



PONDICHERRY UNIVERSITY, PUDUCHERRY - 14
PLACEMENT CELL

October 31, 2013

NOTICE
CAMPUS PLACEMENTS 2012 - 2013



Attention: All UG / PG with skills in instructional design – 2014 Batch and Freshers (2013 batch) as well as Experienced candidates

Qualifications: All UG / PG with following attributes

- Freshers with a flair for writing
- Copy editors, journalists, article writers
- MA (Mass Communication) with Instructional Writing as an Elective Subject can also apply
- Should have completed education till college level in English medium schools/colleges
- Senior Instructional Designers (upto 6 to 7 years of experience)

Specialization: Specialized in Instructional Design

Company Name: Hinduja Global Solutions Ltd., - MNC (<http://www.teamhgs.com>)

Designation: Junior / Senior Instructional Designer (0-2 / 6-7 years experienced)

About the Company: Details received from the recruiter is shared as a ppt.

Skills Needed:

- **Creative writing skills:** Should be interested in writing. Should be able to put matter in own words to meet the objectives given by the ID or the senior ID.
- **Research and reading skills:** Should be interested in researching and reading for various subjects. Should know how to research on the internet and/or books, libraries etc. for various topics.
- **Logical chunking of data/information:** Given reference material, should be able to logically derive the flow. For example, if teaching someone how to run, the first step would be to stand, and then walk a few steps, then walk, then run.

- **Communication Skills:** Should know how to properly articulate in both written and verbal forms. Training for email etiquette will be provided, but training for how to write sentences will not be; the candidate should know how to give words to ideas, comments, questions etc.
- **Excellent knowledge of the English language:** Candidate should be able to form proper sentences without grammar and spelling errors. On-the-job training will further hone these skills, but the basic knowledge should be there.
- **Ability to take feedback and work on feedback:** When IDs and Senior IDs give feedback for the style of writing or the way matter was presented, the candidate should be able to take notes and improve his/her skills. If the feedback that was given to the candidate in month # 1 is the being repeated in month # 3 too, that clearly indicates the candidate did nothing to improve.

Job Responsibilities:

- **Create content based on the outline document prepared by an ID or SeniorID.**
- **Complete tasks as per the given deadlines.**
- **If needed, research about the topic on the internet for reference material.**
- **Ensure that there is no instance of plagiarism.**
- **Review the feedback given by IDs and Senior IDs and make the fixes as per the suggestions.**
- **Keep your supervisor informed about your progress at all times by sending an email at the end of each day.**
- **Participate in project meetings either virtual or face to face.**
- **Ask questions if there is any doubt at any point** (we are not mind-readers and will never be! If you need help, you need to ask!)
- **Communicate with the team members and the supervisor as needed.**

Personality Attributes:

- **Hardworking**
- **Dependable** – plan leaves ahead of time as much as possible; meet deadlines no matter what
- **Honest** - We all know sometimes things can't be helped, so be upfront, be honest and inform the supervisor about any deadlines that might be missed due to any personal or professional challenge
- **Good communicator**
- **Able to share his/her ideas, thoughts, comments, and questions**
- **Willing to learn new skills**
- **Willing to take feedback in a positive manner**
- **Willing to have fun while learning**

Roles & Responsibilities

- Perform training solutions production on all types of development projects
- Develop a basic understanding about the subject matter through materials provided.
- Gather content from Subject Matter Experts using interview protocol.
- Develop module content, materials and media based on detailed design specifications, using prescribed templates.
- Develop and edit content to support the overall learning goals and objectives.
- Review deliverables for completeness, compliance with standards, and consistency with the detailed design prior to sending to supervisor for review.
- Collaborate with peers and Subject Matter Experts (SMEs) via professional communication channels to build relationships
- Review and revise content based on feedback from internal and client reviewers or stakeholders, raise content discrepancy issues to supervisor as needed
- Use development tools according to defined standards
- Assist with/ participate in course test activities such as cycle testing using test scripts or instructions; properly document problems for issue resolution
- Complete project administration tasks
- Report status and identify potential risks for own work
- Receive and act on feedback related to deliverables and own performance..

Date, Time & Venue: Will be announced shortly only to the candidates applied

Salary: INR 2.75 Lac PA + Incentives

Other Benefits: International Exposure for high performing candidates

How to Apply:

- **Eligible candidates of the current (2014) batch, who want to apply for this interview shall contact the Placement Officer through their respective Head of the Departments with the resumes of the candidates in zip format, class-wise on or before the end of Monday, November 4, 2013 for onward communication to the recruiter.**
- **Eligible candidates of other (2013 and earlier) batches, who want to apply for this interview shall email the resume to resumetopu@gmail.com on or before the end of Monday, November 4, 2013 for onward communication to the recruiter.**
- **Candidates are requested to send the emails with the subject of the email as:**

Subject: Application for HGS.

PLACEMENT CO-ORDINATOR

HGS Learnovation

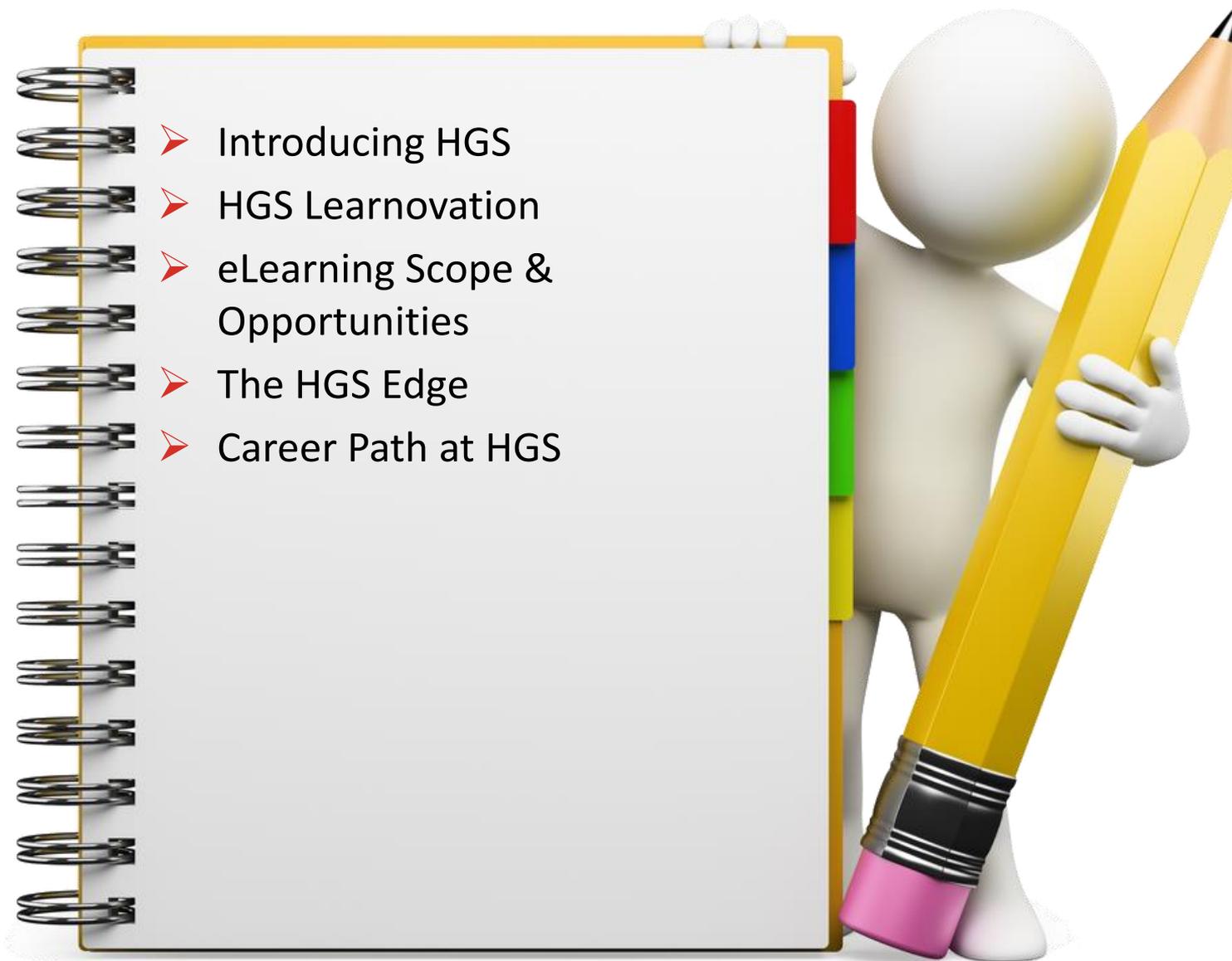




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HGS is a part of the multi-billion dollar conglomerate, Hinduja Group. They were among the Global Best 10 for Sales Service in the 2010 Global Outsourcing 100 list by the International Association of Outsourcing Professionals.

HGS currently:

- Serves over 535 clients
- Employs over 23000 members
- Operates in 11 countries with 56 delivery centres
- Records an annual revenue of over USD 364 million
- Listed as a public limited company, on both the leading stock exchanges of India - the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE)

CUSTOMER SERVICE



Learnovation - A Brief Introduction



Learnovation, the Learning Division of Hinduja Global Solutions Ltd. (HGS), offers effective Learning Solutions and products that address a plethora of challenges that customers face in diverse fields.

Rather than being just a service provider, we partner our customers in delivering:

- innovative,
- custom-made,
- cost-effective,
- technology oriented learning services and solutions that help them gain the competitive edge.





- Newer technology platforms, globalization, and perennial competition has necessitated the continuous up-skilling and cross-skilling of employees.
- This has surged the requirement of different learning platforms and solutions for all stakeholders across industries.
- The Learning Solutions industry has seen a tremendous growth in the recent past in various sectors of education and corporate.
- The eLearning industry has received global acceptance and adulation for its flexibility and cost effective learning solutions.

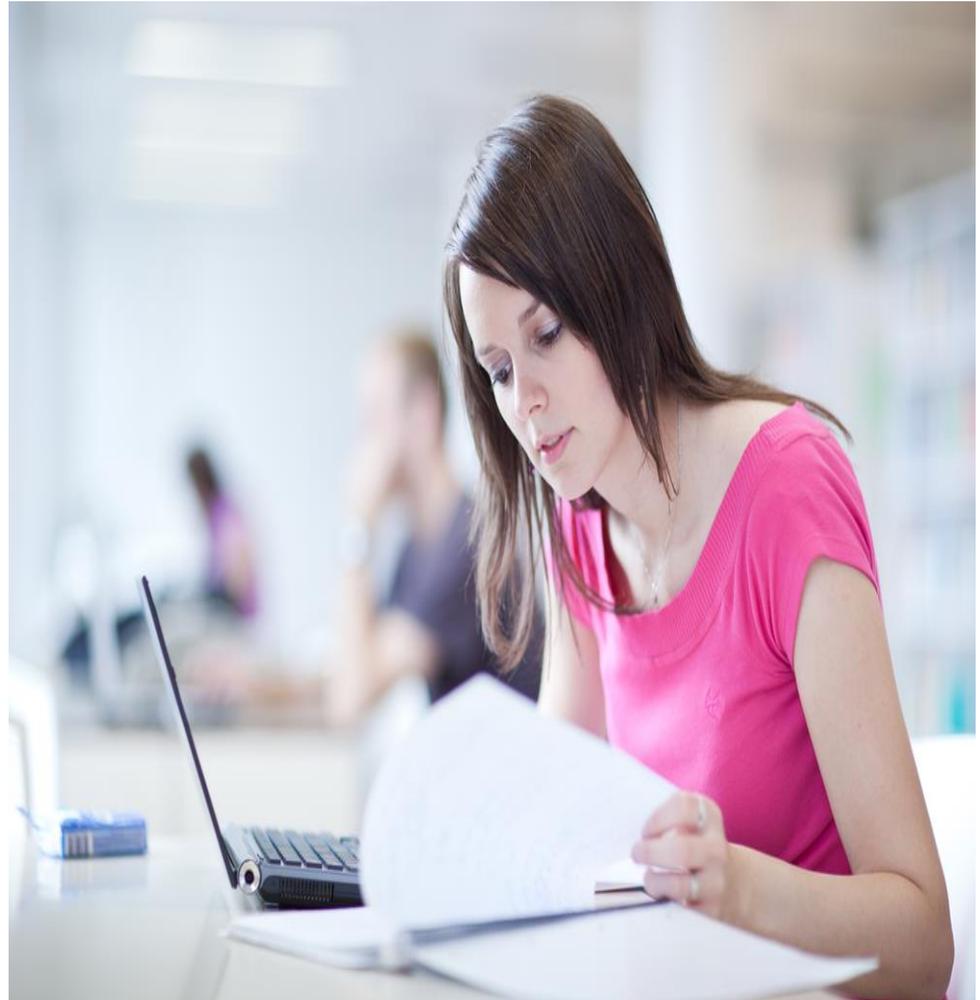


Technology has, over the years, played an instrumental role in easing the process of getting education to a large extent using high-tech laboratories to virtual classrooms.

Preschool – Modern-day schools have made electronic media as a predominant feature of teaching.

Higher Education –

- In the United States alone, enrolments for online learning increased by an average of **12–14 percent annually** between 2004–2009.
- In 2009, the percentage of higher-secondary students taking some or all of their courses online rose **from 44 percent to 81 percent.**
- In 2011, **6.7 million students** enrolled in at least one online course.
- **Over two-thirds** of chief academic officers believe that online learning is critical for their institution.





eLearning presents tremendous opportunities for capability building, through readily available sources of knowledge and methodologies of practice that are not just affordable but also convenient to access.

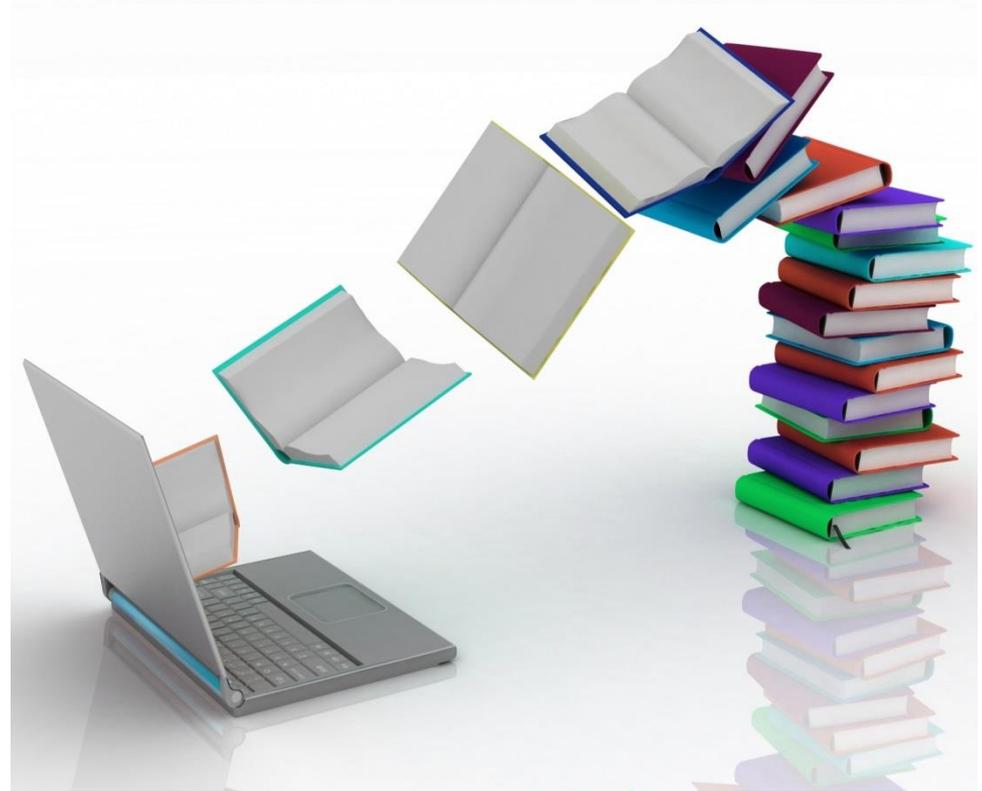
- The worldwide market for Self-paced eLearning reached **\$35.6 billion** in 2011.
- The five-year compound **annual growth rate** is **7.6%** and revenues will reach **\$51.5 billion by 2016**.
- Global Industry Analysts, Inc. predicts the Global eLearning Market to reach **\$107.3 Billion by 2015**.



Corporate Preference (contd.)



- The **global economic meltdown** has intensified the need to retain skilled employees during adverse economic conditions.
 - Global corporations have cut down on expenditure on training logistics and are favouring **blended learning initiatives**.
- **Almost 50 percent** of US online consumers now use smartphones, social networks, and other emerging tools that demand an increase in online learning products and solutions in a variety of platforms.





The US and Europe dominate the global eLearning market with more than 70% share of the revenues. However, globalization and competition are changing the corporate training methods across the industry.

- Asia-Pacific is becoming the fastest growing market for eLearning, with revenues projected to grow at a **compounded annual rate of more than 20%**.
- The Instructional Technology market is expected to grow at a rate of about 23% or more between 2008-2018. This rate of growth is considered, “**much faster than average**”.

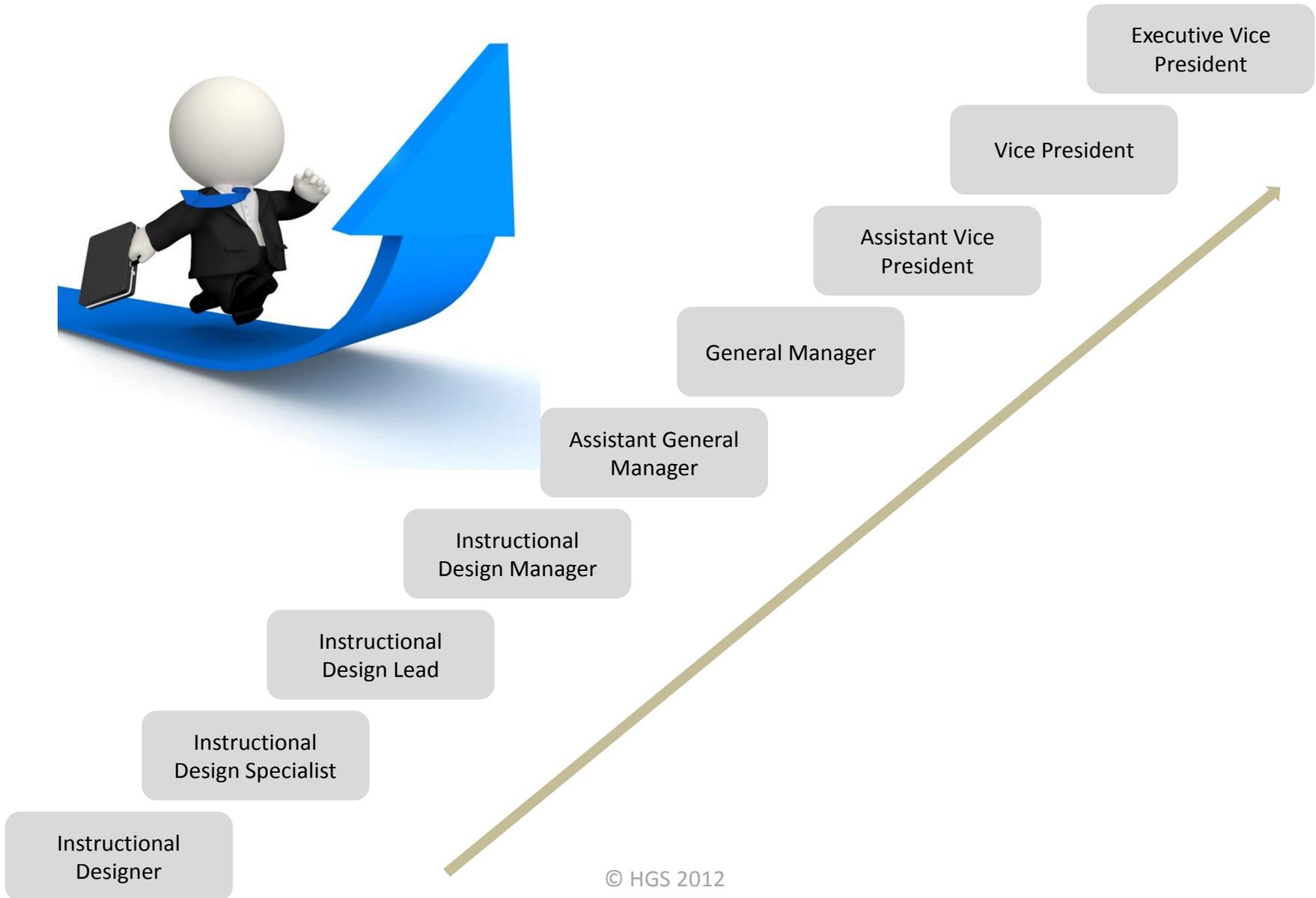




- Brand recognition and continuity
- Profile scalability and exposure across domains like banking, petroleum, manufacturing, government, aeronautics, shipping, and so on
- Exposure and training in the latest tools and technologies
- Training and expertise building in Project Management, People Management, Communication, and Client Management
- Opportunity to use creativity as we encourage out-of-the-box thinking rather than templatising our solutions



Career Path at HGS



Instructional Designer

Instructional Design Specialist

Instructional Design Lead

Instructional Design Manager

Assistant General Manager

General Manager

Assistant Vice President

Vice President

Executive Vice President

