



## **RVS COLLEGE OF ENGINEERING AND TECHNOLOGY**

(Approved by AICTE and Affiliated to Anna University of Technology Coimbatore)  
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### **CENTRAL PLACEMENT CELL**

#### **Career Guidance Report Academic Year 2018-2019**

The CGC- Career Guidance Cell functions primarily to assist students in their career planning by supporting students to identifying their interests, strengths and planning appropriately for their professional needs. It provides guidance to student's personal development along with academics. It arranges awareness, motivational programs, and interactive sessions by the resource persons related to a specific domain and guidance for higher studies are conducted regularly.

#### **Activities Conducted:**

The activities of CGC for Career Counseling during 2018-2019 are as follows:

- **Awareness program on Trends in Banking Industry & Digital Marketing:**CGC in collaborate with Timespro organized an awareness program on Sep 01, 2018 for the final year students. 102 students were participated and became aware of recent marketing trends in the bank industry, applications of AI in digitalmarketing, chatbots.
- **Seminar on Introduction to Emerging Technologies:**On Sep 28, 2018 CGC organized a seminar on Introduction to Emerging Technologies for final year students. Resource Person was Mr. Manikandan, Director Technology & Projects. 145 students participated in lecture and found it's relevant to their career. Lecture introduced emerging technologies like AI, Robotics, IoT, Biometrics and its role in various fields such as manufacturing industry, Oil & Gas Industry, cyber security.
- **Guidance Program on Overseas Education Offers & Employment:**CGC organized guidance program associated with "Education Matters" a leading professional international education & career counseling company on Jan 11, 2019 about Overseas Education Offers & Employment. Program provided career counseling about study and work abroad. Program shown a direction with innumerable courses available and employment opportunities. 50 Students benefited from the program.

- **Awareness Program on Opportunities in Automation:** On Jan 29, 2019 CGC organized an awareness program for II, III & IV year EEE Students. 69 students interested in Automation were participated. The Resource Person was Mr. J. Jayakumar, Trainer, Talent Sprint. This program created awareness about how global investment in automation results into more job opportunities.

**Outcome:**

- Students were become aware of trends in digital marketing & bank sector.
- Students were exposed to emerging technologies such as AI, IoT.
- Students were guided about innumerable possibilities available in overseas.
- Students were become aware of job opportunities in automation industry.



**CGC-Coordinator**



**Principal**