



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

Srinivas Centre for Campus Placement Affairs (SCCPA)



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Campus Placement helps in creating career opportunities for graduating students who aspire to become more than just managers, leaders or supervisors. Placement seeking students at higher education are talented individuals who require the nurturing of skills during academic semesters that is necessary to build a high-performing team, leverage the collective intelligence of the group, manage it through the process of running a business, and exercise influence with ease and authority to ensure superior results at work place.

Srinivas Centre for Campus Placement Affairs (SCCPA) therefore offers students what they need to know and do to make themselves perform at the highest levels. The Centre does its work by educating and training the job seeking student community with the required know-hows and skills required leading and managing the uncertainty inherent in today's complex business environment. The Centre imparts Smart Skills relating to a professional's Emotional and Social Intelligence. These skills are a cluster of personality traits, social graces, communication, personal habits, interpersonal skill sets, soft skills and optimism that characterize relationships with other people, customers, stakeholders, and colleagues. Smart Skills complement hard skills (part of a person's IQ), which are the occupational requirements of a job. A Leader's Smart Skills Quotient (aggregate of this cluster of skills) is an important part of their individual contribution to the success of any team, project or organization. Assessment or training for Smart Skills habits or traits such as emotional intelligence and influencing conducted by SCCPA can yield significant return on investment for a recruiting organization. For this reason, employers, in addition to standard technical qualifications, increasingly seek out leaders and managers with those well skilled in Smart Skills.

Current research conducted by SCCPA has shown that a core set of smart skills may be more important over the long term than technical or occupational skills. SCCPA in this regards is providing continuous research and consulting to placement seeking graduates with the ability to deal effectively with people, providing positive influence through conducting regular campus interviews, and manage

change to determine the true success of the individual and the areas they manage through constant research activities.

Services provided by SCCPA :

- The main activities handled by SCCPA involve -
- Placement of students through conducting regular Campus Interviews.
- Organizing Seminars, Workshops, and Symposiums.
- Organizing Special courses on Spoken English and Management Skills
- Forwarding Student's resumes to the recruiting companies
- Providing job awareness by displaying Advertisements / Brochures. Motivating and assisting students to take part in Seminars, paper presentations,
- Conducting Mock Interviews, Quiz and Project Competitions.
- Creating Student Profiles.
- Helping the students to prepare their CVs.
- Creating and making available the recruiters list, to the students for applying for jobs.
- Creating a good alumni base, this ensures better placements.
- Mentorship program in which Corporate Senior Executives mentor the students
- Upgrading the course contents regularly to make the delivery systems more practical.
- Arrange and help students in their summer internship, part-time employment and specialization projects.
- Arrange Periodical Industry Visits

Papers Presented Published :

[1] Shenoy, Varun., Aithal, P. S. (2017). Placement Strategies of Top Ranked Indian Management Institutions. *International Journal of Scientific Research and Modern Education (IJSRME)*, 2(1), 59-67.

[2] Shenoy, Varun., Aithal, P. S., (2017). Placement Strategies of World's Top Business Schools. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 2(1), 6-17.

[3] Shenoy, Varun., Aithal, P. S. (2017). A New IEDRA Model for Student Placement Realization. *International Journal of Management, Technology, and Social Sciences (IJMTS)*, 2(2), 20-27.

[4] Shenoy, Varun., Aithal, P. S. (2017). A New Box Framework for E-Campus Interview Training *International Journal of Applied Engineering and Management Letters (IJAEML)*, 1(2), 17-26.

[5] Shenoy, Varun., Aithal, P. S. (2017). Quantitative ABCD Analysis of IEDRA Model of Placement Determination. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 1(2), 103-113.

[6] Shenoy, Varun. (2016). Employability Curriculum Design towards Student Centred Applications. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 351 – 354.

[7] Shenoy, Varun. (2016). Branding Innovations for Ideal Placements. *International Journal of Management, IT and Engineering (IJMIE)* 6(1), 380 – 387.

[8] Shenoy, Varun. (2016). Recent Trends in Branding for Ideal Placements. *International Journal of Scientific Research and Modern Education (IJSRME)* 1(1), 250 - 253.

- [9] Shenoy, Varun., Aithal, P. S. (2016). Changing Approaches in Campus Placements - A New Futuristic Model. *International Journal of Scientific Research and Modern Education (IJSRME)*, 1(1), 766 – 776.
- [10] Shenoy, Varun. (2016). Error Proofing: Effective Tool for Output Efficiency. *International Journal of Engineering Research and Modern Education (IJERME)* 1(1), 504 - 507.
- [11] Shenoy, Varun. (2016). Placement Dilemma : Flipkart's Deferred Joining Dates. *International Journal of Engineering Research and Modern Education (IJERME)*, 1(1), 751 - 756.
- [12] Shenoy, Varun., Aithal, P. S. (2016). Green Placement – An Innovative Concept & Strategy in Campus Placement. *IRA- International Journal of Technology & Engineering*, 4(3), 151-163.
- [13] Shenoy, Varun., Aithal, P. S.(2016). ABCD Analysis of On-Line Campus Placement Model. *IRA- International Journal of Management & Social Sciences*, 5(2), 227-244.
- [14] Shenoy, Varun. (2015). MOOC : Recent Advancements in Personnel Trainings. *International Journal of Management, IT and Engineering (IJMIE)*, 5(7), 39 – 44.
- [15] Varun Shenoy, “E-Commerce Startups: A Success Story” in National Conference “E-Learning, E-Business and E-Governance” on 24th January, 2015 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-4-0. (2015)
- [16] Varun Shenoy, “Changing Trends in Campus Recruitment- Simulative Case based approach to counter the emerging challenges in National conference on Changing Trends in Management, IT, and Social Sciences, Manegma 2014, Mangalore, 09/04/2014, ISBN No. 978-81-929306-0-2, (2014).
- [17] Varun Shenoy, “Analyzing Innovative Training Models in Placements - A reference to Educational Sector” in National Conference “Innovations and Best Practices in Higher Education Institutions – 2014” on 28th June, 2014 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-2-6 (2014).
- [18] Varun Shenoy, “Behavioral changes in Recruitment and its social effects” in National Conference “Change and its Contemporary Social Relevance” on 27thSeptember, 2014 at Srinivas Institute of Management Studies, Pandeshwar, Mangalore. ISBN No. 978-81-929306-1-9, (2014)

Working Papers :

- (1) Literature Review of Primary Organizational Recruitment Sources
- (2) Auto-Placements : An Complete Online Industry Oriented Automated placement process
- (3) Eco-Friendly Campus Placements : A Changing Perspectives in graduate recruitment from campus
- (4) Self-Placements : An Empowerment Model
- (5) Student Placement Representation Analysis
- (6) A detailed analysis of various campus selection offers
