



# INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

## MBA-HRM SEMINAR LECTURE

**Mr. Shahrukh Hassan**

**HR Executive – Talent Acquisition,  
Bharti Axa Life Insurance**



**Topic Addressed:** Bridging Campus and Corporate:  
Insights into Recruitment and Professional Growth

**Venue:** Auditorium, Ground Floor

**Date:** September 1, 2025

The Department of MBA-HRM at IISWBM organized an engaging seminar featuring **Mr. Shahrukh Hassan**, an alumnus of IISWBM and currently an HR Executive in Talent Acquisition at Bharti Axa Life Insurance. His session was both motivational and insightful, providing students with practical knowledge about corporate realities, recruitment processes, and the mindset required for success.

## SEMINAR HIGHLIGHTS:

- Mr. Hassan began by sharing his journey in IISWBM and highlighted that students coming from less privileged or difficult backgrounds should not hold themselves back, as success depends more on confidence, skills, and persistence than on one's past.
- He explained that companies can broadly be seen in three categories – those that demand high achievers with excellent records, those that look for balanced and adaptable performers, and those that focus mainly on getting the work done with basic requirements.
- He described campusing as the process through which companies visit institutes to recruit fresh talent and stressed that every such opportunity should be treated with utmost seriousness. He motivated students by pointing out that rejection is never the end but an opportunity to learn, grow, and prepare better for the next chance.
- He reminded that the corporate and professional world does not leave space for personal relationships and emotions, and professionalism must always take priority.
- He mentioned that recruiters frame different questions based on resumes, marks, and personal attributes, with the selection process generally revolving around aptitude tests, group discussions, and personal interviews, also explaining that aptitude tests are designed to check logical reasoning and mental ability, group discussions are meant to see how well candidates balance participation and allow others to contribute, while personal interviews evaluate overall knowledge, confidence, and fit for the role.
- He suggested that candidates should always be aware of the latest news about the company during the week of the interview as this reflects interest and seriousness.
- He concluded with the advice that every company should be treated as the last company, creating an impression that the candidate has come especially for that organization and is fully prepared and committed, like someone ready to take responsibility in an important role.

