Aspiring Minds Launches AMCAT – MBA Assessment Drive to Enable Recruitment by Merit

Covering over 50+ cities like Jaipur, Gandhinagar, Ahmedabad, Bareilly, Erode, Cochin, Coimbatore, the assessment drive will cover over 500 colleges

New Delhi, 14 Dec, 2010: Bridging the demand-supply gap, Aspiring Minds, ‘India’s leading Employability Assessment firm’, has launched an AMCAT- MBA Assessment Drive in India. Under the initiative, Aspiring Minds will hold AMCAT, the largest employability test, in 500 Tier II, III MBA schools to assess MBA’s on job skills during Dec’10 – Feb’11. Covering 50+ cities, the drive would enable placement for 3000 MBA candidates with leading companies around the country in the first six months of 2011.

AMCAT a computer based adaptive test, assesses students on language and cognitive skills, Human Resources, Marketing, Finance knowledge and evaluate them on personality for job fitment. On the initiative, Himanshu Aggarwal, Co-founder and Director, Aspiring Minds said, “AMCAT has been successful in enabling employment by merit and mitigating barriers of geography. We’ve assessed over 15,000 MBA students already, and expect an upsurge in hiring this year. The recruitment drive would be pan-India and would enable companies to tap talent far, wide and deeper.”

Earlier in the year, Aspiring Minds conducted assessments at over 180 MBA schools including Jaipuria Institute of Management - Jaipur, XISS - Ranchi, Integral University – Lucknow.

Aspiring Minds has recently introduced the Human Resource and Marketing modules, to expand the scope of hiring by merit, and make it easier for companies to match talent. AMCAT assessments act as an effective signaling mechanism and help to broaden and qualify the employable pool further. The personality assessment of AMCAT – AMPI is a unique and important aspect of the assessment, as it allows both corporates and students understand their fitment to a variety of jobs like Sales, Operations, Customer Service, Retail, etc where the right personality is very important for success in the job.

Candidates in tier II and tier III campuses are accessible, identifiable and are mapped to the right job profiles in different companies. Over 50 companies hire from the AMCAT database. It has been a trusted hiring partner for top companies including HCL, Tally Solutions, Mphasis, An HP Company, Genpact, Ericsson, L&T Finance, iTrust, Sonata Software, etc.

The initiative will give students a chance to position themselves for a job suitable to their skills and bring them under the employment radar of companies. Each assessed student receives AMCAT’s Seven-Stroke Employability feedback - a detailed personalized report – that helps students understand their areas of strength and weakness and provides analysis on core skills and improvement areas to secure a good job.

The test conducted by Aspiring Minds, an assessment technology company, has been developed by alumni from IIT, Delhi and MIT, Boston, USA and works on very high end statistical technology.
Module descriptions:

HR: The Human Resources test assesses the candidate’s knowledge on concepts pertaining to this subject, including application-based questions in topics such as Organizational Behavior, Human Resource Planning, Human Resource Information System and Training and Development.

Marketing: The Marketing test assesses a candidate’s understanding of concepts and ability to apply the knowledge in practical situations. It tests concepts such as Marketing Research, Consumer Behavior, Sales and Distribution Management.

Financial Services: AMCAT Financial Services assesses the candidates understanding of the financial markets and products. It tests basics of equity, mutual funds, bonds, debt products including loans and credit cards, accounting and basic economics concepts.

AMPI: Aspiring Minds’ Personality Inventory (AMPI) is India’s first statistically validated personality inventory designed for providing inputs for selection in corporates. AMPI is based on the five-factor model, is capable of evaluating and matching candidates to various job profiles including Sales, Servicing, Hospitality, Operations, Customer Service, Retail, etc.

These modules are based on Aspiring Minds’ state of the art computer adaptive assessment engine. The engine ensures a highly reliable, valid and leak proof assessment.

About Aspiring Minds

Aspiring Minds is a pioneer in scientific assessments, headquartered in Gurgaon. A venture of IIT and MIT alumnus, the company is pioneering efforts in creating employability standards, Human Capital Assessment and labour inclusion.

Aspiring Minds’ intelligent adaptive assessments enable benchmarking of talent, recruitment of appropriate candidates for a job and to assess workforce health. Aspiring Minds has assessments in Language, cognitive skills, Domain skills (programming, tech, accounting, finance, etc) and Personality.

Aspiring Minds has proprietary technology in Computer Adaptive Assessment with superior statistical benchmarking and job-matching algorithms. Over 55 Companies have already used the recruitment solutions offered by Aspiring Minds. Their clientele include HCL Technologies, Genpact, Mphasis, HP and many others. Their work in recruitment and hiring benchmarking has attracted attention from Business Week to classify Aspiring Minds among the most intriguing start-ups in the world. The advisory board of the company includes faculty and professionals from the Harvard Business School, MIT and Canaan Partners.

For further information please contact

Aakriti Bhargava
mediaenquiries@aspiringminds.in
+91-9871220114