

## CAMPUS PLACEMENT MANAGEMENT SYSTEM

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### ABSTRACT

The Campus Placement Management System is a web-based platform designed to bridge the communication gap between college placement officers and students. The system addresses common administrative challenges such as unorganized student data, inefficient broadcast of placement drives, and lack of a centralized information hub. It features dedicated login portals and intuitive student dashboards that streamline the placement process. Developed using robust web technologies including PHP, HTML/CSS with a modern UI, and MySQL for database management, the system offers a highly responsive experience. The interface is specifically optimized to display academic overview data only when requested via button clicks, while centering essential features like the broadcast form for maximum visibility. Overall, the platform reduces manual administrative overhead and enhances the placement preparation and notification process for both students and placement cells.

### 1. INTRODUCTION

Managing campus placements is a critical and data-intensive task for any educational institution. Traditionally, placement officers and students struggle with scattered notices, manual data collection, and inefficient communication channels. To overcome these issues, this project introduces the "Campus Placement Management System," a centralized digital solution. The platform provides structured login portals and dedicated dashboards where placement officers can easily broadcast upcoming drives, and students can track their eligibility and notifications. By integrating a clean user interface with functional backend logic, the system ensures that vital information reaches students promptly, improving the overall efficiency of the campus recruitment process.

### 2. METHODOLOGY

#### 2.1 System Design and Architecture

The system follows a client-server architecture to ensure clear data flow and maintainability:

- **Frontend Layer (Presentation Layer):**  
Designed using HTML and CSS with a modern UI, providing a visually appealing and highly interactive student dashboard. The layout is strategically designed so that the broadcast form is positioned in the center of the screen, while detailed academic overviews are hidden by default and accessible only upon clicking a specific button to prevent screen clutter.
- **Backend Layer (Application Layer):**  
Built using PHP, it handles the core business logic, including the authentication logic for the login portals and the processing of broadcast messages.
- **Database Layer:**  
Managed using MySQL (via XAMPP), it securely stores student credentials, academic records, and placement drive details.

#### 2.2 Software Selection

The technologies were selected based on performance, accessibility, and ease of development:

- **HTML/CSS:** For building a responsive, modern, and clean user interface.
- **PHP:** For dynamic server-side scripting and seamless backend operations.
- **MySQL & XAMPP:** For structured, reliable local database management and server hosting during development.

#### 2.3. System Integration

All system components are integrated to work seamlessly:

- **Frontend-Backend Integration:** HTML forms send data to PHP scripts for processing login requests and broadcast submissions.
- **Backend-Database Integration:** PHP connects to the MySQL database to verify user credentials and fetch academic or placement drive data.
- **Outcome:** Smooth, real-time updates for students whenever placement officers post new broadcast messages.

## 2.4. Testing and Deployment

- We tested the user interface to make sure the 'click-to-show' button works properly, hiding the academic details until a user clicks on it.
- To fix early login issues and database errors, we temporarily tested the login system by matching plain-text passwords.
- We adjusted the dashboard layout to make sure the main broadcast form stays perfectly centered and is easy to see on computer screens.

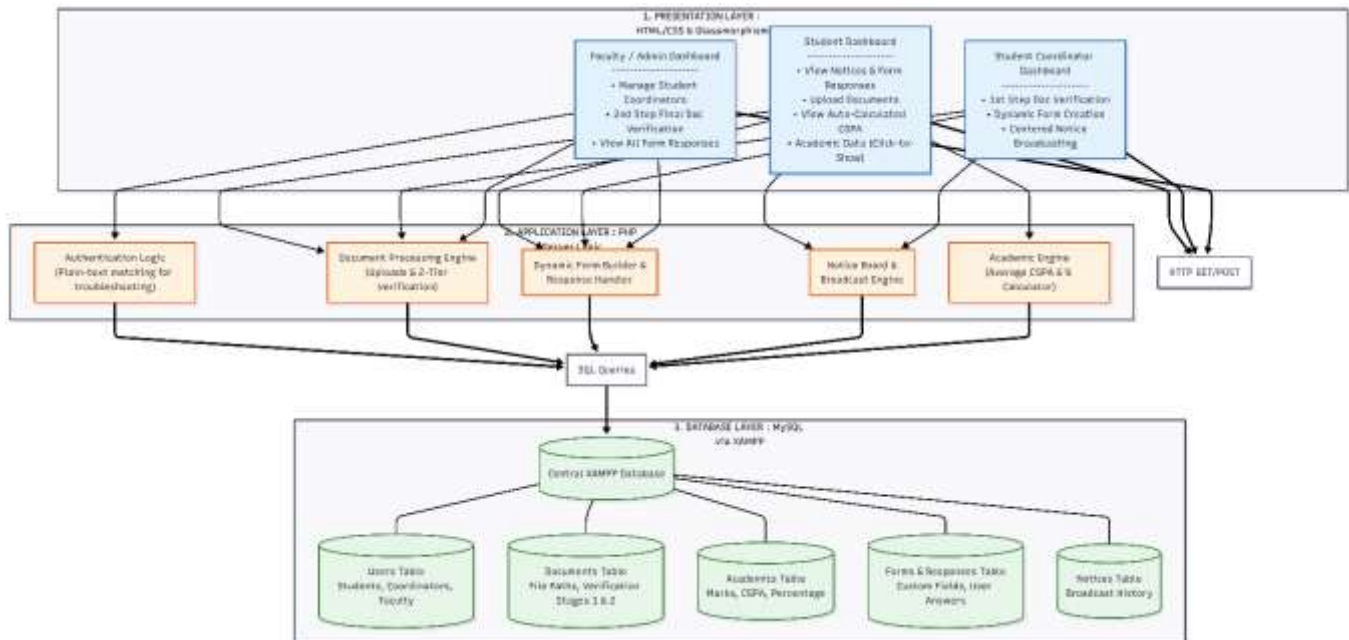


Fig: System Design

## 3. RESULTS AND DISCUSSION

### 3.1. Streamlined Communication via Broadcast Center

- **Observation:** Placement officers needed a quicker way to notify students.
- **Result:** The centered broadcast form allowed officers to instantly publish updates. Students received notifications without delay, replacing the need for traditional notice boards.

### 3.2. Improved User Experience and Interface

- **Observation:** The Glassmorphism UI and dynamic data visibility created a modern feel.
- **Result:** By hiding the heavy academic overview data until a user explicitly clicks to view it, the dashboard remains clean and distraction-free, allowing students to focus on immediate placement actions.

### 3.3. Accurate Data Management

- **Observation:** The MySQL database efficiently handled multiple student profiles and login portals.
- **Result:** Data retrieval for student eligibility and placement records was fast, structured, and reliable, eliminating data inconsistency.

### 3.4. Simplified System Maintenance

- **Observation:** The use of XAMPP and PHP allowed for rapid iterations during development.
- **Result:** The development team could quickly troubleshoot logic errors (such as temporarily adjusting password matching protocols) without bringing down the entire application, leading to a more stable final build.

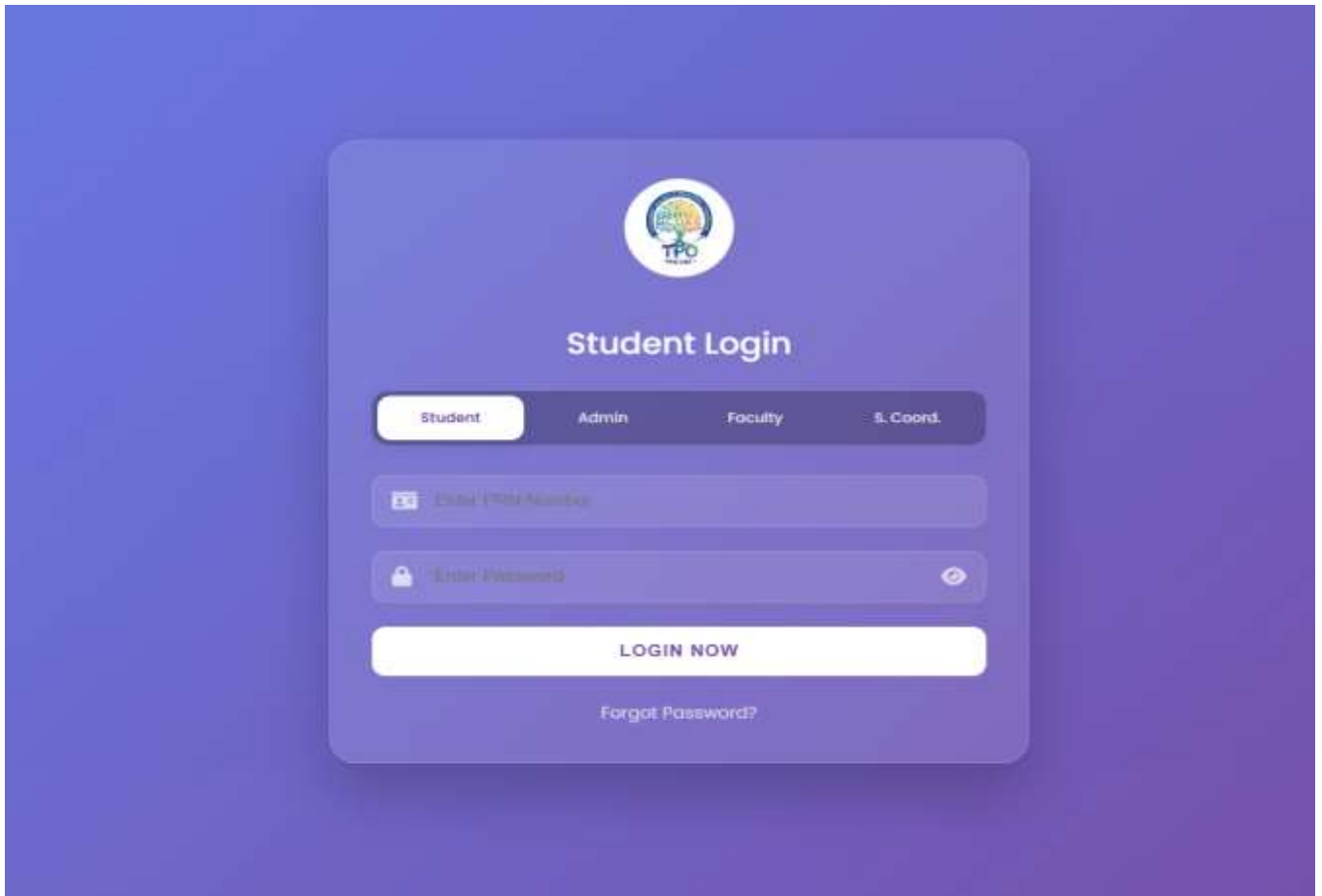


**Fig: Student Login**

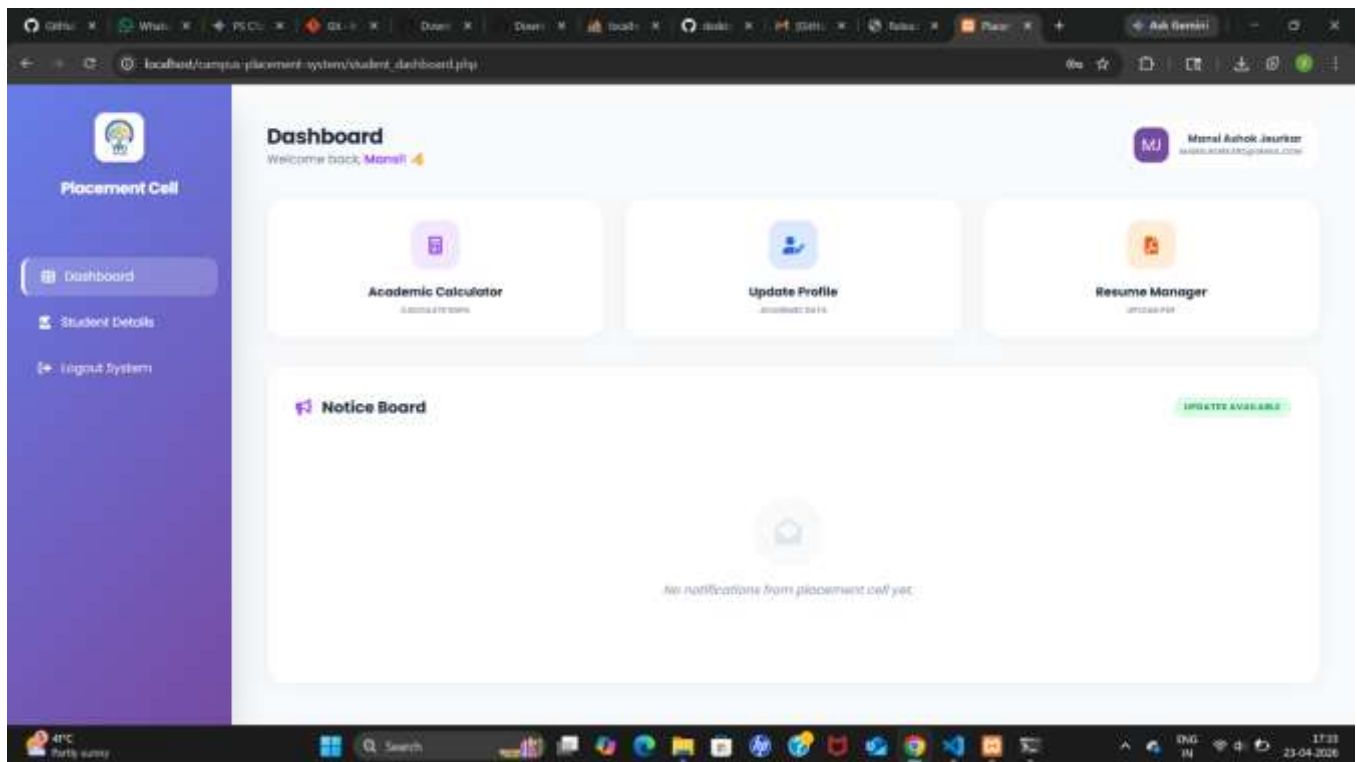


Fig: Student Dashboard

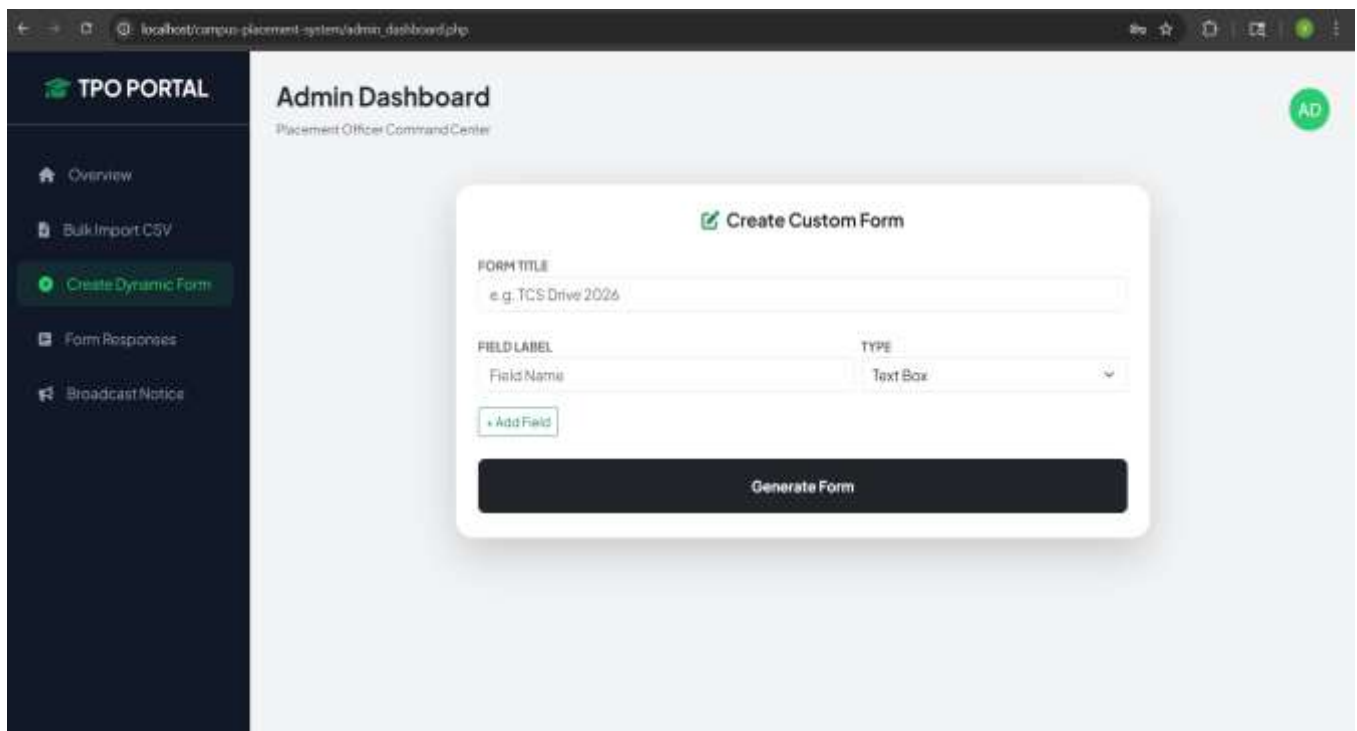


Fig: Admin Dashboard (Create Dynamic Form)

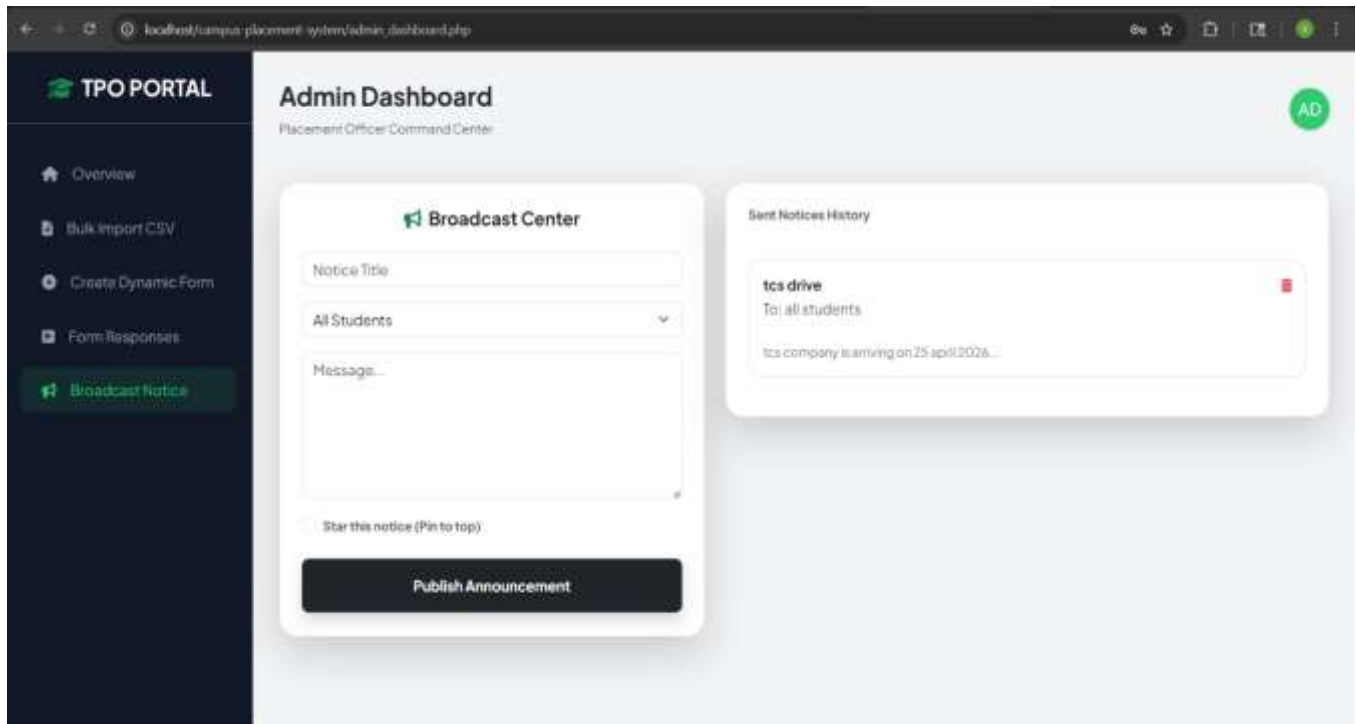


Fig: Admin Dashboard (Broadcast Notice)

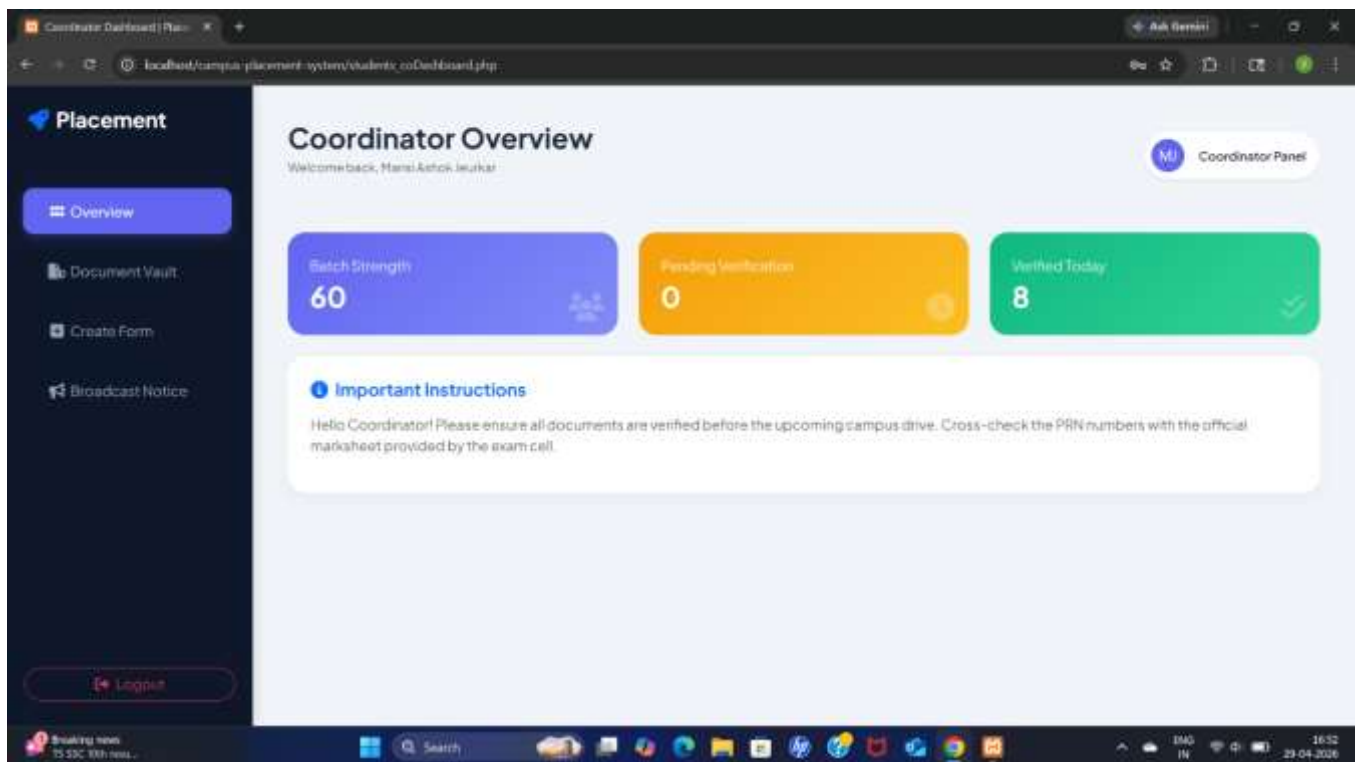


Fig: Student Coordinator Dashboard

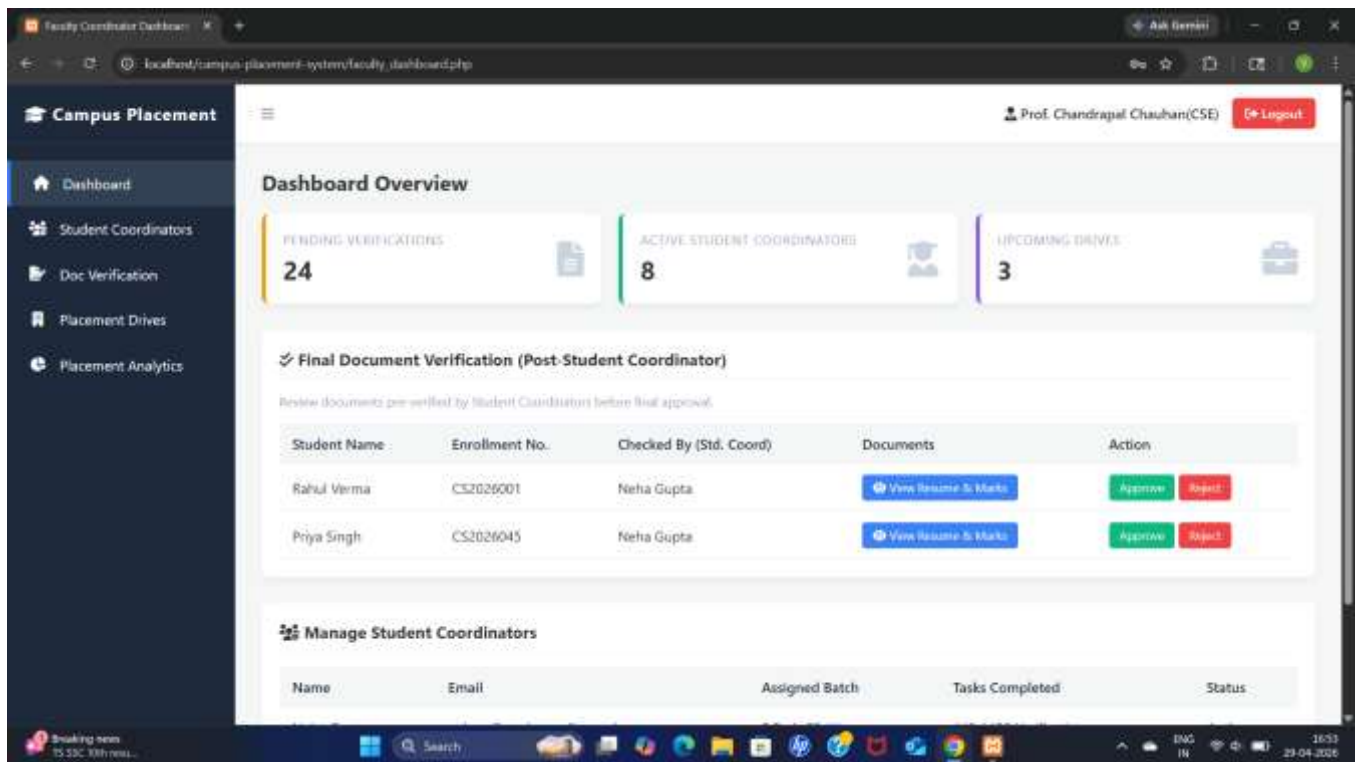


Fig: Faculty Coordinator Dashboard

## 4. CONCLUSION

The "Campus Placement Management System" successfully addresses the logistical and communication challenges faced by college placement cells. By transitioning from manual processes to a centralized digital dashboard, the platform significantly enhances how placement drives are organized and broadcasted. The thoughtful UI design, centered actionable forms, and clean data presentation, ensures high user satisfaction. Utilizing accessible technologies like PHP and MySQL guarantees that the system is both robust and scalable for future academic batches, ultimately making the recruitment journey smoother for both students and placement officers.

## 5. ACKNOWLEDGEMENTS

The development and successful implementation of the "Campus Placement Management System" would not have been achievable without the valuable assistance and mentorship of several individuals.

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