**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**.