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Impact of Campus placements & Compensations in Health & Rehabilitation professionals as HR Policy

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Abstract

Topic: Impact of Campus placements & Compensations in Health & Rehabilitation professionals as HR Policy

Authors: Dr.Ramakrishnan.KS Professor, PDDY.Patil University, Navimumbai, Vidyalaxmi Venkataramani, Principal Correspondent, The Economic Times, Dr.Sathya. Head, Depart of SPT

.INTRODUCTION: Human resource management (HRM) is a strategic and coherent approach to the management of an organization's most valued assets - the people working there who individually and collectively contribute to the achievement of the objectives of the business.[1]

MethodologyThe statistical method is **meta-analysis** by combining the results of several studies that address a set of related research hypotheses. Data available online, off-line, electronic and regular journal were used. Information for policymakers is often scattered and not available in a form that they can easily access. Systematic reviews (SRs) of health policy and systems research (HPSR) have the potential to contribute to bridging the gap between what is known about policy options and what is currently done.

CONCLUSION

- 1) Big hospitals and medical/health sciences college should combine forces to arrange for campus placements. This will keep the talent pool intact and help in bridging the acute shortage of healthcare professionals.
- 2) The compensation will be at par with other professions and in line with global standards. This will help prevention of migration of meritorious professionals to other countries for monetary and other reasons. Managing and motivating health care professionals by placements and campus recruitments will draw more talented professionals to the health care industries.

Impact of Campus placements & Compensations in Health & Rehabilitation professionals as HR Policy

Dr.Ramakrishnan.KS Professor, PDDY.Patil University, Navimumbai, Vidyalaxmi Venkataramani, Principal Correspondent, The Economic Times, Dr.Sathya. Head, Depart of SPT

1.INTRODUCTION

Human resource management (HRM) is a strategic and coherent approach to the management of an organization's most valued assets - the people working there who individually and collectively contribute to the achievement of the objectives of the business.[1]

The topmost criterion for students in selection of Career of their interest backed by the scope of the profession. At the end of the day everything boils down to making a decent living in the economy, which is plagued by high inflation. Now when college as a platform provides the opportunity for students to interact with potential employers through campus placements, it has become much easier to have a head start to the career. But the issue here is only few courses offer this facility, which clearly skews the students' preferences towards such courses which include engineering, MBA etc. But healthcare professionals, as integral as they are to the well being of the country, one has to introduce such a platform which rewards the meritorious students with good job placements. Before we get down to decide the role of HR and the government to establish such a mechanism, it becomes pertinent to bring out some hard hitting facts in this study.

Types of campus placement

There are two types of campus placement. They are on-campus and off-campus

On-campus placement

This is the placement program organized only for the students within the educational institute. In most cases student in the final year of a program will participate in this placement program

Off campus placement

This job placement program is for students from other institutions. This program will be conducted in a common place (it may be in a college or in some public place) where students from different colleges will take part.

Project Placement

Companies recruit students to do their academic project in the industrial environment.

Student Internship Placement

Companies recruit the students as interns. Internship will be during their student period.

Objective

The major objective of campus placement is to identify the talented and qualified professionals before they complete their education. This process reduces the time for an industry to pick the candidates according to their need.

Procedure

Pre-Placement Talk

A presentation about the company will be made during the pre-placement talk. Basically the presentation includes the information like selection procedure, company's milestones, organizational achievements, candidate scope of improvement within the organization if selected, salary, employment benefits. Usually this presentation will end up with question and answer session, students given chance to ask questions about company.

Educational qualification

Companies who interested in campus visit for recruitment purpose will have specific qualification criteria. Qualification criteria include marks or grade range, specific programme.

Written Test

Qualified students will undergo a test. This is usually a simple aptitude test but depending on company the difficulty level of the test may be at the higher side.

Group discussion

Most of the companies will have this round as a filtering round. This round may or may not be conducted.

A common topic is placed before the group and a formal discussion or knowledge sharing is expected by the judge. Purpose of this round is to check communication skills, etiquette of person, listening ability, convincing power, group leadership, leader or follower and many more things are evaluated on the basis of requirement or the particular intention of organisation or company.

Technical Interview

Based on outcome of above said process, students will further undergo a round called technical round. This round evaluates the technical ability of the student. In most of the cases this will be an individual round but it may be grouped with the formal interview.

Formal interview

Final round of the selection process, where the student's stability and his confidence level towards the particular work will be evaluated.

Post-Placement Talk

Once the student is selected, he will be given an offer letter. Company's executive may provide guidelines about joining procedure and other prerequisites if needed.

MATERIAL & METHODOLOGY

Material and methodology is as follows

Material

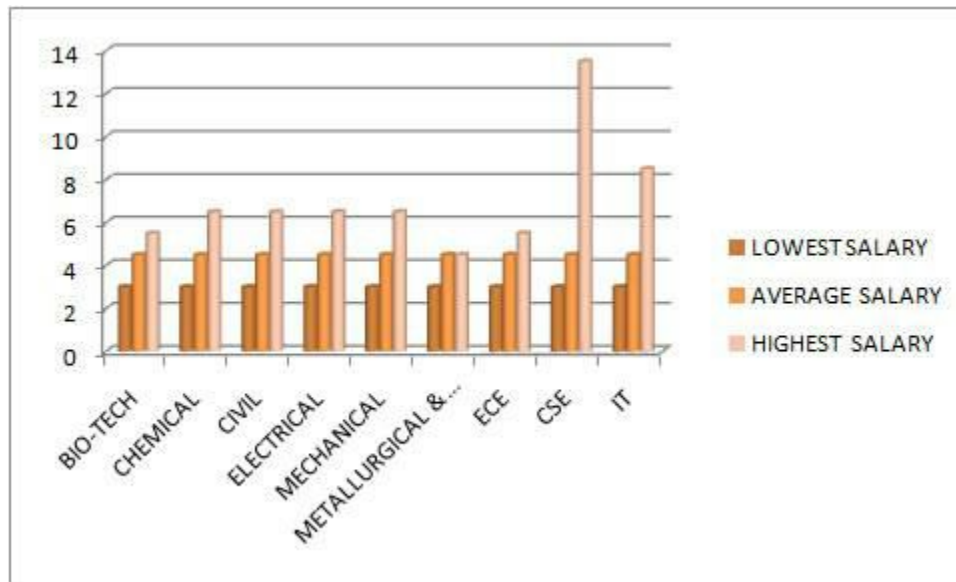
- Online Data,
- Off-line Data,
- Electronic journal
- Print journal
- Statistical Package for the Social Sciences-SPSS Version 17
- Excel Graph Pad

Methodology

The statistical method is **meta-analysis** by combining the results of several studies that address a set of related research hypotheses. Data available online, off-line, electronic and regular journal were used. Information for policymakers is often scattered and not available in a form that they can easily access. Systematic reviews (SRs) of health policy and systems research (HPSR) have the potential to contribute to bridging the gap between what is known about policy options and what is currently done.

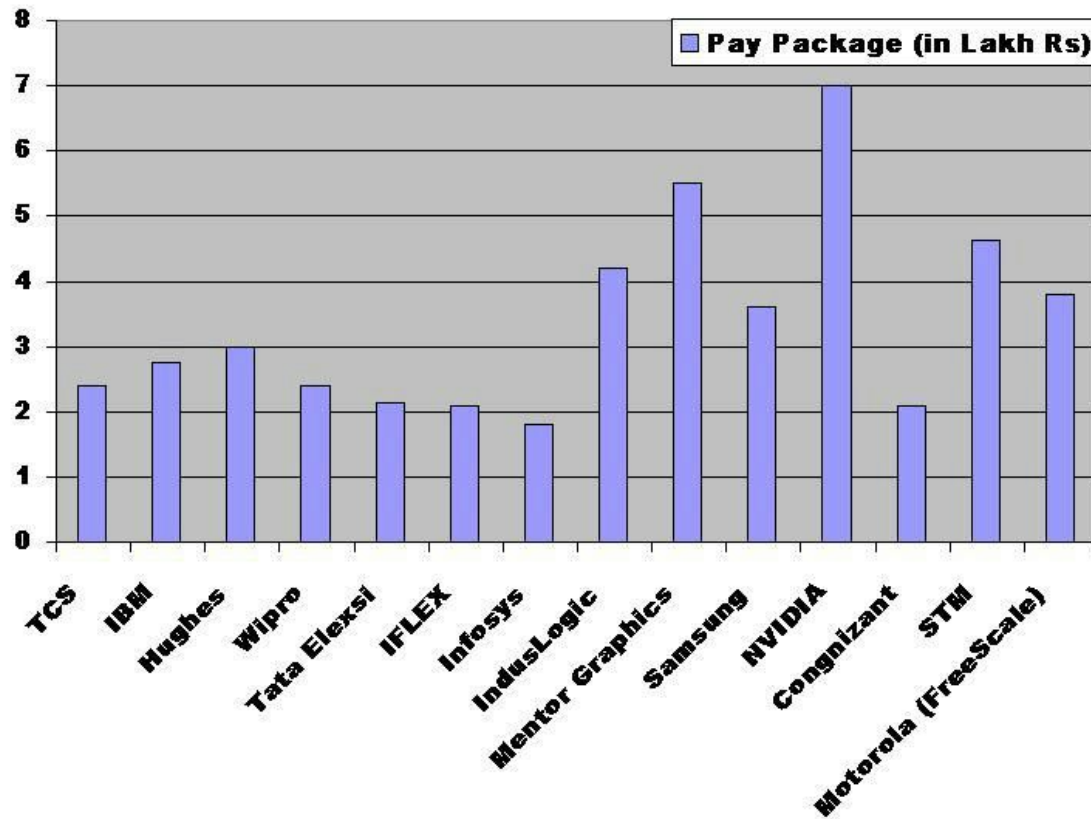
RESULT, GRAPH & TABLES

GRAPH 1-RECRUITMENT IN ENGINEERING IN THOUSAND YEAR 2009-10



GRAPH II-IT COMPANIES PAY PACKAGE 2005

Pay Package Distribution in EcE for Batch of 2005



DISCUSSION

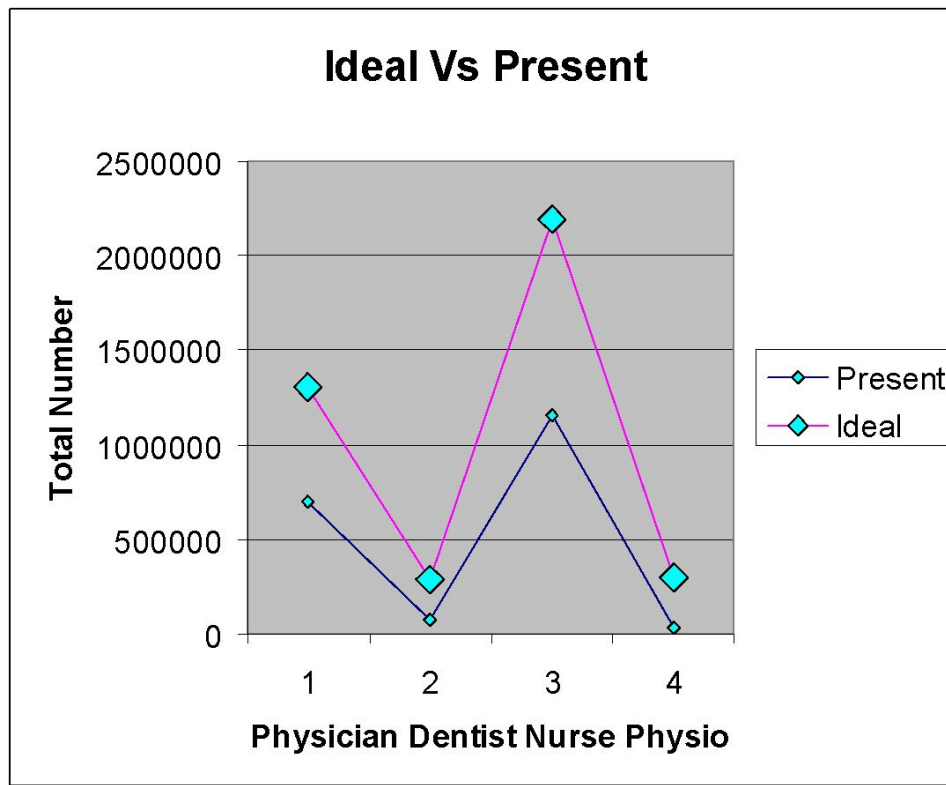
As per the data Planning Commission, India needs 600,000 more healthcare professionals.

The demand in public healthcare sector has been highest as serious decline of Healthcare staff, diagnostic services and distribution medicines.

The situation in availability of specialist manpower in Community Health Centres is bad as against the sanctioned posts.

FACTS AND FIGURES

61% Practice as GP remaining as Specialist.



How can campus placements and HR improve the situation?

Today in the age of rising costs of goods and services, every individual looks for financial stability and security. Hence the demand for courses such as Engineering, IT or MBA is very given the practice of campus placements for students. However, things are different when it comes to healthcare education. Let us understand this with an example. A student spends four years for attaining the Bachelors degree be it in medicine, dentistry or physiotherapy. For example, a student spends on an average Rs 1 lakh to Rs 1 crore just in Bachelors degree. After this point, a family may not be in a position to fund the child's education beyond this point. Then the student is forced to take a break in his/her education before pursuing the Masters Degree. But there is no campus placement and the student has to look for a job by himself. This puts the student on a lower footing to decide the market-related pay scale and other terms and conditions of the job. As a result, it may take several years for students to even earn back the cost they incurred on the education and take financial responsibility of the family as a whole. As a result, there is a migration of talent to developed countries, which is the primary reason in acute shortage of healthcare professionals in the country.

HR Management Key for Success of Health Care Industry

Clinically the Indian lead among the best in the world, there is a lot that needs to be improved in management and compensation at par with international standards. Managing and motivating health care professionals by placements and campus recruitments will draw more talented professionals to the health care industries. Measuring the performance of the health professionals and adequate compensations in the form of Enhanced stipends, Academic and research fellowship, Assistantship, Junior lecturer & Tutorship with international standard of compensation.

If the country or private hospitals spend even 10 per cent more on employees including doctors, they will become 50 per cent more efficient says International healthcare consultants Kurt Salmon Associates survey 2002

CONCLUSION

- 3) Big hospitals and medical/health sciences college should combine forces to arrange for campus placements. This will keep the talent pool intact and help in bridging the acute shortage of healthcare professionals.
- 4) The compensation will be at par with other professions and in line with global standards. This will help prevention of migration of meritorious professionals to other countries for monetary and other reasons. Managing and motivating health care professionals by placements and campus recruitments will draw more talented professionals to the health care industries.

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TABLE I- Campus placement in Million in US Universities

<i>Major Name</i>	<i>Award</i>	<i>Related Work Full-time</i>	<i>Related Work Part-time</i>	<i>Unrelated Work Seeking Related</i>	<i>Unrelated Work Not Seeking Related</i>	<i>Continuing Education</i>	<i>Available for Work but Unemployed</i>	<i>Unavailable for Work</i>	<i>Status Unknown</i>	<i>Total Graduates</i>	<i>Total Related Work</i>	<i>Total Available for Related Work</i>	<i>Related Employment Rate</i>
Automotive Technician	Dipl	4	1	1					1	7	5	6	83.3%
Business	AS			1						1	0	1	0.0%
Carpentry	Dipl	9		1						10	9	10	90.0%
Educational Assistant	AAS					1				1	0	0	0.0%
Electrical and Industrial Automation Technology	AAS	3								3	3	3	100.0%
Electrical and Industrial Automation Technology	Dipl	5		1						6	5	6	83.3%
Entry Level Welder	Dipl	4				8				12	4	4	100.0%
General Business	Dipl	1				1				2	1	1	100.0%
Graphic Communications	Dipl	4		1		1				6	4	5	80.0%
Graphic Design and Print Communications	AAS	3				2				5	3	3	100.0%
Human Services Generalist	AAS	2		1		2				5	2	3	66.7%
Industrial Mechanical Technology	Dipl	22		2					1	25	22	24	91.7%
Information Management Specialist	AAS	2	1						1	4	3	3	100.0%
Information Management Specialist	Cert						1			1	0	1	0.0%
Liberal Arts and Sciences	AA	7	1	8		101	9		6	132	8	25	32.0%
Masonry	Cert	4				2				6	4	4	100.0%
Paramedic	AAS	10				5			1	16	10	10	100.0%
Practical Nursing	Dipl	16				20			1	37	16	16	100.0%
Welding	Dipl	3		2						5	3	5	60.0%
Campus Total:		99	3	18		143	10		11	284	102	130	78.5%
Campus Percent:		34.9%	1.1%	6.3%		50.4%	3.5%		3.9%	100.0%	35.9%	45.8%	