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Strategies to improve students' confidence for campus placement



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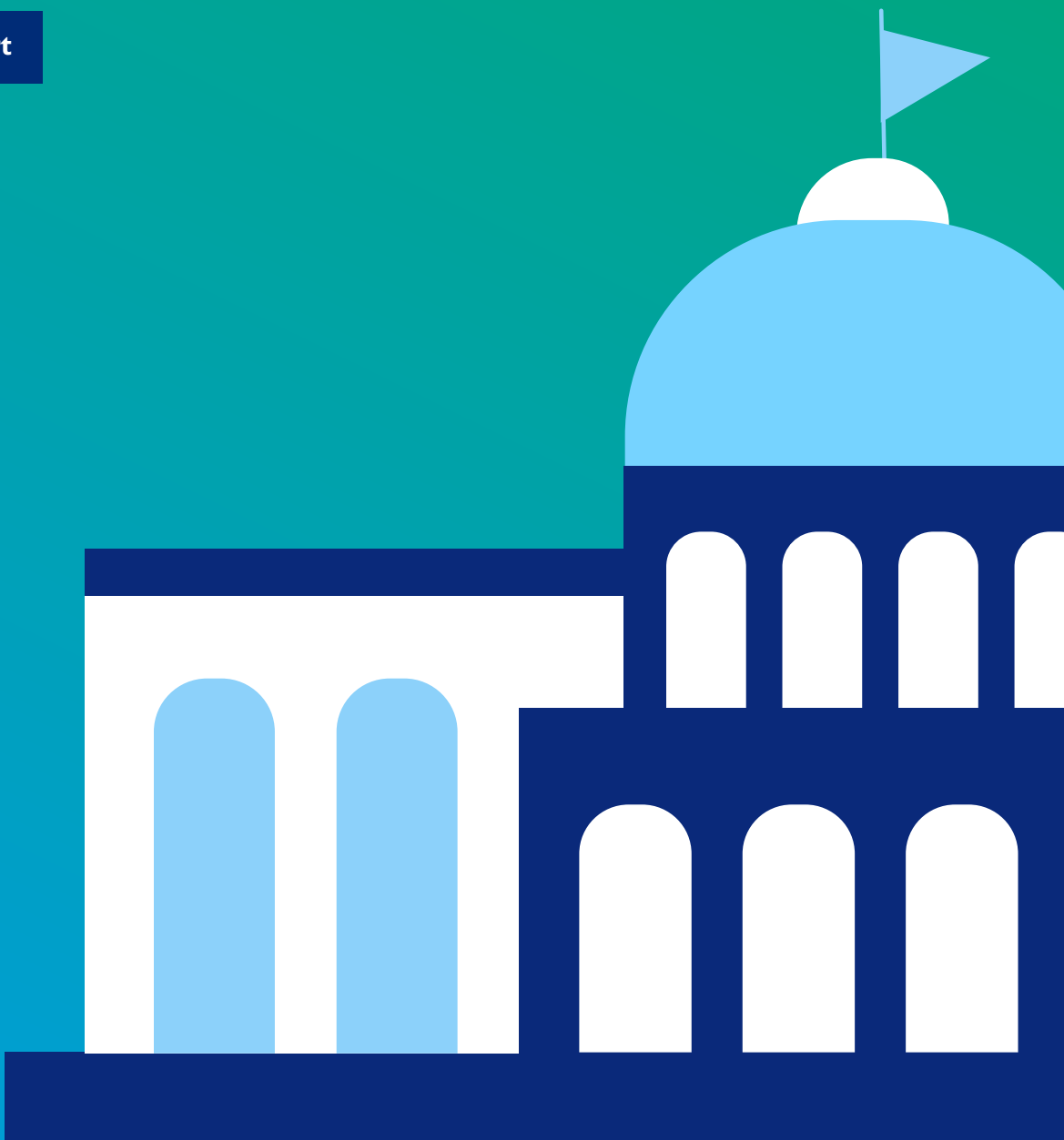
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Introduction

The campus recruitment journey can be overwhelming for students trying to manage final-year examinations and placements.

However, colleges can address the situation by preparing students for campus recruitment. They can help students navigate challenges, manage stress, and feel confident during the interview.

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Why do campus placements cause stress in students?

Campus placements offer college students an opportunity to secure top job positions in leading organizations. These students can grow with the company, learn new skills, and become future leaders. During campus placements, students also get a sneak peek into the corporate landscape.

Considering the importance of campus drives, students experience uncertainty due to the following reasons:

Fear of the future

Campus placements are crucial for students' future, which leads to the fear of not getting placement. This fear of future uncertainty causes stress in students at the time of recruitment, leading to low confidence in front of the interviewer.

High competition

The competition today is high, especially during campus placement, where almost the entire batch is sitting for recruitment drives. Some events even include students from different colleges and universities. As a result, the thought of competing against thousands of candidates becomes overwhelming for students.

Fear of rejection

It is unpleasant to experience rejection, and during a campus drive, this rejection might decide the future of the candidate. For this reason, sometimes students may take it personally, lose confidence and underperform during the following interviews due to self-doubt and nervousness.

Time constraints

Above all the factors, one of the leading factors for stress during campus placement is time-sensitive activities. At the time of college recruitment, the hiring team is running on a clock, and they have a time limit for every activity, such as aptitude tests, technical tests, and personal interviews. Hurriedly moving from one stage to another may pressure students and overwhelm them.

Top four strategies to boost the confidence of students for campus placement

Campus placements are challenging for students as they decide their career progression. In addition, stress can reduce their confidence and ability to pay attention during assessments and interviews.

The top four strategies that can help build confidence in students for campus placements are:



Start early preparations

An optimum strategy to handle stress related to campus recruitment is to start preparing students at an earlier stage. Colleges and recruitment committees can develop a preparation plan and help students enhance their skills. This will allow applicants to feel more confident during aptitude tests, technical tests, group discussions, and interviews.

To achieve this, colleges and universities can:

- Prepare a resource or knowledge center containing sample aptitude test questions, interview questions, important technical topics to read, etc.
- Research companies visiting the campus and allow students to study job descriptions and selection criteria offered by these firms. This will help students understand how to improve their skills to get hired.
- Help students improve their technical knowledge in related fields, such as coding languages, data analysis, etc.
- Help students improve their soft skills, such as communication, leadership, and team management.



Create realistic goals

It is imperative for colleges and placement committees to help students develop realistic goals during campus placement. Students may have unrealistic self-expectations, aiming for a job position in multiple companies and acing every recruitment drive. This could lead to disappointment in candidates when the outcome doesn't match expectations.

Therefore, colleges should understand the strengths, weaknesses, and hidden strengths of every student and help them prepare for their goals realistically. It is necessary to comprehend growth areas to ensure appropriate skills development. For example, if a group of students struggle with interpersonal skills, such as critical thinking, they can be given training for the same. If another group is experiencing issues with soft skills, their communication can be improved through regular practice.

When this step is paired with early preparation, the college can create short goal cycles for student groups to help them prepare for campus placement in advance.

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Improve soft skills

One of the major challenges students experience during campus placement is soft skills. Due to the lack of communication skills, many students don't have the confidence to respond appropriately even when they know the solution.

The college and recruitment committee can eliminate this challenge by helping students improve their soft skills. This can be achieved using mock group discussions and interview sessions. It is essential to create peer groups to help candidates connect personally, offer feedback to others, and improve their soft skills.

Utilize practice assessments

Finally, colleges and universities can utilize practice assessments to simulate the campus placement environment. This involves creating the exact flow followed during campus recruitments and allowing students to give aptitude and technical skills assessments within a specific time. This will help students prepare for the actual placement drive and gain confidence as they observe improvement in their performance.

Mercer | Mettl offers a suite of online assessments to help students prepare for aptitude, technical, and other assessments used during campus placements.

The end-to-end placement preparation solution aids colleges in instilling confidence in students and ensuring higher placements in leading companies.



Conclusion

A range of reasons hamper students' confidence during campus placement. Colleges and universities can prepare their candidates in advance to overcome challenges, like inadequate soft skills, and build professionals ready to enter the workforce. This preparation phase will instill confidence in students and help them overcome even challenging technical rounds with ease.

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At Mercer | Mettl, our mission is to enable organizations to make better people decisions across two key areas: acquisition and development. Since our inception in 2010, we have partnered with more than 4,000 corporates, 31 sector skills councils/government departments and 500+ educational institutions across more than 90 countries.

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