



RAJAGIRI BUSINESS SCHOOL

CORPORATE STAKEHOLDER ENGAGEMENT POLICY 2021

This document explains the strategic policies adopted by Rajagiri Business School to engage its stakeholders- Students, Alumni, Corporations, Professional Associations and so on. This document is prepared and owned by Office of Corporate Relations, one of the offices of RBS to steer engagements with business world.

The Office of Corporate Relations of Rajagiri Business School engages Corporates, Alumni and Professional Associations to provide world class experiences to students and corporates through Final/Summer Placements, Internship, Interactions, Live Projects, Industry Visits, Field Work and similar programmes. The team consists of full-time representation from Leadership, Faculty and Students.

RBS recognizes the placement of its graduates as one of the major objectives of its programmes and proactively creates greater placement opportunities. Office of Corporate Relations (OCR), coordinates final placements, summer internships, industry interactions, association with professional bodies and career support services for the students and alumni.

1. Industry Interaction

The OCR interfaces between students, faculty and the corporate world to initiate continuous interaction with the industry, sharing the industry experiences, understanding industry needs and providing the required support to the corporate world. The objective is to help RBS Students to interact with the employees from various organizations & learn from them the real work scenario; **experiencing from the experienced**. Our aim is to utilize the skills, knowledge and experience of the industry professionals to develop the key employability skills in the students and make them prepared for the world of practice.

To nurture the entrepreneurship skills required to become a successful entrepreneur, RBS also arranges entrepreneurship enrichment interactions by successful entrepreneurs.

Industry interactions are to be conducted every week except for busy weeks wherein examinations and other important curricular and co-curricular activities are held. The sessions are to be generally designed for 45 minutes lecture followed by 15 minutes Q&A session. Resource persons are to be identified from diverse industries and function; having representation of leadership, senior/middle/junior managers, entrepreneurs and other experts.

Students attending the session should be informed at least one day prior with the profile of the speaker and the necessary arrangement should be done at the respective conference halls to ensure learning without any hassle. The team should also organize necessary arrangements to help the resource person to engage the session well with the audience. Feedbacks should be taken after each session and should share major inferences with the resource person.

2. Career Counselling

RBS advises, guides and helps students to make decisions on learning, competency building and career choices. To provide top-notch talents to the organizations and industries, OCR empaneled an expert career counselling team having internal as well as external professionals to provide confidential and impartial assistance to the students to move in the direction of their aspirations and interests.

Services of Career counselling cell is available to all the registered students at RBS to help them trek towards their dream career.

Students who benefit the most from career counselling include those who:

- are unsure of their educational and career goals.
- need guidance on selection of Elective/Specialization.
- want to confirm whether they have made a sound career/entrepreneurial choice.
- want to learn more about the career paths that are open to them.
- are trying to decide if advanced studies are right for them.
- require advice on how to choose a domain/industry apt for them.
- need advice on the scope & challenges of taking over family business.
- require guidance & assistance in International placements/higher studies.
- aspire to become researcher/academician.

Team of career counsellors should be prepared at the beginning of each academic year and the selection of professional from practice should be approved by the Director for Corporate Relations.

Students should register with the OCR to avail the career counselling services and the appointments should be organized with the respective counsellors in 7 working days. Also, the proceedings should be treated in confidentiality.

3. Professional Collaborations

Students of RBS are encouraged to take memberships (which is free) with professional bodies such as Kerala Management Association (KMA), National Institute of Personnel Management (NIPM), National Human Resource Development (NHRD) Network. Through these associates, students are given the unique opportunity to take part in all their regular activities viz; management conventions, lecture meetings & panel discussions, award ceremonies, women's /management students forum etc. These collaborations have been given the much-needed impetus through a variety of activities such as business quizzes, business plan contests, industry training programmes and HR training & management development programmes. These associations help students to network with industry, foster entrepreneurship skills, and build potential business relationships and partnerships.

The school reviews membership with each professional association every year and should study the impact to decide on the renewal. Similarly, Office of Corporate Relation is entrusted to identify new potential bodies to associate in the city and major metros in India. Representation from professional associates should be ensured at the induction for the students. A brief overview of the associations and its benefits should be communicated to students before they opt for membership.

Students should attend at least one outside event in a quarter and transportation services for such events should be ensured for free of cost. One faculty member from Office of Corporate Relations should accompany for such event to guide students in the networking events.

4. Summer Internship

Summer Internship is an integral component for the PGDM programme of Rajagiri Business School. It helps students especially for someone having no prior experience to get understanding of the real work scenario and problems. It consists of understanding the organization and industry in-depth & detail, identifying the business problem, research and recommending the solutions and working closely in the chosen domain. The rigor and standards the institutes demand from each student for the internship is high and the school encourage and insist students go out of their state of domicile and join organizations that could provide them with a great learning experience. Faculty members are regularly sent to various organizations in the middle of two-month long internships to review the progress and also to meet with the Mentors in organizations to guide the students effectively.

With the aim of hiring full-time employees on completion of the course, many reputed organizations have been conducting recruitment processes at the institute to select first-year students as interns during summer. Students are given adequate training and orientation by the faculty and industry expert to easily accustom to the requirement of the organization.

4.1 Summer Internship Guideline for Students

All PGDM students of Rajagiri Business School should undergo two months summer internship as part of the curriculum. The students should identify their areas of interest and find out an organization which will give an exposure to real life organizational tasks and environmental realities. It's an opportunity for students to be in the organizational ambience and to obtain information and insights about the systems, processes and procedures in real time. OCR will facilitate the summer internship in limited number; however, it is the responsibility of each and every student to ensure that they have secured internship offer from an organization that matches the guidelines set by the college and the career ambition of the students well before the commencement of internship period.

Students are encouraged to do their internships in those companies where the following criteria are met:

1. Organisations of national and international repute (OCR will have the right to accept or reject an organization in case of any doubt on applicability of this clause).
2. Likelihood of getting an attractive Pre-Placement offer.
3. Exposure in organisations located outside the state of domicile.
4. Availability of projects in the chosen organisations that matches their specialization.
5. Organisations that offer a stipend higher than last year's average stipend.

When organisations are selected for internship, students are advised to make sure that they satisfy at least 3 of the above-mentioned criteria.

The following guidelines shall be followed for selecting the location for summer internship:

Those who are selected for internship through Office of Corporate Relations will have to do their internships at the locations allotted by the company.

Students who are born and brought up in Kerala or have spent at least 10 years for studies in Kerala are mandated to pursue internships outside Kerala. However, students who are placed in different locations in Kerala as a result of their selection and allotment through OCR are exempted from the above clause.

If any student wishes to do the Summer Internship in Kerala, even if they are not eligible to do their internship in Kerala as per the above policy, may achieve at least 6 points from any of the components given below. The candidate has:

No	Achievements	Points
1	been one among the top 5 academic performers of their respective classes (on the basis of published results of first semester or first and second trimesters, as the case may be).	3 Points
2	successfully cleared (fully/partially) internationally reputed professional examinations like CA, ICWA, CS, CMA, CFA etc. or certifications like ORACLE etc.	4 points per certification
3	successfully completed MOOC, Coursera or similar courses in the domain in which the candidate desires to do the internship (Maximum of 3).	1 point per course
4	relevant Work Experience of more than or equal to 24 months in the area related to the domain which the candidate desires to do the internship.	2 points per year of experience
5	undertaken and completed live projects that provide an acceptable level of learning.	2 points per project

Director - OCR is the final authority to decide on the merit of the achievements and on allocation of points. Any other achievement which the student believes is relevant may be brought to the notice of OCR and the same will be considered for awarding points, subject to the approval by Director - OCR. The above-mentioned provision will be applicable only to those students who personally apply for availing the option to OCR with relevant supporting documents.

#All Non-Keralite students are allowed to do their internship at a location of their choice.

Guidelines for Summer Internship Recruitment Process

1. First year PGDM students who are recommended by the respective PGP offices upon clearing the academic eligibility will be invited to complete registration formalities with OCR for participating in the summer internship recruitment process.
2. All registered students are required to be present at the venue/Sign in online *15 minutes before the scheduled time* when a company gives the pre-placement talk following which they should continue in further selection process until the organizations complete the process. Withdrawal of candidature after the commencement of process will not be entertained and appropriate action will be initiated.
3. All registrations for internship process shall be done online. However, the mode of registration is subject to change depending on the requirement from the respective organizations and the same will be intimated to the students. It is the responsibility of the students to complete registration before the stipulated timeline. The designated officials in OCR have to be informed before the deadline in case students seek any support in registration.
4. The student must keep herself/himself informed about the schedule of internship trainee selection process by interacting with respective official, placement committee members, checking mails etc.
5. Those students who are interested to participate in the selection process of an organization shall register with OCR well before the deadline as notified during the announcement of requirement from the respective organization. Only those *registered candidates* will be allowed to attend the selection process.
6. Students are advised to compulsorily go through the Company profile and internship details before registering for the process. This is to ensure that the students are adequately informed of the details of the position before submitting their candidature. Once process is started, no students will be allowed to leave the process incomplete. Display of any purposeful non-cooperation or underperformance from the students to get rejected from the process will result in permanent disqualification from attending summer/final placements through OCR.
7. Students should participate in at least 2 off-campus industry interactions arranged or coordinated by OCR (such as the professional meetings of KMA, NIPM, CII, NHRD etc.) to qualify for participating in the summer internship process.
8. A thorough self-verification of eligibility constraints set by the organization should be carried out by the students before the registration for every internship selection process.
9. Suitable internships could be found through personal contacts and via the summer internship placements facilitated by OCR. Once an internship is confirmed, changing organization will not be entertained.
10. If students are notified the chance of getting Pre-placement Offer (upon successful completion of internship) during pre-placement talk or prior to talk, the selected students are obliged to accept the PPO after it is offered by the organization. Students who have different career interests than the usual internship opportunities available through campus may meet officials of OCR for personal support and assistance.
11. Formal attire (Uniform), proper grooming and professional etiquettes have to be maintained throughout the process. Any deviation will be treated as misconduct and appropriate action will be initiated.

12. Participating students must bring with them resume, photograph and all the materials normally required for a drive like Blank sheets, Pencil, Pen, eraser etc.
13. A copy of the internship offer letter received from the organization shall be submitted to OCR as soon as possible.
14. Strict discipline shall be followed by students during the entire campus selection process. Any deviation will be treated as a misconduct and appropriate action will be initiated.
15. Internship assignments by some organizations would involve extensive travelling and extended working hours. Students will be notified about the timelines and targets well before the selection process and the students should be responsible to achieve these to claim certificates and stipends if any, from the organization after the internship. Such exposure would equip students to be competitive during the campus placements especially if they are freshers.

5. Placements

Rajagiri Business School offers job placement services to its graduates of PGDM programme. Based on the students elective and interest, organizations of repute are identified and invited each year to the campus to conduct placement drives.

5.1 Placements Process

Invitations along with the recruitment brochure and are sent to recruiters. Subsequently, the pre-placement talk dates are finalized in consultation with the company. The relevant information and Job Descriptions are then passed on to the students and then posted on the students' portal. Students register online for the pre-placement talk. The dates are allotted to the companies based on the company profile, compensation package and career prospects. The company is given access to student details according to the company recruitments. After the recruitment procedure is conducted on the allotted date, the companies announce the list of selected students and releases offer letters.

5.2 Accommodation and Transportation

Based on the requests from hiring organizations, accommodation, transportation and other arrangements are arranged by Rajagiri Business School.

5.3 Guidelines for Students

1. Final year students who are recommended by the respective PGP offices upon clearing the eligibility will be invited to complete registration formalities with the OCR for participating in the final placement process.
2. Students who wish to opt-out of the placement process should inform OCR by giving a declaration in the prescribed format. (*The format is available with OCR*)
3. The final placement process will be initiated by the OCR as and when the respective organization approaches the Business School for the placement process. Details such as the name of recruiting organizations, job profiles offered by them, eligibility required, and other relevant information will be sent to students via their registered email ID as soon as the above details are available.
4. Those students who are interested to participate in the recruitment process of an organization shall register with the OCR well before the deadline as notified during the announcement of an opening from the respective company. Only those *registered candidates* will be allowed to attend the selection process.

5. To apply for a placement drive, the eligibility criteria such as marks, electives etc. demanded by each recruiting organization should be strictly followed. These details will be shared to students in the mailers. Students are encouraged to contact OCR for clarifications on the job roles, eligibility etc. However, registration for a placement drive despite being not eligible will invite appropriate corrective measures including suspension from future placements.
6. In the application process for each placement drive, students should have a serious approach in providing the data. Registration will stand failed if found inaccurate/ incomplete of data in the registration form and or resume and will lead to appropriate corrective measures.
7. The selection process for most recruiters starts with a pre-placement talk, wherein delegates from the organization will brief prospective candidates about the company and profile offered. The registered students should compulsorily attend and make use of this platform to clarify their doubts.
8. We follow a 'Day- Zero' policy for the first phase of campus recruitment. This is an opportunity provided only for selected recruiters who aspire to hire the most suitable talent from Rajagiri, based on employer brand and consistency in on-campus recruitment over the years. As per the mutual agreement with Day Zero Recruiters, students have to register for the most desired opening/s with only one organization and hence will not be eligible to appear for the recruitment process of other recruiters on Day Zero'. If a pre-placement talk is scheduled well before the registration for 'Day Zero' openings, participation in those sessions will be notified in the communication. Other than 'Day Zero' placements, students may register for any openings of their interest, provided they satisfy the criteria to apply for such openings.
9. All registrations for final placements are to be done online. However, the mode of registration is subject to change. The students have to complete registration before the stipulated timeline whatever the mode be. The concerned officer has to be informed before the deadline in case students seek any support in registration.
10. Students are advised to compulsorily go through the Job/Company profiles before registering for the process. This is to ensure that the students are adequately informed of the details of the position before submitting their candidature.
11. All registered students are required to be present at the venue *15 minutes before the scheduled time* when a company gives the pre-placement talk following which they should continue in the further selection process until the process is over.
12. Formal dress code (Uniform Suit) has to be compulsorily followed throughout the selection process (Both online and offline) unless notified otherwise. Moreover, grooming, professional conduct and etiquette are quintessential and perceived by recruiters that the candidate is serious and positive towards the selection process. Negative feedbacks if any from recruiters in any of these may lead to corrective measures including suspension from future placements.
13. Placement drives are increasingly switching to online mode and it is the responsibility of the candidates to make sure that they are well versed with leading VC tools such as MS-Team, Zoom, Google Meet, WebEx etc.
14. Computer/Laptop with camera, Strong internet connection, Headphones and other devices required to attend the selection process should be ensured while attending in the campus and away.
15. Once the registration is made, the students should compulsorily attend the Pre-Placement Talk (PPT). In case the Job Profile conveyed to students before the pre-placement talk was incomplete, the students shall have the option of withdrawing their candidature from the process, provided the company gives such an option.
16. Participating students must bring with them a resume, photograph, and all the materials normally required for a drive like Blank sheets, Pencil, Pen, Eraser, etc.
17. The final selection of a student through the placement process requires considerable investment in terms of time, effort, and cost to the recruiting organization and Rajagiri. Hence the rejection of an offer by the students after the commencement of the process is considered as highly unprofessional and unbecoming

of a Rajagiri student. Any such cases will lead to debarring from subsequent placements or other appropriate disciplinary actions.

18. To safeguard the interest of all students and hiring organizations, OCR follows ONE STUDENT-ONE OFFER policy. Student having the job offer (Final/PPO) in writing by recruiting organization has to honor the selection and hence can't attend any future placement process. However, exceptions are made as follows

Level	CTC (Lakhs Per Annum)	Employer Brand	Career Progression
1	Above 7	Exceptional	Faster
2	Between 4 and 7	Established	Steady
3	Less than 4	Emerging	Steady

Based on three key employment features, Recruiters are classified into three levels as Level 1, 2 and 3. It is the sole discretion of the OCR to group recruiters in the respective level, considering the profile of the job/company satisfies at least two features.

Students who have received offer letter in Level 3 Company may apply to maximum of total five subsequent on-campus placements drive in either Level 2 or 1 companies.

Students who have received offer letter in Level 2 Company apply to maximum of one subsequent on-campus placement drives in Level 1 Company.

Students who have received offer letter in Level 1 Company will not be allowed to apply any subsequent on-campus placement drives.

Disclaimer: There could be certain companies in Level 2 or 3 which are not willing to engage in campus placement with the conditions mentioned as above and insist not to allow the selected students to attend other placements. In such cases, appropriate decision will be taken by OCR in consultation with the selected students and recruiters.

19. A student who joins an organization shall be in service for *at least one year*. Students shall treat this as a manifestation of the values imbibed by Rajagirians through their curricular and co-curricular experience on and off the campus.
20. It is mandatory to submit at the OCR, a copy of the appointment/offer letter received from the recruiter.
21. All information regarding placements will be communicated through students' personal mail provided by them to the OCR. All students are expected to check their e-mails daily. Information shall also be passed through the Office of Corporate Relations (OCR) representatives.
22. All correspondence to and from the recruiting organization has to be made only through the OCR. Students are not supposed to contact directly the company or its officials in any manner without the written consent of the placement officer.
23. The companies may either come to our campus or students will be directed to any other location preferred by the company for recruitment and both will be considered as on-campus placement. The students from other colleges also may visit our campus for placement process if the company and placement cell decide to do so.

24. All the placements secured by the students without the assistance of OCR are considered off-campus placements and those students are free to continue with the campus placement process of the Business School.
25. Students are encouraged to interact with the placement officers to get clarification regarding any placement activities. Students can approach the placement officer in case of any grievances regarding the placement process and the decision made by the Director (OCR) will be final.

6. Consulting/Training Services

6.1 Introduction

Rajagiri Business School has a vision to provide research driven environment and facilities to the students and faculty in the school. RBS recognizes the value of its staff undertaking consultancy for outside bodies. This work is an important channel through which knowledge and expertise can flow to and from businesses and other external agencies and therefore contributes to the development of growing and productive relationships with these bodies. Consultancy activity within the Rajagiri is often associated with other contractual relationships, including research, service contracts. It is therefore the policy of Rajagiri to encourage staff to engage in consultancy wherever appropriate and in a manner that is consistent with their contractual responsibilities. This document draws policy guidelines with regard to consultancy activities of faculty members.

6.2 Consultancy – Meaning and Scope

Consulting is defined as part of knowledge transfer, and arises where knowledge and expertise can be deployed successfully outside the RBS environment for financial and non-financial benefit. This may include a range of consulting activities including the delivery of knowledge outside the school in the form of various training programmes. RBS uses a broad definition of consultancy which includes the provision of expert advice, analysis and interpretation, which draws upon and applies the expertise and knowledge of members of its faculty. Generally, it does not have generation of new knowledge as its prime purpose. Consultancy contracts are thus usually short-term, from a day to a few months, and involve extra work for faculty members rather than employment of new staff. The essential features of consultancy are:

- Consultancy is work of a professional nature, undertaken by the faculty members in their field of expertise, for clients outside the institution, for which some financial return is provided;
- Unlike research it does not have as a prime purpose the generation of new knowledge;
- Consultancy will produce some form of contracted output which may be partly or wholly owned by the client;
- It tends to be governed by short-term contracts, makes minimal use of School resources and involves extra work for existing faculty members rather than the employment of new staff

This policy does not apply to those activities, paid or unpaid, which are in furtherance of scholarship or general dissemination of knowledge, such as:

- Authorship of, or royalties from, the publication of books
- External examiner duties
- Study tours and conference presentations or participation
- Editorship of academic journals or the publication of academic articles
- Professional arts performances
- Any other research activities mentioned under research and publication policy for which monetary incentives are applicable
- Core teaching or teaching related activities within the institution.

6.3 Eligibility

Policy permits eligible faculty member to offer their services on a consultancy basis for up to a maximum of 30 days in total through permitted routes in any 12-month period. Nominally 30 days may be interpreted as “30 working days or parts thereof” and does not include consulting done as part of core Faculty activity. However, it is recognized that working within the school environment sometimes may involve weekend or unusual patterns of work. Thus, interpretation of the 30-day rule shall lay with the management whose decision is final.

6.4 Conflict of Interest

Faculty undertaking Consultancy activity must ensure that:

- The consultancy work does not create a conflict of interest with the faculty member's regular work schedule in the school
- The work is marginal rather than core to the research programme of the faculty

6.5 Income Sharing Policy

- The income that the consultancy assignment brings in shall be divided among the faculty member and the School in the ratio of 60:40; or 80:20 depending on the contract between the School and the faculty member.
- This division shall be done after the administrative expenses have been deducted from the total remuneration.

6.6 General Conditions

The School is liable for the actions of its employees during work-related consultancy even if the actions or activities are not covered by an agreement involving the School. The School, therefore, strictly prohibits a faculty member from entering into work-related consultancy arrangements with outside agencies without approval from the School. Any consultancy assignments undertaken by RBS faculty member should follow the following general guidelines:

- Any faculty member desirous of undertaking a consultancy assignment should obtain approval from the Director, by submitting a proposal to the School
- Any training and consultancy assignment taken up by a faculty member during the School working hours has to be reported to the School
- If a faculty member is instrumental in bringing in a program or assignment which the School allocates to another faculty member, then 5% of the total value of the assignment shall be paid to the faculty member who brought in the project.
- If the assignment comes through the School, then, 5% of the total value of the assignment shall be allocated to the School.
- In the case of an assignment where more than one faculty member is involved, there shall be a coordinator who either volunteers or is appointed by the Director. The coordinator shall get 5% of the amount after deducting the administrative expenses
- If the coordinator is also involved in delivering the consultancy assignment, apart from his/her role as coordinator, he/she is eligible for his/her share of remuneration in addition to the amount that is distributed to the coordinator.
- All the members involved in the consulting assignment shall be equally compensated with the remaining amount.

- If a faculty member brings the assignment, and also co-ordinates it, he/she shall be eligible for 10% of the amount (5% for bringing the assignment and 5% for coordinating the activity)
- If it is a training assignment, where other faculty members are included, the amount shall be distributed as per workload, where the remuneration shall not be less than Rs. 3000/- per hour for junior faculty (less than 10 years of industry/academic experience), and Rs. 5000/- per hour for senior faculty. The School may, from time to time, revise these rates. Such amount shall be counted as part of administrative expenses.

7. Competency Building Partnerships

Rajagiri Business School engages professional organizations and individuals to impart specific competencies for the graduates of Rajagiri Business School. These skills/competencies are identified and defined by the school and the training organizations are identified to deliver training modules effectively. Functional competencies needed to instill for each batch of students should be identified by the respective area chair of the programmes and facilitated by Student Success Centre; whereas the soft skills pertinent to the employability are identified and facilitated by the Office of Corporate Relations.

8. Alumni Engagement

Alumni is one of the critical stakeholders of Rajagiri Business School and the institution involves them at various stages offering best in class services. Organization of Yesteryear Students of Rajagiri (OYSTER) is the formal body in which all the alumni are members and conduct various activities in an academic year through its chapters. January 26th of every year has been observed as OYSTER Day and the alumni are invited back to campus to plan activities for the year for its various chapters across the globe.

Subscription to the Almaconnect.com, a leading alumni community networks should be renewed every year to manage communication with the alumni. Alumni are added into the micro networking site and facilitates discussions which ensures that alumni are connected to the alma mater. Further, the alumni officer stays in touch with the alumni through meetings, call and email for specific collaborations.

The major services to the alumni offered by the institution are classified into four. Opportunity to Contribute, Incubation, Continuous Learning, career services and support to conduct Chapter Meetings. Apart from the financial contribution for various causes, especially of Rajagiri Transcend, a registered Not for Profit body of the institution, the alumni seek various platforms to contribute to their alma mater. Institution considers expertise of the alumni as resources and includes them for various programmes such as 'Co-teaching, Induction, Industry Interaction, Conferences, Training, Mentoring, Summer Internship Evaluation and so on.

Le Cocon is a state-of-the-art centre for incubation and the services of the centres are exclusively offered for alumni and students. Besides offering the space for incubation, institutions also provide mentoring services to the alumni who own start-ups in Le Cocon. The centre also conducts various workshop, bootstrapping events and connects the alumni to the other entrepreneurship eco systems for investing, networking and business development.

Conferences, MDP, workshops and similar programmes conducted by the institution are offered to the alumni for subsidized fee to encourage continuous learning along alumni. The Institution also supports alumni chapter meetings/events happening across the world by hosting and active participation by the faculty.