



How do the students plan to join a university of college? How do their parents ensure that their children are going to a promising and future-assured college? Just by placements records? If yes, you need to go through

this article. The modern general trend of choosing a college for higher education has sprouted from the Placement-Driven assessment research of universities by the Media. In India a lot of Media agencies come with their own list of topmost colleges and universities of the country every year. India Today, Dataquest and Outlook are some of such agencies. Each agency has its own set of parameters to assess the ranking of the corresponding institute. Let me briefly discuss the various pa-

rameters of assessment by these agencies one by one. Contd..on page 2.

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Training for Slow Learners

This training is for the students with challenges in scoring marks at school and college. The challenges in the learning can severely affect their studies and their self-esteem. They may not be able to cope-up with the studies resulting in low marks or failure. However, this motivational training and counseling programme is for the slow learners and this could be the booster programme for them to analyze their current level in their studies and move further to their next levels.

Participants:

Slow learners in Schools and Colleges

Maximum # of participants per batch:

20 participants

Counseling Skills Training (Introductory)

Effective counseling, especially in institutions of learning has now become important. Boys and Girls, young men and women, need to be guided in the relationships between health and the environment, learning skills, knowledge and attitude that lead to success and failure in life.

Participants:

School teachers, College lecturers and Professors

Maximum # of participants per batch:

40 participants

Duration of the Programme:

3 hours

Contact for Registration:

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NSIT, Salem. 18 days of training conducted for all the 2nd, 3rd and 4th students of Narusu's Sarathy Institute of Technology, Salem.

KSR College of Technology, Tiruchengode. One day training on soft skills training conducted to the final year students of K.S. Rangasamy College of Technology, Tiruchengode.

Kathir College of Engineering, Coimbatore, Soft skills training conducted for MBA students of Kathir College of Engineering, Coimbatore.

Srinivasan Engineering College, Perambalur. 6 days of training conducted for both MCA and MBA final year students of Srinivasan Engineering College, Perambalur.

Out Bound Training - PSGCAS, Coimbatore. Out Bound training conducted for final year BBM students of PSG college of Arts & Science, Coimbatore.

TATA Gold Plus. Employees of TATA Gold Plus, Thanjavur got trained on Customer Relationship Management.

Team Life Care (TLC). Network marketing training conducted for Team Life Care company who are dealing mainly with Insurance and other products.

Sona College of Technology, Salem. Our Director Mr. G. Kumaraguru conducted a seminar on "5S" implementation in Garment industry.

VRS Engineering College, Villupuram. Two days of soft skills training conducted for the students of VRS college of Engineering & Technology, Villupuram.

Jayavilas Spinning mill - "B" Unit, Aruppukottai. Employees Engagement programme conducted for the employees of Jayavilas Spinning mill - "B" Unit, Aruppukottai.



Beyond Placements contd.. From page 1

India Today: Six parameters: Reputation of the university, Quality of academic input, Quality of faculty, Research publications/reports/projects, Infrastructure, Placement opportuni-

ties and Enrolment for higher education. Talking about sources, 40% weight is given to peer's perception and 60% to the institute provided data. **Outlook:** 30% credit is given to students' selection process, 40% to academic excellence, 17% to placements

and industry links and 13% to infrastructure.

Dataquest-IDC Survey: 40% placement, 25% to recruiters' perception, 15% to intellectual property, 10% to industry interface and 10% to infrastructure.

Improving the Teaching Quality.

We may define good teaching as instruction that leads to effective learning, which in turn means thorough and lasting acquisition of the knowledge, skills, and values the instructor or the institution has set out to impart. The education literature presents a variety of good teaching strategies and research studies that validate them (Campbell and Smith 1997; Johnson et al. 1998; McKeachie 1999).

Write instructional objectives:

Instructional Objectives are statements of specific observable actions that students should be able to perform if they have mastered the content and skills the instructor has

attempted to teach (Gronlund 1991; Brent and Felder 1997). An instructional objective has one of the following Items:

- *At the end of this [course, chapter, week, lecture], the student should be able to ****
- *To do well on the next exam, the student should be able to ****

where *** is a phrase that begins with an **action verb** (e.g., *list, calculate, solve, estimate, describe, explain, paraphrase, interpret, predict, model, design, optimize,...*). The outcome of the specified action must be directly observable by the instructor: words like "learn," "know," "understand," and "appreciate," while important, do not qualify.

Use active learning in class:

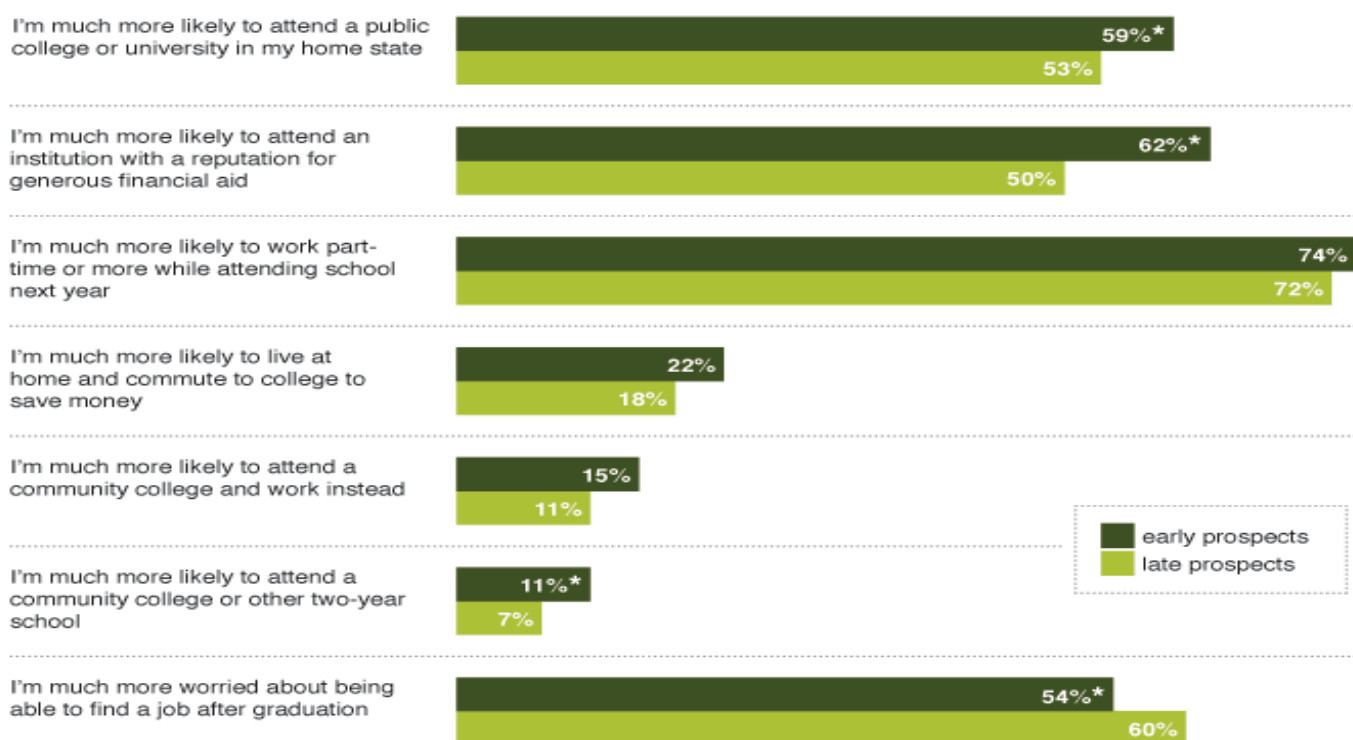
Most students cannot stay focused throughout a lecture. After about 10 minutes their attention begins to drift, first for brief moments and then for longer intervals, and by the end of the lecture they are taking in very little and retaining less. A classroom research study showed that immediately after a lecture, students recalled 70% of the information presented in the first ten minutes and only 20% of that from the last ten minutes (McKeachie 1999).

Students' attention can be maintained throughout a class session by periodically giving them something to do.

Contd... in Next News Letter.

Effect of the Current State of the Economy on Students' College Plans

College Plans



*statistically significant difference

New Initiative of Helikx



QS - Quacquarelli Symonds was founded in 1990 and has established itself as the leading global provider of specialist higher education and careers information

and solutions. At QS they believe that education and career decisions are too important to leave to chance, they want to ensure candidates have access to the best tools and the best independent expert information before making a decision.

Their activities span across 50 countries, working with over 2000 of the world's leading higher education institutions and over 12,000 employers. They provide services at each key career stage; first degree, Masters, PhD, MBA, and Executive-level.

We look forward to working with you!

Survey of Indian Computer Professionals/ Students in USA about Taking up Employment in India

It is well known that most Indian students who go to USA for higher studies end up taking employment there and never return back. One of the major quoted reasons for not returning has been lack of proper opportunities in India.

Based on some informal discussion with students and professionals in USA, the Department of Computer Science and Engi-

neering at IIT Kanpur decided to conduct a survey of Indian Computer professionals/students in USA regarding taking up employment in Indian computer industry, and what their expectations are.

The response to the survey was great.

Contd... in next News-Letter with the Result of the survey.

Events - October '12

PSGCAS, Coimbatore.

Out- Bound Training (OBT).

For final year BBM students of PSG College of Arts and Science, Coimbatore between 1st and 5th October '12. Training at Yercaud.

SEC, Perambalur. 6 days of Employability Skills training.

For final year MBA and MCA students of Srinivasan Engineering College, Perambalur. Presentation skills, Problem Solving skills, Group Discussion and Interview skills are the core topics to be covered.

Kathir College of Engineering, Coimbatore. Four days of Soft Skills training.

Communication skills, Presentation skills, Today's scenario and problem solving skills are the topics to be covered.



G. Senthilkumar
Chairman, Helikx

Dear Readers,

Warm Greetings.

Happy to meet you once again through our News letter Aadhar.....

First, thanks a lot for the valuable comments on our earlier news letters given by all our clients and supporters.

Now-a-days everybody is talking about Placements. But we have starting thinking and working on "Beyond Placements".

Expecting all your support towards this new initiative.

Chairman's Column

Also we tied-up with QS, UK based company to improve the standards of the universities/colleges. We will be reaching you all with the promotions.

Thank you once again and expecting all your continuous support.

- - G. Senthilkumar

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