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Smart College Placement and Management System: A Technology-Driven Approach for Efficient Campus Recruitment

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Abstract: *The College Placement and Management System (CPMS) is a comprehensive, technology-driven solution designed to streamline and enhance the placement process in educational institutions. Traditional placement processes often suffer from inefficiencies such as manual record-keeping, lack of proper student-company interaction, and delayed communication between stakeholders. This system leverages modern web technologies, database management, and automation techniques to provide a seamless experience for students, placement officers, and recruiters.*

The CPMS is designed to facilitate various functionalities, including student profile management, job postings, automated resume screening, eligibility verification, interview scheduling, real-time notifications, and analytics-driven insights for better decision-making. The system is built with a centralized database that ensures efficient storage and retrieval of student credentials, placement records, and recruiter information. It also integrates AI-powered resume screening and ranking algorithms to match students with the most suitable job opportunities based on predefined criteria such as academic performance, skills, and previous experience.

One of the core advantages of this system is its real-time communication module, which allows students, recruiters, and placement officers to interact through notifications, emails, and an in-built messaging system. Additionally, the system generates dynamic reports and analytics that help institutions track placement trends, company engagement, and student performance over multiple academic years.

Security and accessibility are key priorities, with features such as role-based access control, encrypted data storage, and cloud-based deployment for remote accessibility. The CPMS also supports third-party integrations, enabling seamless interaction with job portals, LinkedIn profiles, and HR management systems of recruiters.

The implementation of CPMS significantly reduces administrative workload, enhances transparency, and increases placement success rates by improving coordination among all stakeholders. Future enhancements could include AI-powered interview coaching, blockchain-based certification verification, and predictive analytics for career recommendations.

This paper presents the design, development, and implementation of the CPMS, highlighting its impact on improving the placement process and ensuring better career opportunities for students. Through a comparative study with traditional placement methods, the paper also showcases the system's efficiency, cost-effectiveness, and user satisfaction..

Keywords: Placement Management, Artificial Intelligence, Machine Learning, Resume Analysis, Cloud Computing, Job Application Tracking