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## Case Brief

# Ethnus trains one of the best engineering institutes in Bangalore.

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<b>Institute</b>	BNMIT, Bangalore
<b>Challenge</b>	Better the placement scenario at BNMIT and attract top league companies
<b>Solution</b>	10 day program covering Life skills, Aptitude skills, GD's and Personal interviews

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BNMIT had cut-out a clear vision of occupying one of the top 5 slots among engineering colleges. Prevalent placement scenario, training process and therefore the kind of companies visiting the campus had somewhat become an impediment to the task at hand. This is when Ethnus figured in and took up the challenge of changing norms by aligning students to the task and making them share the same vision as much as the management did.

### **Introduction:**

Established in 2001 BNMIT has seen exceptional growth over the years. It offers students various options in the field of engineering. A population of over 400 students study in courses like Computer Science, Electronics & Communication, Electrical & Electronics and Telecommunication.

Being from Bangalore, most of the students had no trouble with their communication nor their interpersonal skills. They required guidance to hone their skills and knowledge to achieve greater results.

Ethnus had to work on every students' need in order to deliver guidance on a case-to-case basis.

### **Methodology:**

**Prominent modules:** Aptitude training, Life Skills, Group discussions, Interviews, Team building activities, Self awareness exercises.

Aptitude training focused on polishing the students' abilities and moving them to the next level of learning. To this effect, Ethnus made sure the students are working on the most complex problems at the same maintaining number of prob-



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and also the most relevant ones. This type of practice and teaching methodology ensures the student is solving the maximum number of problems and also the most relevant ones.

The Life Skills program took the students through modules covering the essentials of a typical campus recruitment and also the importance of effective communication, body language, time management.

**Conclusion:**

- **Program result:** Keane and Tech Mahindra recruited the maximum number of students, 52 and 21 respectively. This is a record in BNMIT.
- Top league companies such as Infosys and Nokia visited and recruited from BNMIT for the first time.
- Among colleges most sought after by students during 2008 CET, BNMIT featured alongside top colleges such as RVCE, BMS and PESIT.
- Impressed by the training capsule, BNMIT management requested Ethnus to mentor the junior batch as well.
- Average student rating of our program is between Excellent and good.