COLLEGE PLACEMENT MANAGEMENT SYSTEM

Platform: Salesforce CRM

1. Introduction

The College Placement Management System is a Salesforce-based enterprise application developed to digitally manage and automate campus recruitment activities in higher educational institutions. Traditionally, placement processes rely heavily on spreadsheets, manual registers, and fragmented communication, which often leads to data inconsistency, lack of transparency, and inefficiency. This system replaces those traditional methods with a centralized, cloud-based Salesforce CRM solution that provides real-time access to placement data for placement officers and administrators. The application ensures secure data handling, scalability, and high availability while simplifying the overall placement workflow.

Salesforce Lightning Experience is used as the core platform to design custom objects, automate business processes, and visualize data using reports and dashboards. The system enables placement teams to track student eligibility, company participation, interview rounds, and final placement outcomes in a structured and user-friendly manner.

2. Project Objectives

The primary objective of this project is to design and implement an efficient placement management system using Salesforce CRM. The project aims to centralize all placement-related information, reduce manual intervention, and improve operational efficiency. Specific objectives include automating interview scheduling, maintaining accurate placement status for students, enabling analytical reporting for decision-making, and providing a scalable solution that can be adapted by educational institutions of varying sizes.

3. Tools and Technologies

The system is implemented using Salesforce Lightning Experience as the primary platform. Salesforce Flow Builder is used for automating key business processes, while Salesforce Reports and Dashboards are utilized for analytics and visualization. GitHub is used to maintain project documentation and version control for submission and professional reference.

4. System Architecture and Data Model

The application follows a modular data model based on Salesforce custom objects. Three core objects—Student, Company, and Placement—form the backbone of the system. These objects are interconnected using lookup relationships, allowing flexibility in managing multiple interviews and placement attempts. The architecture ensures data normalization, integrity, and ease of reporting.

4.1 Student Object

The Student object stores comprehensive information about students participating in campus placements. It acts as the primary entity for tracking academic credentials and placement progress. Each student record uniquely represents an individual candidate in the placement process.

Key Fields: Student Name, Roll Number (Unique Identifier), Department, CGPA, Email Address, Phone Number, and Placement Status (Placed or Not Placed). These fields allow placement officers to quickly assess student eligibility and placement outcomes.

4.2 Company Object

The Company object captures details of organizations that participate in campus recruitment drives. It enables systematic tracking of recruiters and analysis of placement trends based on industry, role, and compensation.

Key Fields: Company Name, Industry, Job Role, Package (CTC), and Location. These attributes help institutions analyze company-wise placements and salary distributions.

4.3 Placement Object

The Placement object acts as a junction between Student and Company objects. Each placement record represents a student's interview process with a specific company, including interview scheduling and outcome.

Key Fields: Student (Lookup), Company (Lookup), Interview Date, Interview Round, and Status (Scheduled, Selected, Rejected). This design supports multiple interview attempts for a single student.

5. Business Rules and Automation

To ensure data accuracy and operational efficiency, business rules and automation are implemented using Salesforce declarative tools. Validation rules enforce data integrity, while record-triggered flows automate critical placement processes.

5.1 Validation Rules

A validation rule is configured on the Placement object to prevent interview dates from being set in the past. This ensures logical scheduling and avoids invalid interview records, thereby improving overall data reliability.

5.2 Automation Using Salesforce Flow

Two record-triggered Salesforce Flows are implemented. The first flow automatically sets the placement status to 'Scheduled' when a placement record is created. The second flow updates the student's placement status to 'Placed' when the placement outcome is marked as 'Selected'. These automations reduce manual workload and ensure real-time synchronization between related records.

6. Reports and Dashboard

Analytical reports such as Placed vs Unplaced Students, Company-wise Placements, and Upcoming Interviews are created to evaluate placement performance. These reports are combined into a single dashboard called the College Placement Dashboard, providing decision-makers with a comprehensive visual overview.

7. Conclusion

The College Placement Management System successfully demonstrates the application of Salesforce CRM in managing real-world academic placement processes. The project highlights strong skills in data modeling, automation, validation, and analytics, making it suitable for academic evaluation as well as professional portfolios.

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