

Integrated Workflow Document  
**CAMPUS PLACEMENT ERP**



element<sup>94</sup> | Centre of Operational Excellence

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# ABOUT THE SYSTEM

Today campus placement activities have evolved to much more involved exercises between the institute's placement cells and recruiting managers from corporate world.

Our web enabled Campus Placement ERP system provides a comprehensive management solution for the placement process. It automates the entire placement process right from student management, job-postings, job process, communicating with recruiters, scheduling, reporting and administration. Solution has in-built process kit which can enable your placement cell to adopt best-in-class placement process life-cycle to manage placement cell activities. Our cloud enabled placement process management system comprises of 6 main workflows

Our cloud enabled placement process management system comprises of 6 main modules

MODULES	
1	Student Registration for Placement
2	Company Database & Recruiter Activity
3	Job Posting, Job Process and Job Offer
4	Announcements & Notifications
5	Placements Feedback by Organizations & Students
6	Real-time Analytics & Statistics

The Campus Placement Process Automation System has been developed by



Centre of Operational Excellence @  
Element94

The Centre of Operational Excellence focuses on seamless adoption of ICT in automating some of the key administrative processes that the institution's team executes everyday like Admissions, Examinations, Placements, Session Management etc. The Centre has developed various Ready-to-Deploy Systems for Educational Institutions.



*"The new platform which was made possible by tireless efforts of the four placement managers, the student community and the team at Element94, is going to help the university improve the engagement experience of its own students, recruiters, and process coordinators."*

G. Balasubramanian  
Chief Placement Officer  
**BITS Pilani.**

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*"I express my appreciation for creating a wonderful platform for the automation of Campus Placement Process. We are proud that we are living what we teach and are using best of technology to reach out to corporate managers."*

Prof. K. K. Krishnan  
Chairperson  
Centre for Corporate Relations and Training  
**BIMTECH**, Greater Noida.

**Activities:**

- ✓ Student Registration and Profile updating
  - ✓ Student Resume Creation and Management
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**Workflow:**

- a) Integrated Automated and Manual notifications using SMS & email are sent to students for instant communication.
  - b) The first notification is sent after student's successful registration. Notifications are sent for every update such as Dream Company Visit, failure to attend a presentation, placement point deduction, etc.
  - c) Students can create multiple resumes according to Job Requirements.
  - d) Student needs to verify their 10,12 & Graduation percentages before applying for a job. Placement Managers verifies the percentages/CGPAs of the students after checking the uploaded documents.
  - e) General and Job-related announcements can be made from the system along with the announcement priority such as Very Urgent, Emergency or General.
  - f) General announcements can be about a workshop, conference, seminar, survey etc.
  - g) Job related announcements are made to students who have applied for that job.
  - h) The date & time details of the recruiter visit are communicated to the students. Simultaneously an email invite is sent to the HoD & the Faculty of the respective department to join the placement drive.
  - i) An announcement is sent to students using SMS& email when a student clears a job process. Subsequently the announcements are sent to students to whom the company makes a job.
  - j) Any last minute's changes in scheduling or process are communicated to students.
  - k) The feedback related communications are sent to the management and a thanks mailer is sent to the recruiter.
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- Activities:**
- ✓ Company Database Management
  - ✓ Company Invitation, Pitching and Follow-Ups
  - ✓ Scheduling of Companies for Placement Drive
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- Workflow:**
- a) Teams are formed from Registered Students, Other Students, Faculty and Placement Manager.
  - b) Once the student teams are formulated in campus, based on the student requisition and input from placement offices, the campus compile the list of companies that would be given preferential allotment in the placement season each semester. The master list is then divided among various campus depending upon sector/ region
  - c) Once the database distribution is done, the student team then updates the database by verifying each contact entry in the list. The students interact over phone, email or meeting with the recruiter. The interactions are recorded in the system and all the placement team members can view all the interactions.
  - d) After final go ahead from recruiter Job Application Forms (JAF) are sent from the Placement Head of University/Institute official email
  - e) The placement unit interacts and invites the recruiting organizations to visit the campuses. The process kick-starts with the sending of introductory email to all organization contacts. The Invitations are sending through the system. The system tracks the numbers of Job Application Forms sent, Filled and Bounced.
  - f) In each communication, the call for action is the organization filling up the Job Application Form (JAF) on the Placement System. A typical process of filling up JAF form on the placement process is as follows:
    1. Recruiters will create an account on the Placement System *<Auto mail with user id and password details would be sent to the organization>*
    2. The recruiting organization registers for the placements using a Job Application Form (JAF)) with details such as campus interested in, Job details, short-listing criteria, salary and other information.
    3. Once they fill JAF, an auto-mail acknowledges their JAF submission.
    4. Placement Manger verifies that JAF is correct, he then approves the JAF *<a mail goes to the company saying that your JAF is approved>*
    5. Filled JAFs provides an estimate to the placements units on number of more organization they would need to invite to achieve the placements objective.
  - g) The scheduling of recruiting organizations happens as per the defined category of the company. The scheduling of the companies is done by the placement cell.
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- Activities:**
- ✓ Making Jobs live from JAFs
  - ✓ Shortlist Students and Manage Job Process
  - ✓ Student Job Offers & Applying of Placement Rules
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- Workflow:**
- a) After the placements cell has scheduled the companies for a visit, the placement cell, posts the job for viewing by the students. The student can view the job details and submit their application from their personal pages on the Placement System. The activities followed are as follows:
1. In consultation with the company, placement managers post the job on the basis of submitted JAF, on behalf of the company. Company gets the acknowledgement mail that their job is posted and their selection process is scheduled at a particular date at particular campus.
  2. Students apply for the job posting. They may re-apply or withdraw their application before closing date.
  3. After the last date to apply, the resumes of students who have applied for the job can be downloaded and sent to the recruiter. The company selects the students and reverts with list of shortlisted Students. The shortlist is submitted in the system and mails are sent to the students.
- b) Once the recruiting organization completes the selection process and decides to extend job offers to the successful students, the representative logs on to the Placement System and selects the students to which offers are made from the shortlist. This triggers intimation email to students and the placement cell of the campus and the job offer is also displayed on the personal page of the students.
- c) Subsequently, the status of the student will change based on the acceptance/ decline of the job offer.
- d) All the necessary business logic based on institute to institute can be applied.

The status is updated on the students and placement reports as well. The Placement Manager gets the real time information on the placement statistics.

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## MODULE 4

# Notifications, Announcement & Communication

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- Activities:**
- ✓ General & Job Related Announcements
  - ✓ SMS & email Notifications
  - ✓ Communicate with Faculty, Management & Recruiter
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- Workflow:**
- l) Integrated Automated and Manual notifications using SMS & email are sent to students for instant communication.
  - m) The first notification is sent after student's successful registration. Notifications are sent for every update such as Dream Company Visit, failure to attend a presentation, placement point deduction, etc.
  - n) General and Job related announcements can be made from the system along with the announcement priority such as Very Urgent, Emergency or General.
  - o) General announcements can be about a conference, seminar, survey etc.
  - p) Job related announcements are made to students who have applied for a job.
  - q) The date & time details of the recruiter visit are communicated to the students. Simultaneously an email invite is sent to the HoD & the Faculty of the respective department to join the placement drive.
  - r) An announcement is sent to students using SMS& email when a student clears a job process. Subsequently the announcements are sent to students to whom the company makes a job.
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- Activities:**
- ✓ Recruiter Feedback for Each Job Profile
  - ✓ Feedback Analysis & Sending it to Management
  - ✓ Student Feedback
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- Workflow:**
- a) The placements units are looking to constantly improve their services offered to the recruiting organization and the students. Therefore, it is important to collect feedback from these stakeholders helping in planning for appropriate interventions. All recruiting organizations are requested to submit the feedback online. The feedback from the students is collected after end of every semester via their personal pages on the Placement System.
  - b) The recruiter Feedback Questions helps the placement cell understand the pros and cons of the student and the infrastructure.
  - c) The recruiter Feedback also helps in the preparing the students for next placement drive. Training can also be planned based on the feedbacks provided by the recruiter.
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- Activities:**
- ✓ MIS Reports
  - ✓ Dashboard
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- Workflow:**
- a) Post completion of all placements activities in a semester/year, the placements cell compiles comprehensive data on the recruiting activities. This report consists of several key indicators such as number of visiting organizations, students placed, highest / average salary package etc. The report is also an indicator of placements unit performance and an input in decision making towards augmenting placements efforts. The typical data reported is as follows,
1. Class Size of each Degree/ Program / department / Batch Size with Average age, Male /Female composition.
    - Mean / Median GPA / CGPA of participating students
  2. Pre Placement Reports Semester Wise
    - Sector preference
    - Company preference
    - Technical & Non-Technical Training Required
  3. Total Number of Companies participated
    - List of Companies
    - Number of Interviews
    - Industry wise break up (Telecom, IT, Govt./PSU etc.)
    - Number of National / International Companies (with geographic locations)
    - Interviews per student
  4. Degree / Program Wise / Department wise / Batch wise / Male-Female wise offers data
    - Total number of offers
    - Number of National / International offers
    - Industry wise offers
    - Highest and Lowest National Package offered / International Package
    - Mean / Median Package
    - Job Function wise data for all offers
    - Unique Job Profile data
  5. Students Opting out of Placements
    - Program Wise
    - Started Entrepreneurial venture
    - Higher Studies
    - Family Business
    - Others
  6. Any other data required for NAAC/Annual Report
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ELEMENT94 Consultancy is focused on providing right-fit solutions for enabling institutions in their quest of Institutional Excellence. After working for a decade in education sector we are now bringing innovative solutions as cloud enabled technology platforms fully deployed and ready to be consumed on the campuses.

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