last working day of September month.
 - An undertaking & consent letter from parents will also require to be submitted along with the request.
 - PNR doesn't mean relaxation from classes with immediate effect. It is only an exemption from Placement Assistance.
 - Once the PNR request is approved & accepted by the CRC department, a student is required to submit the '**PNR FORM**' within 15 days from the application submission.
 - A student must ensure complete academic compliance as per the schedule.
 - Once PNR is issued, any request for applying to a specific company/ seeking placement assistance during course completion or at any later stage will not be considered.
- **Recruitment Process & phases:**

Phase	Month(s)	Company Registration & Procedure
1	Sept/ Oct - Jan	<ul style="list-style-type: none"> ▪ A maximum of 10 opportunities will be offered to a student ▪ A student is free to apply for a company basis his/ her choice ▪ One must carefully understand the Job Role, CTC breakup, Job Location, and prospects with the company before applying ▪ One should apply as per their Specialization (Career Choice) and interest on the opportunity
2	Feb - March	If a student is not placed in phase - 1, further 3 opportunities will be offered post training and recommendation of faculty mentor & Dean - CRC. The training duration will be decided on a case-to-case basis.
3	April	Students not being placed either in phase 1 or 2, will be offered the final skill-based training, post the same only the next 2 placement opportunities.
<u>Note:</u>		

- *The min. CTC offer will be 5.00 LPA (Fixed & Variable) however few other opportunities may be offered considering the stature of the organization, job role, and career prospect. A student is free to apply as per choice by submitting an individual consent letter/ mail to the CRC department.*
- *In case a student doesn't apply/ appear for any company during Phase-1, reported any concern, or not responding to CRC communications & reminders, it will be assumed that the student has voluntarily opted out of placement assistance.*
- *Students already employed, will be offered further/ better opportunities after placement of 80% of batch or CTC differential of 2.00 Lacs/ stature of the company/ job role or both. The decision will be taken on a case-to-case basis depending on the opportunity and mutual agreement between CRC & the recruiter.*
- *CRC will be offering the best possible opportunities basis availability, eligibility & hiring need varied from prominent sectors considering management students for their talent pool.*

OFFER ACCEPTANCE & ONBOARDING PROCESS

- On receiving a placement offer, it will be treated as the Final Placement of the student.
- The student is eligible to apply for a second offer as per eligibility criteria and norms.
- In case a student withdraws a placement offer post-selection it will be treated as non-compliance and no further placement assistance will be offered to such students.
- In case a company withdraws the offer due to non-clearance of academics, further placement assistance is subject to the availability of opportunities and clearance of academic grades.
- Once a student applies for an opportunity to get selected, it is considered that you have consulted the same with your parents, guardian, any friend/ mentor, and influencer, please note last-minute withdrawal, post 'Selection' will not be considered and that will be considered as your final placement with no further assistance.
- In case a student is found absconding on the date of joining, and later leaves the job due to work pressure, job location, or family preferences, no further assistance will be offered to such students. However, in case of any genuine concern, the same should be informed to the CRC department in 'writing only' well before the joining. The final decision by the Discipline Committee & DSW department will be abiding by.
- If a student resigns from the present employer without informing, consultation & approval on the same, the request for further placement assistance will not be entertained.
- Joining a company is subject to the requirement of the company i.e., immediately/mid-semester or at the course completion. The compliance for each of the cases is as under:

Post Course Completion Joining:

- In case of non-clear academics, the offer can be canceled/ put on hold. The institute has no responsibility towards the same.
- A student needs to complete the documentation process and follow the joining norms as per the placement offer

Mid-Semester Joining:

- In case of immediate joining upon selection, the student will be required to join as per the need of the employer
 - The examination day leave will be offered to the student as per the date sheet. Any request for the exemption/ change in date or schedule or mode will not be entertained.
 - Students will be required to obtain NOC from the CRC department and complete the joining process informed by the company.
 - A student will ensure complete academic compliance and other responsibilities towards the institution as per schedule and guidelines.
 - In case a student opts for a self-placement offer and requests for NOC, it should be first approved by the CRC department followed by all the above-mentioned compliance. Seeking examination leave from the company will be the student's responsibility only.
 - The self-placement opportunity will be offered only if it meets the min. CTC offers the criteria of the institute. If a student is still looking forward to taking up such an opportunity it will be treated as a PNR.
- **Regarding Job Location:**
 - The job locations are well-informed during the recruitment process being specific to certain cities/ PAN India.
 - In the case of PAN India, a student should be ready & join the company as per their requirement. A student can submit their preferred location however the final call on location remains with the recruiter only.
 - CRC holds no responsibility for change in job location as per student's preference
 - In case a student withdraws the offer at the last moment, no placement assistance will be offered to the student and the last offer will be considered as the final placement.
 - **Termination of Job:** In case of termination of employment by the company due to mentioned reasons or any other serious indiscipline issue, no further placement assistance will be offered to such students.
 - incomplete documentation process/ not attending the orientation program
 - Academic backlogs

- No Show on the joining date
- absconding post joining
- misrepresentation of facts
- submission of a forged document or any other indiscipline issue
- or any other indiscipline case reported by the company

EMPLOYMENT BOND & DOCUMENT SUBMISSION:

- In case of an Employment Bond mandate in a company, CRC ensures to inform the terms & norms of the same well in advance. A student must carefully & thoroughly understand its terms, duration, legal complications & financial obligation before accepting the same. In case of breach of the same post appointment, CRC holds no responsibility to intervene & solve the issue from either side i.e. Candidate or Company. Also, if a student withdraws the placement offer post-offer acceptance, no further placement assistance will be offered.
- CRC will inform well in advance; in case a recruiter has a policy of keeping either all or specific original education documents while joining. A student should agree to the same before applying for such opportunities.
- **No Objection Certificate (NOC):**
 - It is mandatory to submit the offer/ appointment letter for obtaining NOC from the CRC department.
 - A student needs to follow the mentioned compliance towards obtaining NOC -
 - Submit the hardcopy/ mail of the offer letter received from the recruiter
 - Submission of 'Final Placement Acceptance Undertaking'
 - No dues clearance from all departments as per the provided format
 - Submission of a copy of the 'Appointment Letter' within 15 days from the joining if not available at the time of obtaining NOC
 - Attendance relaxation & examination permission will be applicable from the effective date of joining only and completion of the above compliance.

Students not obtaining the NOC letter and joining the company will not be offered attendance and permission to appear for semester examinations.

CONFLICT RESOLUTION & GREVIANCE

- All the grievances & conflicts related to indiscipline/ non-compliance/debarred from placement cell or any other issue will be addressed through “**The Department of Student Welfare (DSW)**” only. The students will be required to submit the written application to Dean - DSW & CRC. Any verbal communication regarding any issue will not be entertained.
 - The decision of the Discipline Committee & DSW will be final & abide. Till the decision of the department is pending, no placement assistance will be offered to the student.
-