

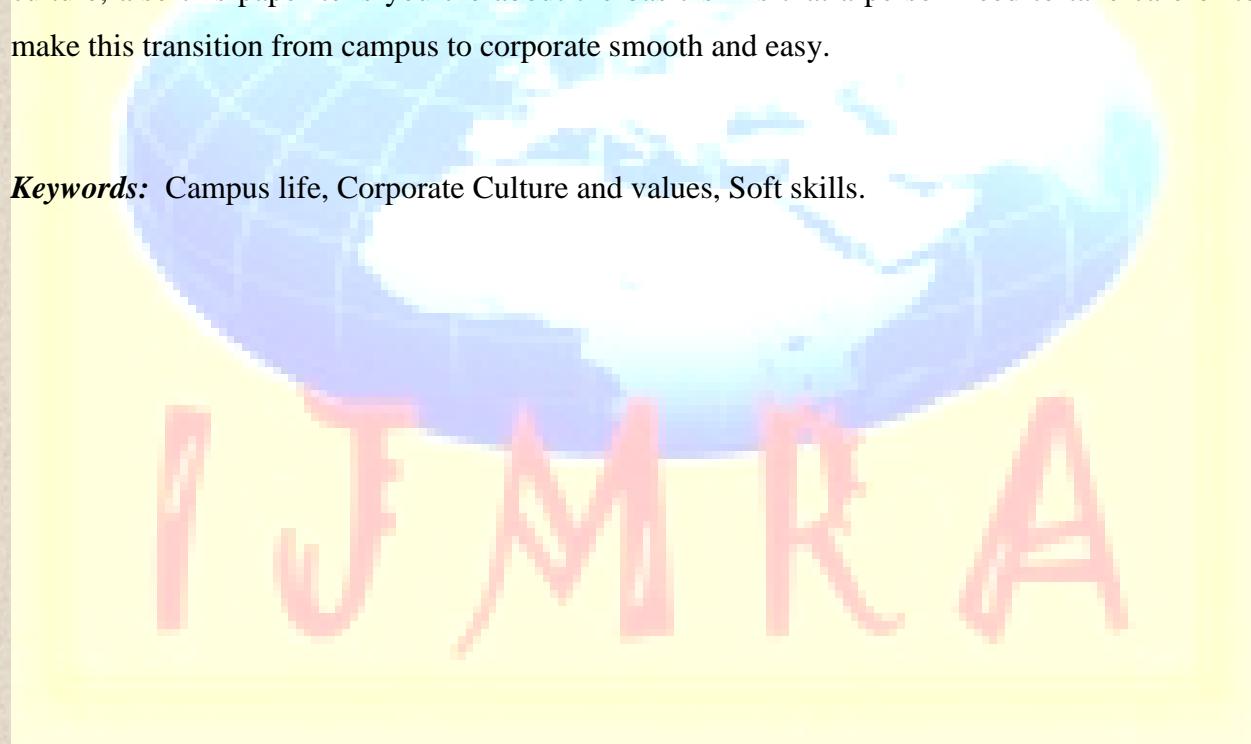
## CAMPUS TO CORPORATE: A GAME OF TRANSITION

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### **Abstract:**

Every student has to face one of the biggest challenges i.e. the transition from campus (college) to corporate life. Corporate life offers several challenges which young aspiring candidates often are unprepared for. Freshers out of college need guidance to make this transition smooth. This paper explains how a college life is and how corporate world demands i.e. about corporate culture, also this paper tells you the about the basic skills that a person need to take care of to make this transition from campus to corporate smooth and easy.

**Keywords:** Campus life, Corporate Culture and values, Soft skills.



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## I. INTRODUCTION:

Every student has to face one of the biggest challenges i.e. the transition from college to corporate life. All of a sudden, a change takes place from assignments and sessional to team work and deadlines. There is always a pressure on a fresher. The fresher's who join the corporate sector right after becoming graduates in various streams are no doubt best in their technical knowledge and skills. But sadly they lack communication skills. Hence all these skills are required by the students to get accustomed to the the corporate culture. Thus, for the survival and growth of the organization, the companies generally demand the candidates who have basic knowledge, skills and abilities.

There is a huge difference in way professors and managers operate. Professors are focused on enhancing and improving the skills of learning, while from a manger's perspective, there is a constant pressure to meet the deadlines and to implement the plans by using the derived and existing knowledge. The students spend around 20 to 21 years sitting in a classroom absorbing bits of knowledge. Their life is mostly carefree, they bunk classes, skip their important topics sometimes, but still able to get good grades if they burn midnight oil. When transition takes place from campus to corporate, our worthy graduates are expected to be on right track. In corporate sector there are no formal exams, but they are tested every day. The results are declared in form of performance reviews, appraisals etc. but not in report cards or internal assessment.

Making the transition from Campus to Corporate is often very challenging. This tricky but crucial point in our lives is marked by a lot of changes. For example, you will need to have confidence in your ability to perform the job, yet demonstrate the fact that you understand you still have much to learn. You'll need to blend into your new environment, yet demonstrate the unique talents that make you stand out among your peers. And, you will need to be able to work effectively on your own while contributing as a member of the team. Successfully managing these challenges is sure to be difficult and downright frustrating. But, conquering them is vital for becoming a bona fide professional. Every company has its own culture and your number one priority should be to understand that culture and blend into it. Quite simply, the corporate culture is the operating work environment that is set and shaped by the executives. It is interwoven with processes, technologies, learning and significant events. In addition to these, different individuals

bring to the workplace their own uniqueness, knowledge, and ethnic culture. So corporate culture encompasses moral, social, and behavioral norms of an organization based on the values, beliefs, attitudes, and priorities of its members.

## II. CAMPUS LIFE:

Campus life is the combination of language, behavior, values, and philosophy or outlook that are part of a college education. It's the "rules," usually unspoken, that college students learn to fit into a college.

In college, students are assumed to be adults, students often sign up for extra classes to shop around, and they can drop well into the semester. But if they stop coming they will not necessarily be dropped; many college teachers let non-attending students deal with their own paperwork. In college, students choose to come to class--or not. They are considered as adults who take the responsibility for the consequences of their own actions in terms of grades or later earning power. Discipline problems are rare in college, and teachers can focus more on teaching. If discipline problems arise, disruptive students can quickly and easily be removed from class so the focus on learning is retained. In college, there may be considerable variation between teachers within the same discipline; being exposed to many different styles of teaching is part of the experience, and there is wider latitude for teachers to express their views and opinions in the classroom. Colleges value academic freedom.

### Here are some "rules" of college culture:

\*If you need help or need a teacher to slow down or explain, it's up to you to assert yourself and ask. Some college classes move quickly, and you need to take the initiative to keep up.

\*If you are behind or miss class, it's up to you to visit a teacher on office hours or get assignments and notes from a friend.

\*Academic honesty is very important because college attempts to develop the whole person: intellectual, ethical, cultural, social, and physical. Therefore successful college students value

their good ethics, and refuse to attach their names to any work, including any individual or group homework assignments, research papers, or tests, that is not your honest own work. The consequences of dishonesty can be very severe.

\*The teacher-student relationship is primarily academic, though a teacher may be friendly and welcoming to students. Gifts complicate this relationship in negative ways; they may make the teacher or other students believe that a student is trying to influence a grade. If a student must thank a teacher with a gift, rather than a simple note, that gift should be modest, impersonal, and should be given well after semester grades are completed.

\*Places like the college library really are for quiet work and study; other students get fed up with students who use the library for talking.

### III. **CORPORATE CULTURE AND VALUES:**

Values are the bedrock of any corporate culture. As the essence of a company's philosophy for achieving success, values provide a sense of common direction for all employees and guidelines for their day-to-day behavior. To begin to understand corporate culture one must discover the underlying shared values alive in their workplace. Much of what defines a company's workplace culture stems from the values and ethics practiced by the people. Whatever the industry or business, every company expects its employees to hold themselves up to the highest standards of behavior. Working in today's corporate environment calls for continuous interaction with people from different countries and cultures. It is therefore important to be aware of the values that guide the behaviors of people from a particular culture.

*The ethical values practiced by corporate are:*

1. **Equality** - recognizing equal rights for all and displaying a sense of justice.
2. **Truth** - being both accurate and open in all business transactions.
3. **Honesty**- being fair in business dealings and intolerant of deceptive behavior in others.
4. **Integrity**- adherence to moral and ethical principles.
5. **Teamwork/Cooperativeness**- working together willingly and openly for a common purpose.

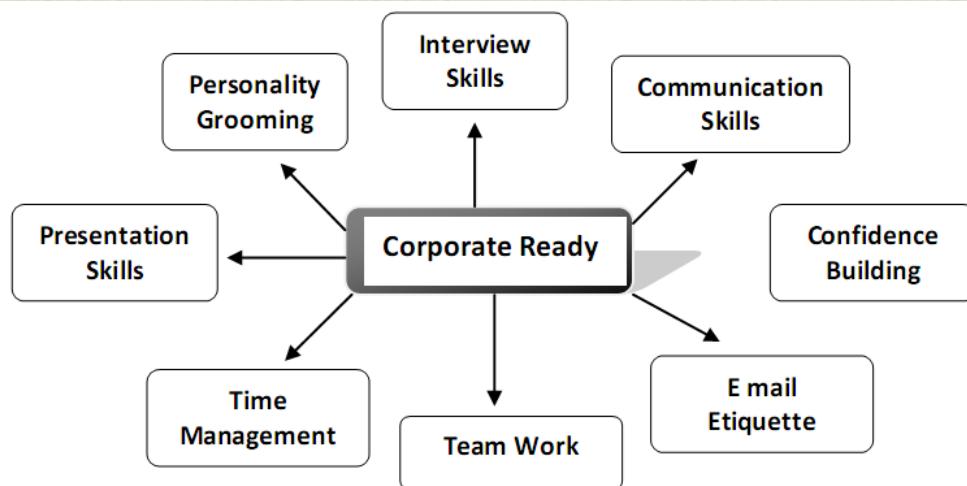
6. **Self-regulation** – sticking by all commitments and guarantees.

### **Elements Of Corporate Culture:**

There are millions of elements that fall under the concept of corporate culture. It could range from:

- The way people dress
- The way people act (both on and off the job)
- The way people present themselves
- The way people conduct their work
- The way supervisors are encouraged to manage departments
- The way customers are treated and served
- The way workers interact with supervisors
- The way workers interact with each other
- The way people interact across departments
- The way people interact with the public
- The way business is conducted and done
- The way people prioritize and manage time

Individually and collectively, these factors will likely determine if a company is right for you, or if you are right for the company.



#### IV. SOME FACTORS THAT WILL HELP YOU TO MAKE THIS TRANSITION SMOOTH AND EASY:

However, here are few tips for the student community which they must consider for making a smooth and easy transition from campus to corporate.

- ***Listen- Listen-Listen***

During conversation, do not keep talking yourself too much. Try to listen and observe a lot. This is a great way to develop your personality by listening to everyone politely, even if their ideas are baseless or not of your interest! Build a professional attitude.

- ***Initiative***

Try to take initiative for sorting out problems. Taking initiative is one of the best way to learn, get noticed and grow. The management appreciates them who are ready to take the accountability. Be a self starter.

- ***Pay Close Attention to your Corporate Culture.***

You should try to learn how the things work within the company. Know your corporate culture. Always arrive at work on time, if not a liitle early! Dress appropriately. Look

around to see how others are dressed. Hence the personality and confidence can be made conspicuous by dressing in accordance to the situation. It is not just about expensive brands but it's about how you carry yourself.

- ***Communication***

One should have the knowledge of writing business letters, speaking publicly, making effective presentations. Always remember- Don't be afraid of asking questions and pretend to know things that you don't know.

- ***Mentor***

Identify a mentor in the company that you join, with whom you can discuss and share your professional views and ideas, as well as seek solutions. So one should have a generous mentor who will willingly share his/her experience with you, and will tell you everything that may not be written in induction booklet.

- ***Always stick to deadlines***

At school and college level you used to use your discretion when it came to things like attendances, completion of assignments etc. but the corporate melody plays an entirely different tune. Hence making yourself memorable in first few months of work means going a mile extra. So, do the work harder, smarter and faster so that there should not be any need for reminder or supervisors to keep you on track.

- ***Team Work***

Synergy, spirit-de-corps means a lot. School teaches you to win by performing individually while corporate sector teaches you to win by performing together. True win is when your team mates win.

- ***Grow at Peace where Learning Adds to Wisdom***

If you are ambitious, that is really good but if you are over-ambitious, that will drain you. Often youngsters want to reach the vertex by doing strategic job, but one should always

remember that ‘you do not grow 6 feet by the time you are 5 years old.’ So start with execution and do not be in a hurry to carry a large title which you cannot carry.

- ***Capital follow knowledge***

It is the mantra of the 21<sup>st</sup> century corporate world. Some of your classmates will earn more than you and some will earn less than you, there is no end to these comparisons. In fact more you compare, more uncomfortable you will feel. Instead look for value addition for the company and develop yourself too.

## V. **CONCLUSION:**

Every student after completion of his/her college life moves into the world of corporate, where responsibilities changes, therefore there a need for a student to understand what corporate world demands and what things can help you for a perfect fit between the corporate. The factors explained above in this paper guide you about the skills that are needed for a smooth transition from campus to corporate life.

## **Here are we questions that personnel should remember and must ask him/her:**

- Do you behave with your family members in the same manner as you behave with your boss?
- Do you sway others to your way of thinking?
- Do you take good care of your health?
- Go for yoga and meditation, as a calm mind can think better and bring clarity of thought.
- Try to make yoga good friends, bring cheers to others and be cheerful always.
- Learn from your own mistakes as mistakes are the best teachers.
- Make it a point to smile while you are talking, this will help to add a lot of appeal to your personality. Be charismatic.

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## VII. AUTHOR'S PROFILE:

Vandana Kathuria has received her bachelor degree in commerce (B.COM) from S.D. College, Ambala Cantt in 2001. She received her degree in post graduate program (PGP) in management (specialization HRD) from Symbiosis University, Pune in 2004. She also received her bachelor degree in Education (B.ED) in 2009. She received her Master's degree in commerce (M.COM) from Kurukshetra University in 2011. She has also written a book titled "BASICS OF MANAGEMENT" in 2010. Presently she is working as a lecturer in Ambala College Of Engineering And Applied Research (ACE), Mithapur from January, 2008 till today.