

ISB readies 'seamless' placement strategy

Hyderabad, Aug. 14:

Indian School of Business (ISB) has readied a new placement strategy in view of commencement of operations at its second campus coming up in Mohali.

The Hyderabad-based business school, which now has about 570 students on its rolls, would add 210 more in Mohali from next year.

The objective of a placement strategy is to ensure a 'seamless' placement programme to avoid any differential treatment by the recruiters in hiring from the two campuses in Hyderabad.

"The placements should yield us more results as we need to place a higher number of students. We will be adopting a de-risking strategy by ensuring that more number of recruiters will visit us for hiring," Mr V.K. Menon, Director, Career Advancement Services, ISB, told *Business Line* here.

In the placements for the class which graduated in April 2011, 72 international companies and 240 domestic companies participated.

ISB is hoping that in next couple of years, this number would go up.

"Asia Pacific region including countries like Indonesia and Thailand are talent-hungry now and ISB is gaining in their ratings. "This year, we are expecting 90 international recruiters," Mr Menon said.

The recruitment for the two campuses would be integrated.