

Phase 1 – Problem Understanding & Industry Analysis

1. Problem Statement

Colleges often face challenges in tracking placement drives, student applications, and internship opportunities. Currently, the placement process is managed through spreadsheets, emails, and manual communication, leading to:

- Errors and duplication of student data.
- Lack of transparency in eligibility and selection processes.
- Missed opportunities due to delayed communication.
- Difficulty in generating reports for management and recruiters.

There is a need for a secure, automated, and centralized system to manage placements effectively.

2. Objective

- Track company leads (organizations visiting for recruitment).
- Manage job openings and internship opportunities.
- Match students to opportunities based on eligibility (CGPA, skills, etc.).
- Automate interview/test schedules and notify students.
- Provide dashboards and reports on placement statistics (selected students, company offers, packages).

3. Tools & Features (Planned)

- **Salesforce Developer Edition:** Platform for the system.
- **Leads & Opportunities:** Manage company visits and job openings.
- **Custom Objects** (Student__c, Application__c): Store student and application details.
- **Profiles & Roles:** Access for Placement Officer, Student, and Recruiter.
- **Flows & Email Alerts:** Automate shortlisting notifications and interview reminders.
- **Reports & Dashboards:** Show placement trends, company offers, and selection status.

4. Expected Outcomes

- Students can view opportunities and track their application status.
- Placement Officers can efficiently manage drives and results.
- Recruiters can access only their postings and candidate pool.
- Automated processes reduce delays and manual effort.
- College management gains visibility into placement performance.

5. Advantages / Benefits

- Reduces dependency on manual tracking and emails.
- Ensures proper access control and data security.
- Provides real-time communication with students.
- Delivers data-driven insights for better decision-making.
- Scalable for future use (can handle internships, alumni drives, etc.).

6. Conclusion

The **College Placement & Internship Management System** will provide a centralized,

automated, and user-friendly solution built on Salesforce. By streamlining the recruitment process, the system will enhance transparency, improve efficiency, and provide meaningful insights for students, recruiters, and college management.