



**Mid-West University School of Management (MUSOM)**  
**Guidance/Counseling and Placement Policy 2023**



Approved by MUSOM Governing Council on Wednesday, Aug 2, 2023 (2080/04/17)

**Birendranagar, Surkhet, Karnali Province**



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## 1. Introduction

MUSOM has counseling and placement services under MUSOM under Internship Guidance and Placement Cell. Cell encourages the students to use guidance, counseling, and placement opportunity for being healthy, constructive, and productive. This policy document is divided into two major parts; Counseling, and placement.

## 2. Meanings and Practices

Counseling includes a dialogue between counselor and client. It is to hear clients, identify clients' problems, see the present condition of the clients, and express empathy. Clients' emotions, behavior, and thoughts are taken into consideration for support. A safe and comfortable environment should be created to make clients feel good.

Counseling also includes an assessment of the client's behavior, emotions, and thoughts for testing to determine strategies to be used for the clients. More specifically, counseling activities are as follows:

- a) Counseling is to help clients with self-understanding and makes changes in the situation.
- b) Counseling is required as per needs for solving the problems.
- c) Counseling helps do better and prevents possible psychological disorders.
- d) Counseling is to support clients in a constructive way that improves client's life and promotes careers.

## 3. MUSOM Counseling Service

MUSOM counseling service focuses on different strategies to guide the students. Some major strategies are as below:

### 3.1 Cognitive Strategy

This method is used to conceptualize clients' problems relating to mental problems and leads the clients to think through the process of cognitive restructuring. The systematic problems solving process will be applied. Sessions are arranged as per need analysis to bring the change.

### 3.2 Behavioral Strategy

This strategy focuses on the identification of behavioral problems, and the clients are trained to unlearn the problematic behavior. The unlearning process goes through exposure, contingency management and training. Sessions for this method are allocated as per contextual requirements.

### 3.3 Interpersonal Strategy

This method is to understand the client's problems resulting from interpersonal insufficiency due to loss, conflict, alienation, and role transition. It helps clients in correcting their insufficiency through training and problem-solving skills. This method leads the clients to gain skills in interpersonal contexts. Sessions for this are managed as per needs.

### 3.4 Relaxation Strategy

This method trains the clients in deep breathing, muscle relaxation, mindful awareness of physical sensation and physical exercise. Sessions are arranged as per context.

### 3.5 Guidance

This method helps the clients to choose academic course, career and employment direction based-on the client's interest and aptitude. Alternatives are selected from the client's perspective. Session are arranged as per context.



#### 4. Why Counseling?

- a) To prevent the clients from helplessness, anxiety, and suicidal attempt.
- b) To reduce the client's low self-esteem, confidence, and poor image.
- c) To reduce negative thinking and aggression, and guilt and shame.
- d) To manage social relationships, conflicts, and adjustment problems.
- e) To reduce dependency and behavioral problems.
- f) To overcome low academic records and poor performance.
- g) To manage career concerns, grief, and loss.

How MUSOM Counseling Helps the Students:

1. Classroom observation
2. Recommendations by department heads, and subject teachers
3. Referral from Student's Welfare Council
4. Recommendations from fellow students
5. Recommendations by Guardians and parents
6. Recommendation by Alumni

#### 5. Key Counseling Services

1. Assessment
2. Guidance on academic issues and career path
3. Counseling for emotional and relationship issues.
4. Recommendations

#### 6.Placement Guidelines

MUSOM placement facilitates placement-related activities. We provide placement assistance to all the pass out students.

The MUSOM placement coordinator will invite companies and organizations as scheduled on the basis of the following parameters:

- a) Job profile and growth prospects.
- b) The package being offered by the company.
- c) Past record of recruitment
- d) Feedback from the Alumni regarding the company's motivational activities.

#### 7.Eligibility Criteria

1. Students should get an aggregate of 60% and above.
  2. Students should not have any backlog subjects in BBA and MBA.
  3. Students should secure a minimum of 60% score in internal marks and soft skill training and mentoring conducted in the school.
- A. **Green Signal Candidates:** Candidates who will fulfill the above criteria will be treated as "Green Signal and the institute will put 100% efforts to place the students of green signal.
- B. **Yellow Signal Candidates:** Students with a 50% and no backlogs in BBA and MBA are treated under this and the institute will also be considered for the placement if they have attended Minimum two certification programs conducted by the college and satisfactorily completed programs before the commencement and the institute can only provide the placement assistance.
- C. **Red signal candidates:** Students with backlogs will be under this category. However, if a particular company allows students with one or two backlog subjects they will be allowed to attend those interviews as a special case only. Necessary placements assistance will be given.





## 7. Rules for Placement

The placement cell strictly enforces the One Student One Job Offer Policy Category of the companies:



The companies and organizations visiting the school are divided in the categories:

1. Category A: Companies and organizations offering the best job as per government regulations.
2. Category B: Companies and organizations offering employment opportunities following the basics of government policy.
  - a) As soon as the student secures a job in a category, she/he will be out of the placement session and will not be allowed to appear for any other company.
  - b) A student can appear for a company of category A on the school under either of the following cases:
    - c) The student has not been placed in any company or organization.
    - d) The student has been placed in company B and 8% of the students with the green signal have been placed in his/her respective branch.

In case of parallel recruitment procedures of two or more companies, if an unavoidable case of clash of procedures arises then a student may be asked to choose between the companies and hence can only continue in the procedure with the selected companies and organizations. No change in this regard will be accepted in any case after advancement in the selection procedure from that point.

1. Student rejecting an internship offered through placement cell is required to inform to the placement cell. Internships which may lead to a job will also be considered as placement in the organizations.
2. Students are given choices to choose the company for placement based on their specialization subject to all conditions mentioned above.
3. Students are given choice to choose the company for placement based on their specialization subject to all conditions mentioned above.
4. once students have given the name for the interview and if they are not attending the interview, they will be blacklisted from attending the rest of the companies.
5. Once student is placed in a company of his/her choice, he/she cannot attend any other interview directed from college whether off campus or on campus. But it is their liberty to search for another better job by his own effort.
6. Any students who withdraws deliberately in the midst of a selection process will be disqualified from placement for the rest of the year.
7. Unauthorized absence for the test/interview will lead to barring from placement.
8. Any student who doesn't want to participate in the placement process should write a letter to the placement committee about the reason for withdrawal.
9. Students should be ready to attend any screening program conducted by placement cell on the request of companies. Shortlisted students list only will be forwarded to companies.
10. Dress code - Students must be formally dressed whenever they participate in any sort of interaction with a company. Minimum formal clothes for men include a formal shirt and trousers with tie and leather shoes. Minimum formal clothes for women include either a pair of formal shirts and trousers with a necktie.



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11. A student who applies and gets selected or shortlisted is bound to go through the entire selection process unless rejected mid-way by the companies.
  12. Placement season is an ongoing process as per the academic calendar.
  13. Placement committee cannot/will not personally recommend to HR of any company for a job offer or placement. It fully lies in the capability of students to crack the selection process.
  14. Once the students are placed in a company, they have to submit a photocopy of the offer letter to the placement officer for future reference.
  15. Students must keep their Identity Card with them at the time of the Test/Group Discussion/Interviews, and produce the same when demanded by visiting team or TPC staff or their representatives. Candidates must also always carry 4 copies of their resume and 2 passport-size photographs for the GD/Interview of a company.
  16. Students should maintain discipline and decorum in every activity during the placement process.
  17. Under no circumstances should a student negotiate with a company executive rules offered during the course of the selection process. Any student violating this norm will be liable to strict disciplinary action.
  18. Any issues to be discussed should be forwarded to the respective Student Placement Representative and it is his/her responsibility to take it up with Placements Cell.
  19. It is compulsory for every student to attend the Pre-Placement Talk(PPT) of a company in formals for which he/she has applied otherwise he/she will not be allowed to sit in the placement process of that company.
  20. Students are expected to maintain decorum in all interactions with company officials such as PPT, written exam, and so on. Students should reach for Tests/Group Discussions/Interviews on time. Also, Students will not be allowed to leave the Hall before the PPT is completely finished. Any student found violating this will be liable to disciplinary action.
  21. Students are not allowed to use mobile phones in the vicinity of a company official and also are forbidden to carry the question paper out of the examination hall after the written exam.
  22. Students misbehaving in any manner with a staff of Placement Cell and student representatives will be debarred from Placement Session.
  23. Correct and verifiable information should be produced in the resume. Any student found violating this rule will be de-registered from the Placement Session.
  24. For Students found adopting unfair means of any kind in the placement procedure of any company the following policy will be adopted: The student will be debarred from participating in the recruitment process of that company and the next 10 companies he/she has applied to and/or shortlisted.
  25. The students shall be prepared to attend off-campus interviews being arranged by the
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Placement cell at Hyderabad, Bangalore, Chennai, Pune, Mumbai, and Kochi or at any other place as the situation demands at their own expense.

## 8. Contingencies

The following contingencies may occur:

The company may want the selected candidate to complete the entire BBA and MBA course before joining. That would be the best alternative and supported by the institute in the interest of the company and the student. Students will take full advantage and complete the course in full earnest.

Early placement is permitted after the internal examinations of the 8th Sem BBA/4th Sem MBA. Special cases will be considered by Director in consultation with the faculty if the situation demands.

## 9. Placement Process

Placement at MUSOM is student-driven. The placement cell will make a plan at the beginning of the year and design a placement brochure and disburse it to companies.

It is also important for students to be in touch with the Placement Cell, for consultation and any specific individual issues.





Mid-West University  
Birendarnagr, Surkhet

Plan of Action for Health Care Unit 2022-2023

Introduction

Objectives

Target Groups

Activity-Wise Plan

Practical Steps	Activities	Responsible	Duration
Career Counseling	-1	Expert (Outsourcing)	2022-2023
	-2		
	-3		
Stress Management	-1	Your name	
	-2		
	-3		
General Health	-2 programs		
Awareness program			
Preparing Annual report			