**Smart Internship & Placement Management System  
  
  
Title: Smart Internship & Placement Management System**

**Domain: Salesforce CRM | Education & Recruitment**

**Description:  
The Smart Internship & Placement Management System is a Salesforce-based solution designed to streamline the internship and campus placement process for educational institutions. The system automates student applications, enables company HR approvals, manages internship details, and collects structured feedback—all within Salesforce. Placement officers can monitor real-time dashboards and reports to make data-driven decisions.**

**This project covers the full Salesforce lifecycle, including requirement gathering, org setup, data modeling, automation, Apex programming, user interface development, integration, deployment, reporting, and final demo. It demonstrates both Admin and Developer capabilities in Salesforce.**

**Key Features:**

* **Student Management: Capture student details (name, roll number, department, CGPA, contact info).**
* **Internship Management: Maintain records of internships offered by companies with duration, stipend, and location.**
* **Application Workflow: Students apply → HR reviews → Approval/Reject decision → Automatic notification.**
* **Automation:**
  + **Validation Rule to prevent ineligible (CGPA < 6) students from applying.**
  + **Approval Process for HR validation.**
  + **Flow for sending automatic emails after approval.**
  + **Trigger to prevent duplicate applications.**
* **Feedback Collection: Students provide feedback and ratings after completing internships.**
* **Reports & Dashboards: Visualize top hiring companies, application trends, and feedback ratings.**
* **Integration: REST API callout to simulate fetching internship data from an external system.**
* **Security: Role hierarchy, OWD, and field-level security for controlled access.**

**Benefits:**

* **Eliminates manual tracking of applications and approvals.**
* **Provides transparency between students, HRs, and placement officers.**
* **Delivers real-time insights through reports and dashboards.**
* **Improves decision-making in placement drives.**
* **Scalable for universities, colleges, and training institutes.**

**Technology Stack:**

* **Salesforce (Admin + Developer)**
* **Custom Objects, Flows, Approval Process**
* **Apex (Triggers, Classes, Test Classes)**
* **Lightning App Builder & LWC**
* **Reports & Dashboards**
* **Integration (REST API Callout)**

**Phase 1: -  
1. Requirement Gathering**

The key requirements identified for the Smart Internship & Placement Management System are:

1. Students should be able to apply for internships listed by companies.
2. The system should validate eligibility (CGPA ≥ 6).
3. HR should be able to approve or reject applications.
4. Students must not be able to apply twice for the same internship.
5. Automated email notifications should be sent on approval/rejection.
6. Feedback should be collected from students after internship completion.
7. Placement officers should be able to monitor applications, approvals, and feedback using reports & dashboards.

**2. Stakeholder Analysis**

| **Stakeholder** | **Role** | **Responsibilities** |
| --- | --- | --- |
| **Student** | Applicant | Apply for internships, provide feedback after completion. |
| **Company HR** | Approver | Review and approve/reject student applications, track intern performance. |
| **Placement Officer** | Admin/Manager | Manage student & company records, monitor overall internship/placement statistics, generate reports & dashboards. |

**3. Business Process Mapping**

**Workflow:**

1. Student logs into Salesforce and views available internships.
2. Student submits an application for a chosen internship.
3. The application is sent to Company HR for approval.
4. HR approves/rejects the application.
5. Student receives email notification.
6. Once the internship ends, student submits feedback.
7. Placement Officer monitors the overall process through dashboards.

**4. Industry-specific Use Case Analysis**

The system is designed for **educational institutions and corporate recruiters**.

* **For Colleges/Universities**: It digitizes and automates the internship and placement process, reducing manual paperwork.
* **For Companies/HR Teams**: It ensures only eligible students (based on CGPA/criteria) apply, saving time in the recruitment process.
* **For Placement Officers**: Real-time dashboards provide visibility into the success rate of placements, company participation, and student performance.

**5. AppExchange Exploration**

On Salesforce **AppExchange**, there are recruitment and HR management apps like:

1. **Job Science Recruiting** – Manages job postings, candidate applications, approvals.
2. **Target Recruit** – End-to-end recruitment platform for staffing firms.

**Comparison with Our Project:**

* Existing apps are large-scale, designed for corporate HR teams.
* Our system is **custom-built for colleges/universities**, focusing on **student internships & placements**.
* Simpler, easy to implement, and tailored to **academic recruitment needs**.