



SEMINAR REPORT

TOPIC OF DISCUSSION

**EMPOWERING SUCCESS :
STRATEGIES FOR
NAVIGATING YOUR
MBA-HRM PLACEMENT
JOURNEY**

BY

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Today (03.10.2024), the MBA - HRM Department was enthralled to host Mr. ARJUN BHATTACHARYYA through a very interactive and effective session, imparting us knowledge about how can we enhance our Placement journey through different strategies.

We got to know that when an Organization visits a campus for placements, the main thing it looks for is what we can offer to that organization, what will be its benefits if that organization hires us.

For us to effectively navigate our placement journey, its essential for us to understand the *current Job Market*. Researching industry trends and identifying employers' needs will help tailor our approach and enhance our employability.



Next important thing is Building a Strong Network. Networking is a powerful tool in our MBA journey. Attending industry events, connecting with alumni, and leveraging social media platforms like LinkedIn to build relationships can lead to various job opportunities.

We also discussed about how Crafting Our Personal Brand is important. Our personal brand is how we present ourself to potential employers. Focusing on creating a compelling resume and enhancing our online presence to showcase your skills, experiences, and unique value proposition will help us truly.

Lastly, there was a discussion about the importance of Attrition Management and how important it is in this current scenario and to know about the KRA of the positions that are being offered to us.



So, in conclusion, navigating our MBA placement journey requires a strategic approach. Focusing on networking, personal branding, and interview preparation will empower our success. “Take action today to secure your future”.

