



Bhoj Reddy Engineering College for Women

Vinaynagar, I S Sadan X Roads, Saidabad, Hyderabad - 500 059, Telangana



PLACEMENT, CAREER GUIDANCE AND INTERNSHIP POLICY

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by NAAC
Saidabad, Hyderabad – 500 059



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1. PREAMBLE

Bhoj Reddy Engineering College for Women (BRECW) is committed to empowering students with the knowledge, skills, and opportunities required for successful professional careers. The **Training and Placement Office (T&P Office)** serves as a strategic link between students, academia, and industry by facilitating career guidance, skill development, internships, industry interaction, higher education support, and placement opportunities.

The policy aims to create a structured framework that enhances employability, promotes lifelong learning, and prepares students to meet evolving industry expectations.

2. VISION

To equip students with relevant professional skills, guide them on the current placement scenario, motivate them to pursue their goals, and bridge the gap between industry and academia.

3. MISSION

M1: To empower students with the knowledge, skills, and confidence required to excel in a dynamic and competitive professional environment.

M2: To provide comprehensive career guidance and placement support that helps students achieve meaningful employment and lifelong career success.

M3: To strengthen industry–academia collaboration through partnerships, training, internships, and industry engagement initiatives that enhance employability and meet evolving workforce demands.

4. Core Values

The Training and Placement Office at BRECW is committed to fostering student success through the following core values:

- **Student Empowerment:** Enabling students to realize their potential through continuous learning, skill development, and career opportunities.
- **Industry Engagement:** Building strong industry partnerships to bridge the gap between academia and the professional world.
- **Personalized Career Support:** Providing individualized guidance to help students make informed career decisions.
- **Integrity and Transparency:** Ensuring fairness, professionalism, and ethical practices in all training and placement activities.
- **Inclusivity and Equal Opportunity:** Creating an environment where every student has access to career development and placement opportunities.

These values guide the T&P Office in preparing confident, competent, and industry-ready professionals.

5. OBJECTIVES

The objectives of the Training and Placement Office are to:

- Enhance students' employability through technical, aptitude, communication, and professional skill development.
- Provide career guidance, mentoring, and higher education counselling.
- Facilitate internships, industry interaction, and experiential learning opportunities.
- Build strong relationships with industries, professional bodies, and training organizations.
- Create sustainable placement opportunities through outcome-based placement strategies.
- Encourage entrepreneurship, innovation, and leadership development.

6. TRAINING AND CAREER DEVELOPMENT FRAMEWORK

The Institute shall implement a structured Career Development Framework for all students.

6.1 Campus Recruitment Training (CRT) Program

Bhoj Reddy Engineering College for Women shall conduct a structured Campus Recruitment Training (CRT) Program to enhance students' employability, technical competencies, aptitude skills, communication abilities, and placement readiness.

Training Schedule:

- Total Training Duration: 90 Hours per Academic Year
- Training per Semester: 60 Hours

Training Days per Semester: Approximately 10 Days

a. Foundation Training

Students from the Third to Sixth Semester shall undergo a minimum of 216 hours of training covering:

- Technical Skills
- Aptitude and Logical Reasoning
- Communication Skills
- Soft Skills and Personality Development
- Coding and Problem-Solving Skills

b. Advanced Career Readiness Program

Students in the Sixth and Seventh Semesters shall undergo an additional 45 hours of advanced training focused on:

- Company-Specific Preparation
- Mock Assessments
- Group Discussions
- Interview Skills
- Resume Building
- Professional Etiquette

c. Learning Management System (LMS)

Students shall be enrolled on designated LMS platforms for continuous learning, assessments, certifications, and skill tracking. Assessment outcomes shall be used to identify strengths, skill gaps, and placement readiness.

6.2 Higher Studies Counselling Sessions

The Institute shall conduct Higher Studies Counselling Sessions to guide students aspiring for postgraduate education, research, competitive examinations, and international study opportunities.

Schedule:

- Three counselling sessions per semester
- Duration: Four Hours per Session
- Conducted during the second week of designated months each semester

The sessions shall cover topics such as:

- Educational and Career Planning
- Selection of Higher Education Programs
- Admission Processes and Entrance Examinations
- Scholarship and Financial Assistance Opportunities
- Research and International Education Pathways
- Personal Development and Career Readiness

6.3 Industry Interaction Seminars

The Institute shall organize Industry Interaction Seminars to provide students with direct exposure to industry expectations, emerging technologies, and career opportunities.

Schedule:

- Two Sessions per Academic Year
- Duration: Four Hours per Session
- Conducted from the Second Year onwards

The seminars shall focus on:

- Industry Trends and Emerging Technologies
- Career Opportunities and Skill Requirements
- Industry Expectations and Workplace Readiness
- Internships, Training Programs, and Live Projects
- Entrepreneurship and Innovation
- Professional Networking and Career Development

6.4 Placement Season

The Institute shall coordinate placement activities through two placement cycles during each academic year.

Placement Cycle I: June to September

Placement Cycle II: January to April

The first placement cycle shall primarily focus on product-based, software, and technology-driven organizations, while the second cycle shall emphasize opportunities in core engineering sectors, including Electrical and Electronics Engineering, and Electronics and Communication Engineering, along with other eligible industries.

The Career Guidance and Placement Cell shall continuously engage with recruiters and industry partners to maximize placement opportunities for students across all disciplines.

7. CAREER GUIDANCE AND COUNSELLING

The T&P Office shall provide comprehensive career guidance services through:

- Career Planning and Counselling
- Higher Education Guidance
- Competitive Examination Guidance
- Entrepreneurship Awareness
- Leadership Development
- Professional Networking Opportunities

Periodic assessments shall be conducted to evaluate aptitude, technical competencies, and employability skills. Based on assessment outcomes, students shall receive personalized career guidance and targeted training interventions.

8. INDUSTRY COLLABORATION AND PLACEMENT STRATEGY

The Institute shall establish strategic partnerships with industries, training organizations, professional bodies, and corporate partners through MoUs and collaborative initiatives.

Industry engagement activities shall include:

- Guest Lectures and Expert Talks
- Workshops and Seminars
- Industry Visits
- Live Projects
- Hackathons
- Mentoring Programs
- Certification Programs
- Recruitment Drives

Placement opportunities shall be facilitated through an Outcome-Based Placement Model where student participation in recruitment drives is aligned with training performance, assessment outcomes, skill proficiency, and industry readiness.

9. INTERNSHIP POLICY

The Institute recognizes internships as an essential component of experiential learning and professional development.

- Objectives:
 - Provide practical exposure to workplace environments.
 - Enhance industry-relevant skills and competencies.
 - Promote experiential learning and professional ethics.
 - Improve employability and placement readiness.
- Guidelines:

- Students are encouraged to undertake internships from the 7th semester onwards.
- Internships may be facilitated through industry partnerships, government organizations, startups, research institutions, and approved internship platforms.
- Students shall submit internship offer letters, progress reports, and completion certificates to the respective department and T&P Office.
- Internship performance shall be monitored through faculty mentors and industry supervisors.
- Students shall comply with the rules, confidentiality requirements, and professional standards of the host organization.
- The Institute shall facilitate internship opportunities through its industry network and strategic partnerships.

10. PLACEMENT SERVICES

The T&P Office shall provide:

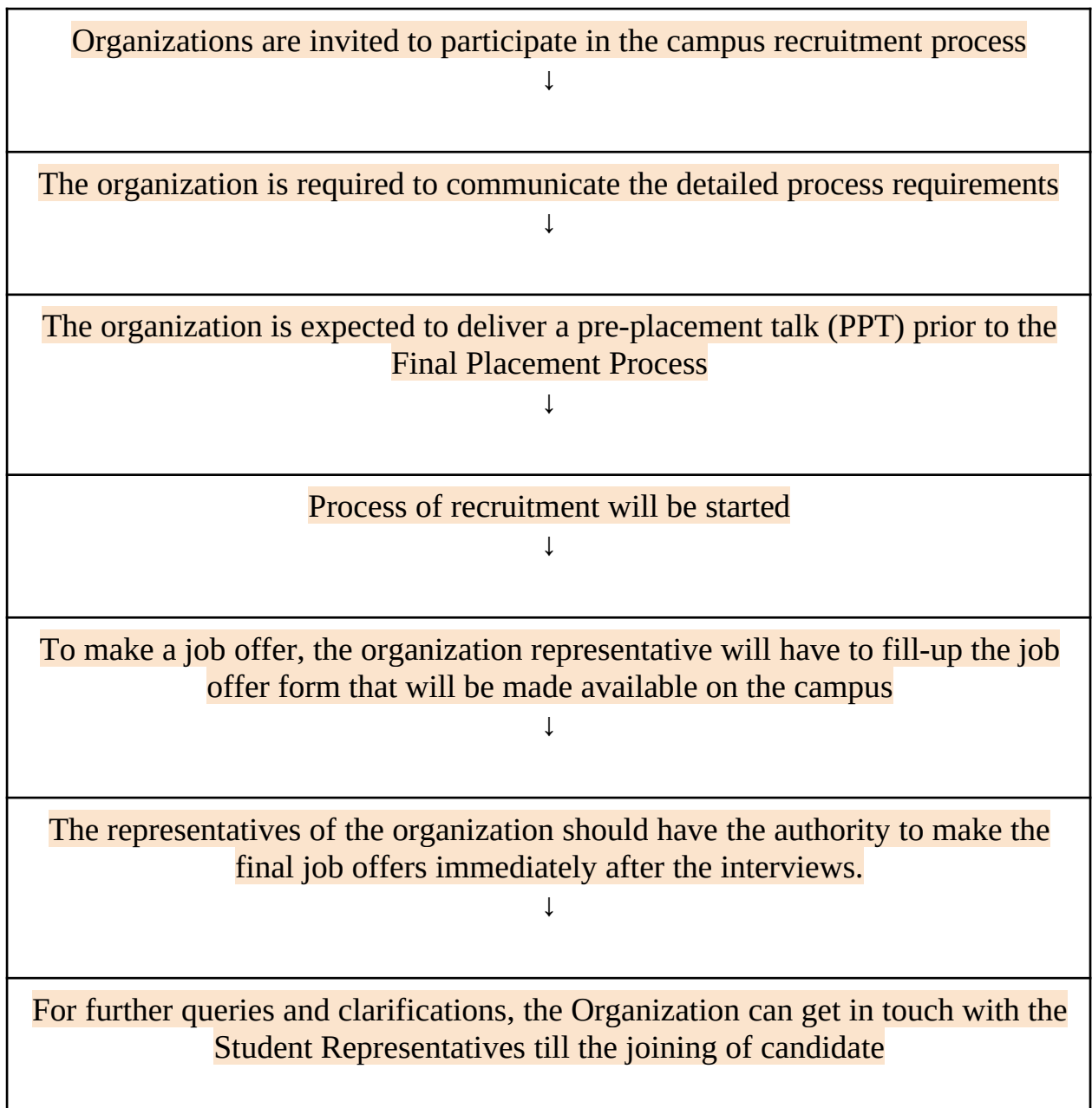
- Resume and CV Development
- Career Counselling
- Interview Preparation
- Mock Interviews
- Group Discussion Training
- Professional Networking Support
- Placement Drives
- Career Fairs
- Recruitment Events
- Employment Readiness Programs

Students shall maintain professional conduct and comply with all placement guidelines during recruitment processes.

11. PLACEMENT PROCESS & Mechanism (Placement Drive Flow Diagram)

The placement process shall include:

- Employer Invitation
- Job Description and Eligibility Communication
- Pre-Placement Talk
- Assessment and Selection Process
- Interview Rounds
- Offer Confirmation
- Joining Support and Follow-up



The Institute shall facilitate both On-Campus and Pool Campus Recruitment Drives.

12. Placement Success Rate

The Institute shall monitor and analyse placement outcomes as a key performance indicator of the Career Guidance and Placement Cell. Placement success shall be measured by assessing the percentage of students who secure employment, internships, or higher education opportunities within a specified period after graduation.

The assessment shall include:

- Number of students placed.
- Total number of eligible graduates.
- Quality of placements, including job profiles and compensation packages.
- Employer feedback and satisfaction levels.
- Placement trends across academic years.

The Placement Success Rate shall be calculated using the following formula:

Placement Success Rate (%) = (Number of Placed Students / Total Number of Eligible Graduates) × 100

13. Procedures

13.1 On-Campus Placement Drive Procedure

The Training and Placement Office shall coordinate all on-campus recruitment activities in collaboration with participating organizations.

The procedure shall include:

1. Organizations shall be invited to participate in the campus recruitment process.
2. Recruiting organizations shall communicate eligibility criteria, job descriptions, compensation details, and selection procedures in advance.
3. Organizations shall be encouraged to conduct a Pre-Placement Talk (PPT) to familiarize students with the company, job roles, career opportunities, and recruitment process.
4. The selection process may include aptitude tests, group discussions, technical interviews, personal interviews, or any other assessment methods as prescribed by the recruiting organization.
5. Eligible students shall be informed about the recruitment drive through official communication channels.
6. The Training and Placement Office shall provide necessary logistical support and coordinate recruitment activities on campus.
7. Recruiting organizations shall communicate the final selection results to the Placement Cell.
8. Formal job offers shall be issued by the recruiting organization to the selected candidates.
9. The Training and Placement Office shall facilitate communication between recruiters and students regarding joining formalities and related requirements.
10. Feedback from recruiters and students shall be collected to evaluate and improve future placement activities.

13.2 Pool Campus Placement Drive Procedure

The Training and Placement Office shall facilitate student participation in Pool Campus and Off-Campus Recruitment Drives conducted by external organizations, institutions, or industry partners.

The procedure shall include:

1. Establishing communication with companies and partnering institutions regarding pool campus recruitment opportunities.
2. Sharing eligible student profiles, resumes, and relevant information with recruiting organizations, wherever required.
3. Informing shortlisted students about recruitment drives through official communication channels such as email, notices, LMS platforms, and other approved modes.
4. Conducting awareness sessions and company-specific training programs, wherever necessary.
5. Assisting students with registration, documentation, and participation requirements for the recruitment process.

6. Coordinating with host institutions and recruiters to facilitate smooth student participation.
7. Monitoring student participation and maintaining records of attendance and recruitment outcomes.
8. Collecting feedback from students and recruiters following the completion of the recruitment process.
9. Supporting selected students regarding offer acceptance, joining procedures, and related communications.
10. Maintaining placement records and reporting outcomes to the Institute administration for review and continuous improvement.

The Training and Placement Office shall periodically review the effectiveness of on-campus and pool campus recruitment activities to enhance placement opportunities and strengthen industry engagement.

14. Do's and Don'ts

Interview Etiquette Guidelines

To enhance professionalism and improve placement outcomes, students participating in recruitment processes shall adhere to the following interview etiquette guidelines.

14.1 Do's

Students are encouraged to:

- Dress professionally and maintain appropriate grooming standards.
- Verify the interview date, time, venue, and other relevant details in advance.
- Arrive at the interview venue at least 10–15 minutes before the scheduled time.
- Greet interviewers courteously and maintain appropriate eye contact.
- Address interviewers respectfully and professionally.
- Maintain proper posture, attentiveness, and confidence throughout the interview.
- Prepare relevant questions regarding the role, organization, and career opportunities.
- Seek information regarding the next stages of the recruitment process, where appropriate.
- Express gratitude to the interviewers at the conclusion of the interview.
- Follow up professionally, if required, through an appropriate thank-you message or communication.

14.2 Don'ts

Students shall avoid:

- Arriving late for interviews or assessment processes.
- Demonstrating a lack of interest or commitment toward the role or organization.
- Displaying desperation or unprofessional behaviour during the interview.
- Chewing gum, eating, or engaging in distracting activities during the interview.
- Using mobile phones or other electronic devices during the interview process.
- Keeping mobile phones switched on or allowing interruptions during the interview.
- Slouching or exhibiting poor body language.
- Initiating discussions regarding salary, incentives, or benefits unless invited by the recruiter or during the appropriate stage of the selection process.
- Providing lengthy, irrelevant, or unfocused responses; answers should be concise, relevant, and supported with appropriate examples.

Adherence to these guidelines shall contribute to a positive professional image and improve students' effectiveness during recruitment and selection processes.

15. Feedback Mechanism

The Institute shall establish a structured feedback mechanism to evaluate the quality and effectiveness of career guidance services, training programs, placement support, internships, and industry interactions. Feedback shall be collected periodically from students, alumni, employers, recruiters, and industry partners to identify strengths, areas for improvement, and emerging requirements.

16. MONITORING AND EFFECTIVENESS

The effectiveness of placement initiatives shall be evaluated through:

- Placement Percentage
- Internship Conversion Rate
- Employer Feedback
- Student Feedback
- Number of Recruiters
- Salary Packages Offered
- Higher Education Admissions
- Industry Collaboration Outcomes

The Training and Placement Office shall periodically review training programs, internship initiatives, and placement outcomes to ensure alignment with industry requirements.

17. Placement Committee Meetings

17.1 Placement Committee

The Institute shall constitute a Placement Committee to oversee and coordinate all career guidance, training, internship, and placement-related activities.

The Committee shall comprise:

- ❖ Principal – Chairman
- ❖ Vice Principal/Dean Academics – Vice Chairman
- ❖ Heads of Departments – Chief Mentors
- ❖ Training and Placement Officer (TPO) – Chief Coordinator
- ❖ Department Placement Coordinators
- ❖ Student Class Representatives (CRs) from all Departments

The Committee shall provide strategic direction, review placement activities, facilitate industry interactions, and monitor student employability initiatives.

17.2 Placement Committee Meetings

The Placement Committee shall conduct periodic meetings to review career guidance activities, placement preparedness, industry engagement, and recruitment outcomes.

- Department Placement Coordinators and Student Representatives shall meet regularly under the guidance of the Training and Placement Officer.
- Special meetings may be conducted prior to major recruitment drives, placement seasons, and industry interaction programs.
- Minutes of meetings shall be maintained for monitoring and continuous improvement purposes.

18. POLICY REVIEW

This Policy shall be reviewed annually by the Placement Committee in consultation with industry partners, faculty members, alumni, students, and institutional leadership. Necessary revisions shall be made to ensure alignment with emerging industry trends, employability requirements, and institutional objectives.

19. POLICY STATEMENT

Bhoj Reddy Engineering College for Women reaffirms its commitment to providing comprehensive career guidance, industry engagement, internships, skill development, and placement support. Through this policy, the Institute strives to create an enabling ecosystem that enhances employability, fosters professional excellence, and empowers students to build successful and meaningful careers.