



A STUDY ON STUDENT'S PERCEPTION TOWARDS CAMPUS PLACEMENTS POST COVID-19 IN ANAND CITY, GUJARAT

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Abstract: Campus placement is one of the well-known value additions that higher educational institutions provide to their students. As any other organizational operations, campus placements were also affected by the covid-19 for more than two years. Before the covid-19 pandemic affected campus placements, students were concerned about the placements provided by the institutes to help their careers and students were competing with each other to get placed in reputed organizations with higher annual packages. It has been nearly three years since the covid-19 pandemic declarations by WHO and the pandemic is now been under control in most of the countries including India. Therefore, the campus placements are also recovering and continuing to provide career opportunities to students. In this objective, a study was conducted to analyse the perception of students towards campus placements post covid-19 in the categories of Indian and international students and undergraduate and postgraduate students. This study was conducted by surveying 302 Indian and international students who are pursuing various undergraduate and postgraduate courses in Anand city. The sample was taken from the convenience non-probability technique. Percentage analysis is the tool used in this study. As the result, it has been found that Indian and international students as well as UG and PG students carry considerably different perceptions towards campus placements post covid-19.

Key Words: Campus placement, Student perception, Undergraduate, Postgraduate, Indian students, international students, post covid – 19.

1. INTRODUCTION :

The campus placement is one of the preminent value additions that most government and private higher educational institutions provide to the students in the final year of their course, regardless of nationality, undergraduate or postgraduate. Basically, the final year students of various undergraduate and postgraduate courses get job offers from companies through the campus placement process. Campus placement plays a vital role, especially in private higher educational institutions when it comes to student satisfaction and new admissions because, the higher the placement rate, the higher the number of new admission applications to the institute. In most cases, students are more concerned about the placements provided by the institutes than the course curriculum. Students are competing with each other to get placed in reputed organizations with higher annual packages. This was the scenario of campus placements till the covid-19 pandemic affected the entire traditional education system all over the world. Not only the online teaching and online examinations/evaluation came into force but the campus placements also had to go online and face many changes and difficulties during the covid-19 pandemic. In the current scenario, nearly after three years of the global pandemic declaration, India is back on track with the traditional education system and campus placements. But, do the students have the same perception towards campus placements as pre-pandemic? Do both undergraduate and postgraduate students carry the same perception of campus placement post covid - 19? Do Indian and international students have different perceptions regarding campus placements post covid - 19? This study is conducted as an attempt to find out the answers to those questions by surveying 302 Indian and international students who are pursuing various undergraduate and postgraduate courses in Anand city.

Campus placements: pre covid – 19

Before the covid – 19 pandemic was declared, campus placements used to be conducted as usual in educational institutions according to their processes which can be different from one campus to another. There are basically two



methods of campus placements which are on-campus placements and off-campus placements. On-campus placements refer to the process of selecting and recruiting students for various job positions by companies by conducting recruitment drives in the respective educational institutions. On the other hand, off-campus placements generally mean the process of sending students to companies for selection and recruitment for jobs. In both methods, campus placement centre is involved in guiding and grooming the students to face the interviews.

Campus placements: during covid – 19

WHO declared the covid – 19 as a global pandemic in March 2020 which affected very much negatively in the education sector all over the world. During the pandemic, most educational institutions were shut and all activities related to education were done through online mode including campus placements. A lot of changes were introduced to campus placement processes such as online interviews, online trainings and work from home etc. Also, due to the pandemic, many companies had to pause new recruitments and lay off employees to financially stabilize their companies. These reasons caused tension in students who were supposed to get job offers through the campus placements during covid-19 pandemic.

Campus placements: post covid – 19

Nearly after three years into the pandemic declaration, the campus placements are now continuing as pre-pandemic because the pandemic is now under the control of the government authorities, due to which the educational institutions are open and companies started recruitment again to fill the vacancies back. However, companies are giving priority to experienced and laid-off employees during covid pandemic to refill the vacancies resulting in students waiting for job opportunities.

Indian and international students

Indian students refer to all Indian-born students who are pursuing various undergraduate and postgraduate courses in higher educational institutions while international students refer to all foreign students who have obtained an Indian student visa to pursue undergraduate or postgraduate education in India from the high commission of India at their respective native country except for students from Nepal and Bhutan.

Undergraduate and postgraduate courses

Undergraduate courses are bachelor-level courses in which students can obtain admission to various higher education institutions that offer a variety of undergraduate courses if the student fulfils the entry requirements. These requirements vary from course to course and the duration of the course also differs based on the course like a minimum of 3 years and can go up to 6 years. Upon successful completion of the course, students will be awarded bachelor's degrees such as BA, B.sc, BBA, BCA, BHM and MBBS etc.

Postgraduate courses are master-level courses that are offered to students who have successfully completed the undergraduate courses and meet all the requirements of postgraduate courses depending on the institute guidelines. Postgraduate courses usually take 2 years (full time) to complete. Upon successful completion of postgraduate courses, students will be awarded master's degrees such as MA, MBA, M.sc, MCA, MD etc. master's degree is essential in order to apply for M.Phil. and Ph.D.

2. OBJECTIVES OF THE STUDY:

- To study in general the student's perception towards campus placements post covid – 19.
- To study the perception of Indian and international students regarding campus placements post covid – 19.
- To study the perception of undergraduate and postgraduate students regarding campus placements post covid – 19.

3. SCOPE OF THE STUDY:

As covid – 19 pandemic is now declining in India, campus placements are back to normal as usual in most of the educational institutions across India. Due to the inconveniences faced by students during covid-19 pandemic for over two academic years, it is important that educational institutions have a proper understanding about student's perceptions towards campus placements. So, they can try to provide the placement opportunities to students that the students prefer after the stressful pandemic. With regard to this situation, this study mainly analyses the perceptions of Indian and international students as well as UG and PG students by surveying 302 Indian and international students who are currently living in Anand city and pursuing various UG and PG courses. The study was conducted for a period of 2 months from August 2022 to October 2022.



4. LIMITATIONS OF THE STUDY:

- This study only considers the students living in Anand city. So, students living in other cities may have different perceptions regarding campus placement.
- The study was restricted to one university located in Anand city. So, the students studying in other universities may have different opinions on their perception regarding campus placements.
- The responses provided by the students may be subjected to personal bias.

5. RESEARCH METHODOLOGY:

To study the student's perception towards campus placements post covid – 19, I have undertaken a descriptive research study through a survey by forming a self-constructed questionnaire keeping in mind the objectives of the research which is delivered to the respondents through google forms to collect the primary data.

Sources of data: both primary and secondary data have been used. Primary data were collected by surveying 302 university students living in Anand city by sending questionnaire while secondary data were gathered from already available sources such as books, journals etc.

Data collection tool/method: sending close-ended questionnaire through google form.

Target population: University students enrolled in various UG/PG degree programs in Anand city.

Sample size: 302 respondents

Sampling technique: Convenience non-probability sampling

Area of the study: For this study, I have selected Anand city in Gujarat, India

Period of the study: This entire study was conducted for a period of two months from August 2021 to October 2021.

Statistical tools: Percentage analysis is the tool applied in this study to analyse the data collected.

6. LITERATURE REVIEW:

Dr. S.M. Yamuna, S. Karthicraja, M. Mahalakshmi, R. Sharankumar (2020): in this study titled 'a study on commerce students' perception towards campus interview process in arts and science colleges at Coimbatore city', they have surveyed 200 commerce students in arts and science colleges in Coimbatore city to study their perception on campus interview and to find out the reason why students not onboarding in placed companies. They have applied percentage analysis, average score analyses and average rank analyses as tools in this study. They have found the major reasons for not onboarding in companies were bonds or agreements, family structure and opting for higher education.

Venus, Dr. Rohan Sharma (2021): in this study 'critical examination of factors affecting Higher Education students' perception towards employability', they have surveyed 20 B.Tech students and assessed their perception using Analytical Hierarchy Process (AHP) in three major criteria. As the result they have found that academic factors have the maximum impact on students' perception towards employability followed by behavioural factors and socio demographic factors. The findings also suggested that academic guidance have the greatest value among all other factors that impact the student's perception on employability.

Chetan Shah, Abhishek Chowdhury, Vikas Gupta (2021): in this study 'impact of COVID 19 on tourism and hospitality students' perceptions of career opportunities and future prospects in India', their findings indicate that perceived industry image influences prospective employees' career decisions and students still prefer to work in the industry even though there are some shortcomings due to the pandemic. In this study they have also found that during the pandemic, the most viable alternate option for tourism and hospitality students is to pursue higher education in management courses (MBA).

Nihar. S, Prof Aruna Battur (2020): this study titled 'a study on B school students' perception towards their career – post lockdown' has conducted to understand and analyse the perception of b school students towards their career and to analyse the challenges students face in their career prospective. They have surveyed 101 students in KLE IMSR in this study. The findings shows that covid 19 lockdown has a negative impact on student's career and future goals.

Ms. Supriya Karia (2020): this study 'COVID 19 outbreak: impact on campus placement', is an attempt to understand the situation that the students and colleges will be facing post covid 19. Many research articles are taken into consideration and came into the conclusion that it will take quite some time for country to recover from covid 19 crisis so as the campus placements. She also suggested that further studying and upgrading the skills would add more value to students post covid 19.



7. DATA ANALYSIS AND FINDINGS:

TABLE 1
 DEMOGRAPHIC PROFILE OF THE SAMPLE RESPONDENTS

S. NO	VARIABLES	FREQUENCY	PERCENTAGE
01	GENDER		
	• MALE	169	56
	• FEMALE	133	44
	TOTAL	302	100
02	NATIONALITY		
	• INDIAN	201	66.6
	• INTERNATIONAL	101	33.4
	TOTAL	302	100
03	PROGRAMME		
	• UNDERGRADUATE	199	65.9
	• POSTGRADUATE	103	34.1
	TOTAL	302	100
04	GRADUATION YEAR		
	• 2023	93	30.8
	• 2024	109	36.1
	• 2025	93	30.8
	• 2026	07	2.3
	TOTAL	302	100

- Majority 56% respondents are male students.
- Majority 66.6% respondents are Indian students.
- Mostly 65.9% students are pursuing undergraduate courses.
- In general majority 36.1% students are expected to be graduated in 2024.
- In general majority 80.79% students are interested in getting placement through campus post covid – 19.
- Out of total 19.21% students who are not interested in getting placement through campus, 72.41% students will go for higher studies.
- Majority 49.34% students are expecting an initial annual salary package above 6 LPA.
- In general majority 80.79% students agree that the campus placement cell provides placement opportunities to students post covid – 19.
- In general majority 60.93% students disagree that the campus placement cell provides placement opportunities in foreign countries.
- In general majority 60.26% students are satisfied with the dedication of campus placement cell in getting placements to students.

Indian students

TABLE 2
 DEMOGRAPHIC PROFILE OF INDIAN STUDENTS

S. NO	VARIABLES	FREQUENCY	PERCENTAGE
01	GENDER		
	• MALE	105	52.24
	• FEMALE	96	47.76
	TOTAL	201	100
02	PROGRAMME		
	• UNDERGRADUATE	109	54.23
	• POSTGRADUATE	92	45.77
	TOTAL	201	100



03	GRADUATION YEAR		
	• 2023	71	35.32
	• 2024	77	38.31
	• 2025	52	25.87
	• 2026	01	0.5
	TOTAL	201	100

- Majority 52.24% Indian students are male students.
- Majority 54.23% Indian students are pursuing undergraduate courses.
- Majority 38.31% Indian students are expected to be graduated in the year 2024.
- Mostly 86.57% Indian students are interested in getting placements through campus post covid – 19.
- The main reason for remaining Indian students not interested in getting placement through campus post covid – 19 is because 88.89% of them are going for higher studies.
- Majority 50.75% Indian students are expecting an initial annual salary package of above 6 LPA.
- Mostly 89.05% Indian students agree that the campus placement cell provides placement opportunities to students post covid – 19.
- Majority 58.71% Indian students disagree that the campus placement cell provides placement opportunities in foreign countries.
- Majority 74.13% Indian students are satisfied with the dedication of campus placement cell towards students' career.

International students

TABLE 3
 DEMOGRAPHIC PROFILE OF INTERNATIONAL STUDENTS

S. NO	VARIABLES	FREQUENCY	PERCENTAGE
01	GENDER		
	• MALE	64	63.37
	• FEMALE	37	36.63
	TOTAL	101	100
02	PROGRAMME		
	• UNDERGRADUATE	90	89.11
	• POSTGRADUATE	11	10.89
	TOTAL	101	100
03	GRADUATION YEAR		
	• 2023	22	21.78
	• 2024	32	31.68
	• 2025	41	40.59
	• 2026	06	5.95
	TOTAL	101	100

- Majority 63.37% international students are male students.
- Most of the international students 89.11% are pursuing undergraduate courses.
- Majority 40.59% international students are expected to be graduated in 2025.
- Mostly 69.31% international students are interested in getting placement through campus post covid – 19.
- The remaining international students who are not interested in getting placement are mainly 58.06% will go for higher education.
- Majority 51.49% international students expect an initial salary package of 4-6 LPA.
- Mostly 64.36% international students agree that the campus placement cell provides placements to students post covid – 19.
- Majority 66.37% international students disagree that the campus placement cell provides foreign placement opportunities.
- Majority 48.51% international students are dissatisfied with the dedication of campus placement cell.



Undergraduate students

TABLE 4
 DEMOGRAPHIC PROFILE OF UNDERGRADUATE STUDENTS

S. NO	VARIABLES	FREQUENCY	PERCENTAGE
01	GENDER		
	• MALE	115	57.79
	• FEMALE	84	42.21
	TOTAL	199	100
02	NATIONALITY		
	• INDIAN	109	54.77
	• INTERNATIONAL	90	45.23
	TOTAL	199	100
03	GRADUATION YEAR		
	• 2023	22	11.06
	• 2024	77	38.69
	• 2025	93	46.73
	• 2026	07	3.52
	TOTAL	199	100

- Majority 57.79% undergraduate students are male students.
- Mostly 54.77% UG students are Indian students.
- Majority 46.73% UG students are expected to be graduated by the year 2025.
- Majority 75.38% UG students are interested in getting placement through campus post covid – 19.
- UG students who are not interested in getting placement are mostly 69.39% will go for higher studies.
- Majority 64.82% UG students expect an initial annual salary package of 4-6 LPA.
- Most of the UG students 75.88% are agree that the campus placement cell provides placements to students post covid – 19.
- Majority 59.3% UG students are disagree that the campus placement cell provides placement opportunities in foreign countries.
- Mostly 52.76% UG students are satisfied with the dedication of campus placement cell for getting placements to students.

Postgraduate students

TABLE 5
 DEMOGRAPHIC PROFILE OF POSTGRADUATE STUDENTS

S. NO	VARIABLES	FREQUENCY	PERCENTAGE
01	GENDER		
	• MALE	54	52.43
	• FEMALE	49	47.57
	TOTAL	103	100
02	NATIONALITY		
	• INDIAN	92	89.32
	• INTERNATIONAL	11	10.68
	TOTAL	103	100
03	GRADUATION YEAR		
	• 2023	71	68.93
	• 2024	32	31.07
	TOTAL	103	100

- Majority 52.43% PG students are male students.
- Majority 89.32% PG students are Indian students.
- Mostly 68.93% PG students are expected to be graduated by 2023.



- Majority 91.26% PG students are interested in getting placement through campus post covid – 19.
- The remaining PG students who are not interested in getting placement mostly 88.89% will go for higher studies.
- Majority 80.58% PG students are expecting an initial salary package of above 6 LPA.
- Mostly 90.29% PG students are agreeing that the campus placement cell provides placements to students post covid – 19.
- Majority 64.08% PG students disagree that the campus placement cell provides placement opportunities in foreign countries.
- Majority 74.76% PG students are satisfied with the dedication of campus placement cell for getting placements to students.

8. SUGGESTIONS / RECOMMENDATIONS:

To students:

- As majority of students are interested in getting placements through campus placements post covid - 19, I recommend them to prepare themselves to be worthy for the placement opportunities regardless of their nationality (Indian/international) and course (UG/PG) by improving their skills and knowledge on latest industry trends.
- With the negative impact of covid-19 pandemic, most companies had to deal with financial catastrophes due to which they have altered salary packages of employees specially freshers. So, I recommend students to be prepared to start their career with an average annual package in the beginning and grow in the industry with experience to go for a higher annual package.
- As majority of international students are dissatisfied with the dedication of campus placement cell most probably because they do not provide placement opportunities in foreign countries, I recommend international students to try placements in multinational companies present in India through campus placements so that the chances of getting stationed in foreign countries are high.
- It is also recommended to UG students to enrol in a PG course because getting into higher education like PG courses increases their value and qualifications in the competing work environment which help them to get promotions easily.
- Students should also be prepared mentally and physically to adopt new changes in work environment which were introduced due to the covid pandemic such as work from home, online meetings/conferences etc.
- It is highly recommended to students that participate in workshops, seminars and other activities organized by the campus placement cell which will help them to face the placement interviews without any anxiety.

To campus placement cell:

- Since the majority of students agree to the fact that the campus placement cell provides placements to students post covid – 19, I recommend the placement cell to continue providing job opportunities to students regardless of their nationality and course.
- It is also recommended to negotiate the salary packages with the companies who are coming to the campus to hire students as this affects the student's decision on joining the company.
- As majority of students disagree to the fact that campus placement cell provides placement opportunities in foreign countries, I recommend the placement cell to start providing job opportunities to students in foreign countries by coming up with new strategies to get foreign companies presence in the campus placement processes so that the students have chance to explore job opportunities outside India.
- Since majority of international students are dissatisfied with the dedication of campus placement cell towards getting placements to them, It is recommend to conduct awareness programmes among international students on job opportunities available in India for foreign nationals so that they can gain experience before moving to international platforms.

9. CONCLUSION:

From the study “a study on student's perception towards campus placements post covid – 19 in Anand city, Gujarat” it is concluded that Indian and international students as well as undergraduate and postgraduate students carry considerably different perceptions towards campus placements post covid – 19. Their salary expectation is also noticeably different according to the study. In general, majority of students are interested in getting placement through campus placements. The reason for majority of students not interested in getting placements is that they are planning to go for higher studies.



Majority of Indian students agree that the campus placement cell provides placements to students post covid-19 and they are satisfied with the dedication of placement cell in getting placements to them while majority of international students also agree that the campus placement cell provides placement opportunities to students post covid-19 but they are dissatisfied with the dedication of campus placement cell in getting placements to them. Both Indian and international students have the same opinion on foreign placement opportunities that majority of both disagree to the fact that campus placement cell provides placement opportunities in foreign countries. Majority of Indian students are expecting an initial salary package of above 6 LPA while majority of international students re expecting an initial salary package of 4-6 LPA.

Majority of UG and PG students agree to the fact that campus placement cell provides placement opportunities to students post covid – 19 while majority of both UG and PG students disagree to the fact that campus placement cell provides placement opportunities in foreign countries. Both UG and PG students are satisfied with the dedication of campus placement cell in getting placements to students. Though it seems both UG and PG students carry the same perception, they both have different salary expectations. Majority of UG students expect an initial package of 4-6 LPA while majority of PG students expect above 6 LPA.

In general. Most of the students regardless of nationality and course are still looking forward to get placement through campus placements post covid – 19. There is a positive mindset of students regarding the placements provided post covid – 19 by the campus because majority of students agree that the campus placement cell provides placement opportunities to students post covid – 19. Not providing placement opportunities in foreign countries have negatively impacted the mindsets of students regarding campus placements because majority of students disagree with the statement that says campus placement cell provides placement opportunities in foreign countries, especially international students as majority of them are dissatisfied with the dedication of campus placement cell in getting placements to students post covid – 19.

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