

Project Report on

“Konnect@DSM”

Submitted By:

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CERTIFICATE

This is to certify that **Sidharth Gaba**, Roll No. : 2K18/EMBA/537 student of Master of Business Administration (Executive 2018-2020) at Delhi Technological University, Delhi has accomplished the project titled “**Konnect@DSM**” under my guidance and to the best of my knowledge completed the project successfully, for the fulfilment of the course- in 4th semester of the course Executive MBA.

Dr. Archana Singh

Asst. Professor
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DECLARATION

I, Sidharth Gaba, student of MBA(Executive) 2018-20 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 hereby declare that the report on “Konnnect@DSM” is my original work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher except where due acknowledgement has been made in the text.

(Sidharth Gaba)

2K18/EMBA/537

ACKNOWLEDGEMENT

I, Sidharth Gaba, wish to extend my deep sense of gratitude to my project guide, Dr. Archana Singh , Asst. Professor, Delhi School of Management (DSM), Delhi Technological University for all her support and guidance especially for providing valuable insights for this project work.

I also take this opportunity to convey sincere thanks to all the faculty members and friends for directing and advising during the course.

(Sidharth Gaba)

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ABSTRACT

This project deals with the creation of a solution/platform required to develop a community of students (regular & executives) and alumni of DSM. This will help in sharing resources and job opportunities, providing a more successful outcome to job searching. Alumni association is one of the many significant resources that college graduates can use as an important networking channel. The solution developed as a part of this project provides an online platform for current students, teachers and alumni to connect with each other at any time and at any place. The users of this platform need not to wait for the college to organise an alumni meet and then develop contacts with each other for various purpose, hence providing them a faster way to maintain contacts with alumni of the college.

The project has been a group effort. It has been implemented by a team of 2 members, each working on different aspects of an online app development, i.e. app development, data gathering and testing. This report focuses on the data gathering and testing methodologies.

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CHAPTER 1: INTRODUCTION

1.1 PROBLEM STATEMENT

Students have some career aspirations whenever they enrol for an MBA course in DTU. Almost all of them wish to have an offer from a reputed company after the completion of the course. However, it becomes hard for a university to have 100% campus placement due to different constraints. The struggle of searching for a job off campus with limited contacts is very hard. Besides, when executives from EMBA course also aspire to get a better job than they already have via campus placement, it becomes difficult for the university to allow EMBA students to be a part of campus placement without impacting the placements of regular MBA students and it is essential for the university to have their regular MBA students placed rather than placing EMBA students because EMBA students already have a job in their hand.

1.2 SOLUTION PROPOSED

In case of situations mentioned above, alumni network of a college becomes very useful. However, the university organises an alumni meet every year so that current students can connect to the alumni of the university but a single meet once in a year doesn't provide ample opportunity for the students to connect due to various limitations. The students must have a way to connect with the former students at any time, from any location and do not have to wait for the alumni meet to be conducted by the university.

An online platform is required to develop a community of students (regular & executives) and alumni of DSM where current students can connect with the former students at any time and from any location. This will help in sharing resources and job opportunities, providing a more successful outcome to job searching.

1.3 BENEFITS OF THE ALUMNI ASSOCIATIONS

The alumni associations have certain benefits associated with them which are explained as below:

Networking Events

Alumni association hosts networking events. Attending these events can connect you with the fellow alumnus. These events give opportunities to increase your contacts and leverage networking for various purposes such as to strengthen business connections, get fresh ideas, get access to job opportunities and many more.

Career Portals

Some alumni associations often operate online career portals also wherein they partner with employers and companies. These portals provide the ability to browse open jobs and also many of the partnering companies use them to source ideal candidates.

Career Webinars

Career webinars are becoming very popular among people to connect and learn about different topics. Universities and schools often hold career webinars to connect geographically separated alumnus. These webinars are a great way to connect job seekers with partnering employers.

Career Fairs

Many universities host career fairs to help graduating students and prior attendees in job search and career progression. The partnering employers and companies make use of these events to source new and top talent for advertised as well as unadvertised jobs.

1.4 BENEFITS OF THE ONLINE ALUMNI ASSOCIATION PLATFORM TO THE

Users

Having an online alumni association platform has lots of advantages. Some of them are as discussed below:

- **Cost effective:** An online alumni association platform is a cost-effective way to improve your networking as internet these days is a cheaper mode of communication.
- **No geographical barriers:** Online communication removes geographical barriers. A user can add, update and retrieve information sitting in any part of the world with internet access.
- **Around-the-clock availability:** The platform will be available to the users 24x7. The users can access information any day and at any hour.
- **User convenience:** Since there are no geographical or time related barriers, the user can retrieve the information as per his/her convenience.
- **Speed:** The user of this platform can obtain the desired information quickly with the online platform for alumni association.

CHAPTER 2: LITERATURE REVIEW

2.1 HOW TO ACQUIRE AN INFORMATION SYSTEM?

An information system (IS) has to be acquired once its need has been established. This acquisition can either involve external sourcing or internal developing. Hence, an IS can be acquired in the following ways:

Acquiring externally:

An organisation can acquire an IS from external sources. There are several principle ways to acquire systems externally:

- Buy pre-packaged system having standardized functionalities.
- Outsource the development of IS to an organisation

Developing the IS in-house:

An organisation can build an information system in-house. There are two methods to build any system: SDLC and RAD. The two methods are discussed below:

- **Software Development Life Cycle (SDLC):**

It is a structured framework that is followed by organizations to manage projects that are large in size. It is a risk-averse methodology that involves multiple programmers and systems that can have a large effect on the organisation. It is a conceptual model that explains the different stages involved in an IS development project.

There are 5 stages of SDLC:

- o System Identification, Selection and Planning: At this stage IS needs/requirements are identified. After that the requirements are analysed and planned to be prioritized.
- o System Analysis: In this stage the system requirements are studied and a solution is recommended.

- o System Design: In this stage the recommended solution is converted to a SRS(System Requirement Specification), a logical design and the functional features are illustrated independently of the computer platform and after that the physical design and logical specifications are converted into technology specific description.
- o System Implementation: At this stage, the coding part of IS is done. The system is installed and supported after the development.
- o System Maintenance: This stage involves systematic repair and improvement of IS.

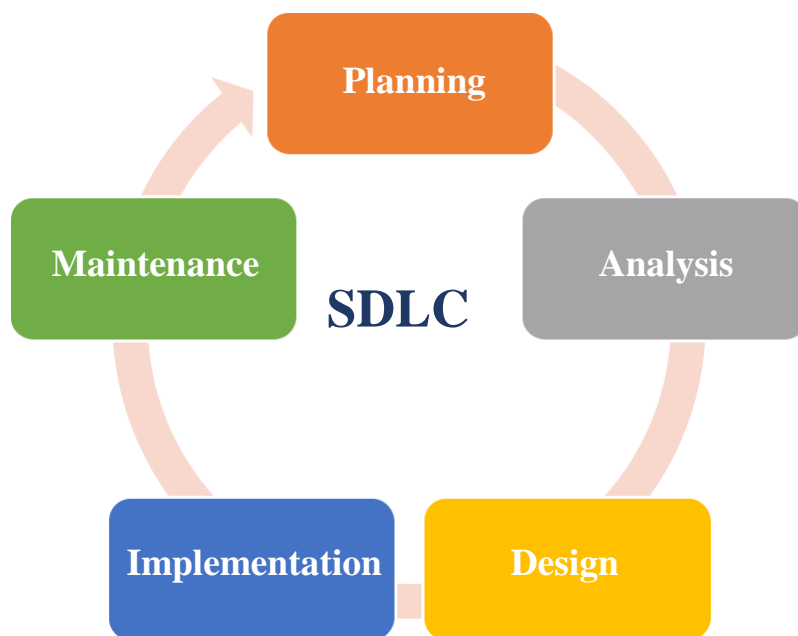


Figure 1: Phases of SDLC Model

- **Rapid Application Development:**

This methodology focuses on quick development of a working model of the software, evaluation by the stakeholders and incorporation of the feedback in the working model.

There are 4 phases pf this model:

- o Requirements Planning: This phase includes defining the overall requirements or needs of the system and determining the feasibility of the identified requirements.
- o User Design: The user representatives, system analysts, system designers, and programmers work together to create the design of the system.

- o Construction: In this phase, the developers build the second version of the system by working along with the users. This process is interactive so that changes can be made concurrently while the developers are working on the program/code.
- o Cut over: The system goes live in this step.

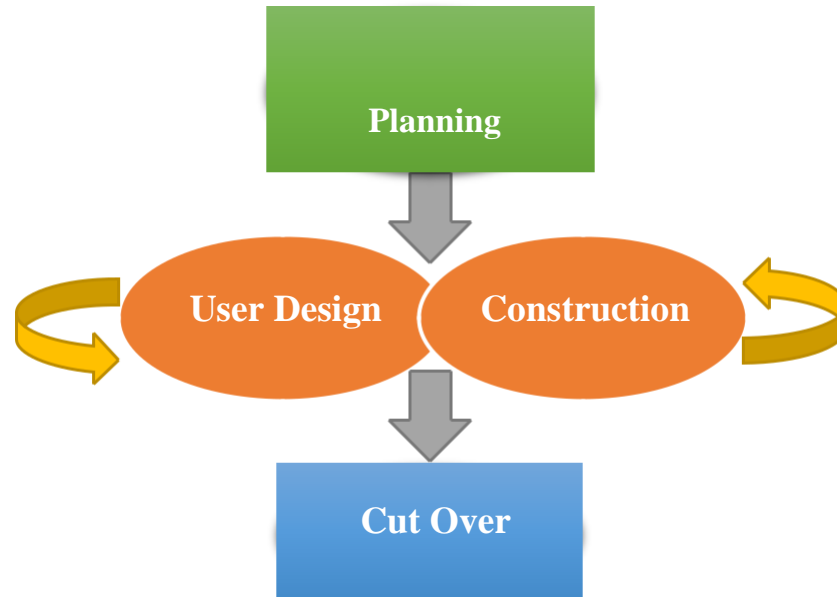


Figure 2: Phases of Rapid Application Development model

2.2 SDLC MODELS

Six basic models of Software Development Life Cycle has been described below – Waterfall, Iterative, Spiral, Prototype, V-Shape and Agile.

- **Waterfall Model:** It was the first model that was used for the software development. In this model, next phase can begin only after the previous one has completed and the two phases cannot overlap each other.

The different phases of waterfall model are:

1. Requirements: This stage involves understanding of what needs to be designed, what are its functions, purpose etc. Basically, at this phase requirements are specified.
2. Design: This stage involves the design of the system is made by studying the requirement specification from first phase.

Hardware and system related requirements are identified, and the complete architecture of the system is described.

3. Development: This phase requires the code to be written for developing the system. The code is written in the form of multiple small and independent units called modules and each module is tested separately. This testing of independent modules is known as unit testing.
4. Testing: It involves integration of all the modules written in previous phase into a complete system and this system is tested constantly to find out if there are any errors or flaws.
5. Deployment: In this stage, the system is either deployed in the client's environment or released in the market.
6. Maintenance: In this phase modifications in the system are done that appear either due to change requests asked by the customer or the bugs/defects that the customer faces while using the system.

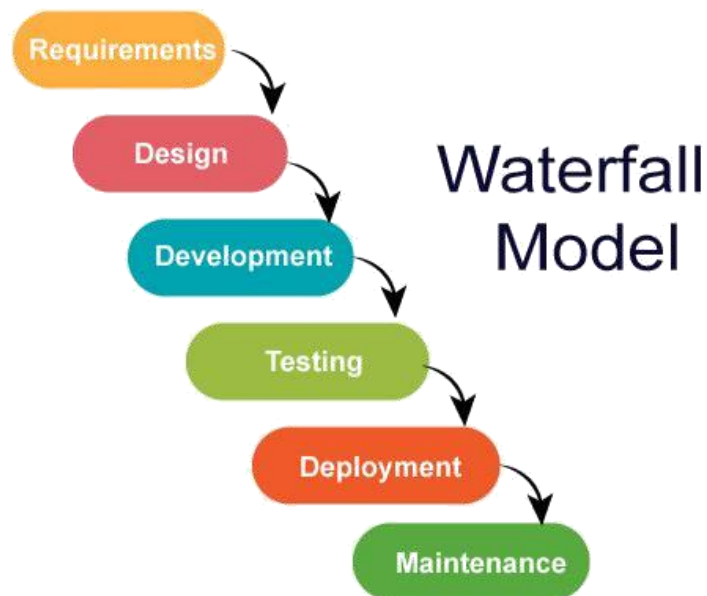


Figure 3: Phases in Waterfall Model

Pros:

- Easy to understand, follow and manage.
- Ideal for projects specially where frequent requirements are expected.
- Allows for departmentalization and control.

Cons:

- Difficult to estimate time and cost for each phase.
 - No going back.
 - Not suitable for projects that are complicated and where requirements keep on changing.
-
- **Iterative Model:** It uses the concept of incremental development wherein the focus is on development of an initial and simple version of the system. This version gradually becomes more complex and a more number of feature set is added until the final system has been developed.

The model involves following phases:

1. Planning & Requirements: This phase involves creation of specification documents, identifying the requirements related to software and hardware, and getting ready for the future phases.
2. Analysis & Design: This phase involves performing analysis to finalize suitable design, logic, database models etc. An overall system design is prepared, and technical requirements are established.
3. Implementation: This phase is all about the coding. The designs, specifications and planning from previous phases are coded and implemented.
4. Testing: The implementation from previous phase undergoes testing with the purpose to find out any potential bugs or errors.
5. Evaluation: The development done till this stage is evaluated. The team and client or other stakeholders check the current state of project, where the project is required to be, what improvements can be done, and so on.

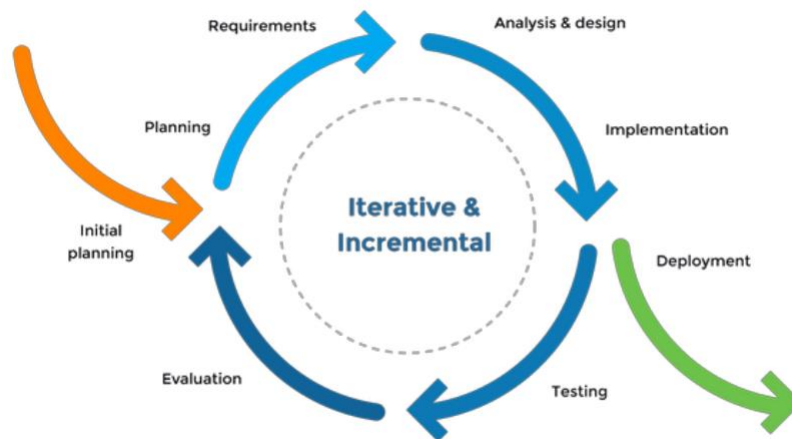


Figure 4: Phases in Iteration Model

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Pros:

- Working version is available early in the process.
- Change implementation is less expensive
- Testing of the code and debugging of issues in a smaller iteration is easier.
- Risk management becomes easier as risk are exposed early in the development lifecycle.

Cons:

- Resources can be eaten up quickly.
- Rigidity of phases and no overlap between phases.

- **Spiral Model:** It combines the features of iterative and waterfall model. Risk analysis is the main focus area.

This model has four stages which are discussed below:

1. Identification: This phase involves identifying, putting together and understanding the system and business requirements.
2. Design: It involves creation of conceptual, architectural, logical and physical design in the subsequent spirals.

3. Construct or build: This stage involves coding of the software gradually at every spiral.
4. Evaluation & risk analysis: It involves estimation and monitor of any technical or managerial risks. At this phase customer also evaluates the software and provides feedback.

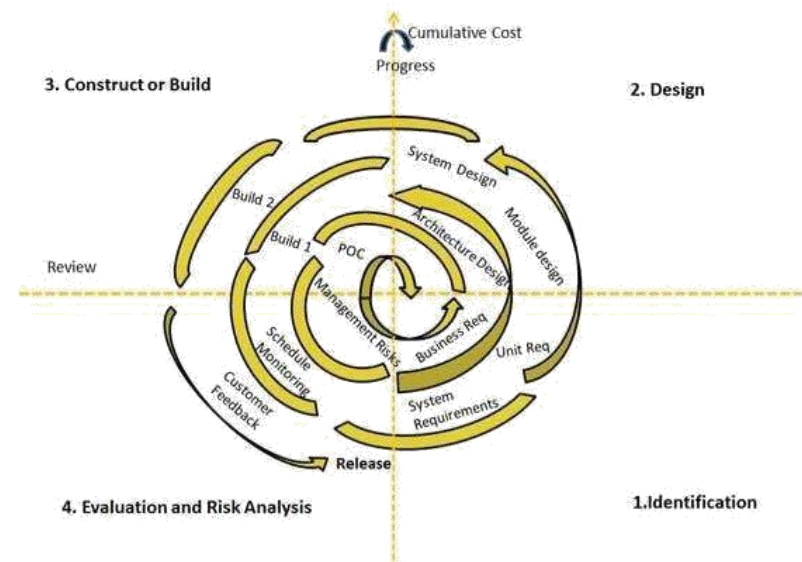


Figure 5: Phases in Spiral Model

Pros:

- Easy to accommodate frequently changing requirements.
- Precise capturing of the requirements.
- A working version of system is available early.
- Risky parts of the software can be developed first as the development can be divided into multiple modules of small size.

Cons:

- Managing projects that follow this model is complex.
- The spiral may never end.
- Excessive documentation is needed due to a lot of intermediary stages.

- **Prototype Model:** In this model a small scale working replica of a software/application is developed. It is used when customer is not aware of the exact requirements beforehand.

This model is basically used to get customer feedback as shown in the picture below:

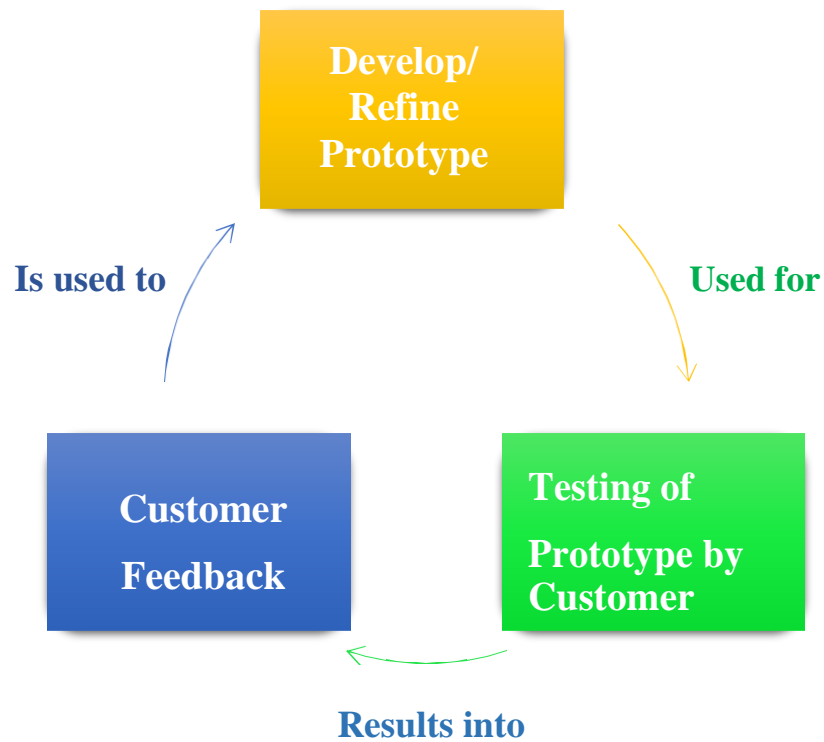


Figure 6: Prototype Model

There are two approaches for this model:

1. **Rapid Throwaway Prototyping:** This technique provides a useful way of exploring ideas and getting customer feedback for each of them. The developed prototype in this method, need not certainly be a part of the finally accepted prototype. The customer feedback helps in averting unnecessary design bugs and hence, the final prototype developed is of a better quality.
2. **Evolutionary Prototyping:** In this method, the initially developed prototype is refined incrementally depending on the customer feedback till it finally gets accepted. It offers a better approach as compare to rapid throwaway method as it saves time as well as effort.

The difference in the two approaches can be understood better from the figure below:

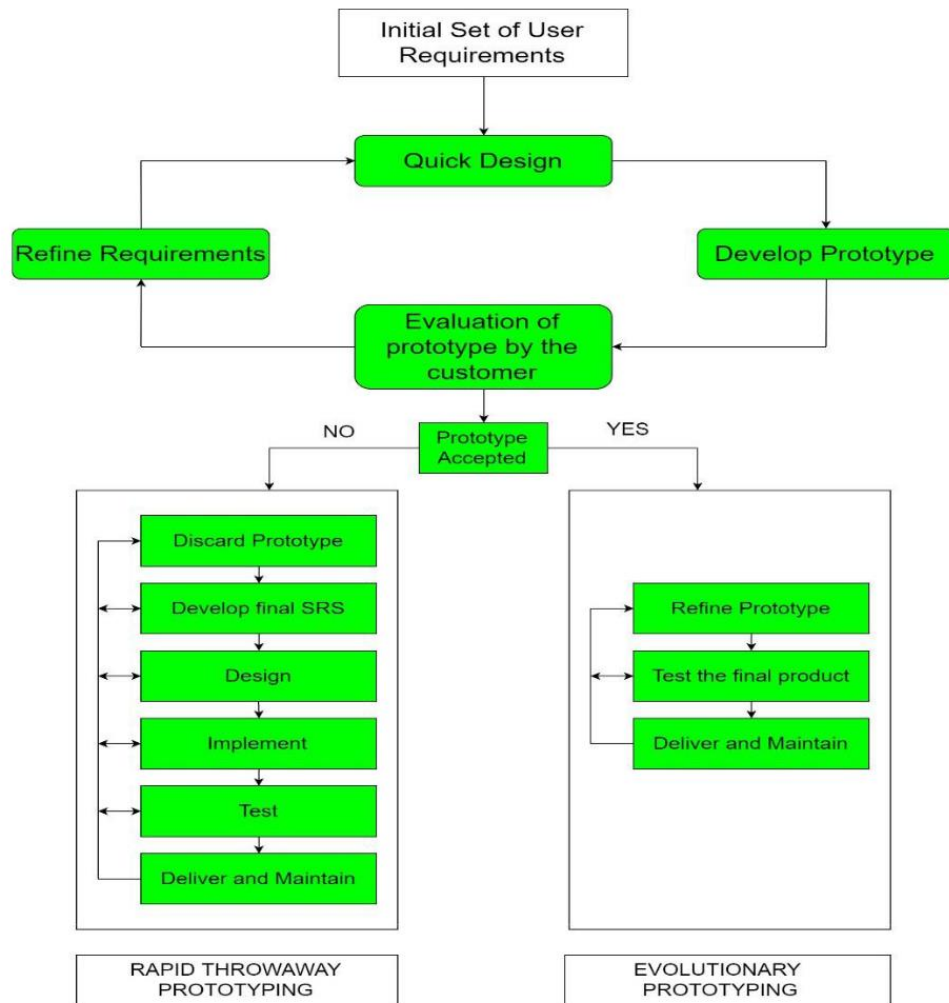


Figure 7: Difference in Rapid Throwaway Prototyping and Evolutionary Prototyping

Pros:

- Customer gets to see a prototype of the product in early stage of SDLC which ensures a greater level of customer satisfaction.
- Easy to accommodate new requirements as there is scope of refinement due to flexibility in design.
- Easy to figure out missing functionalities.
- Early detection of errors saves a lot of effort and cost along with enhanced software quality.

Cons:

- Costly with respect to time and money
- Poor documentation as the requirements are changing continuously.
- Uncertain to determine the number of iterations.
- Unsatisfied customer with initial prototype may lose interest in the product

- **V-Type Model:** In this model, the process is implemented in a V-shape manner sequentially. It is known as Verification and Validation model as well. Here at each phase, a development step is directly linked with a testing step that determines the flaws in the development step at that phase and the next phase starts only once the previous phase has completed.

The different development phases with their corresponding testing phases are shown below:

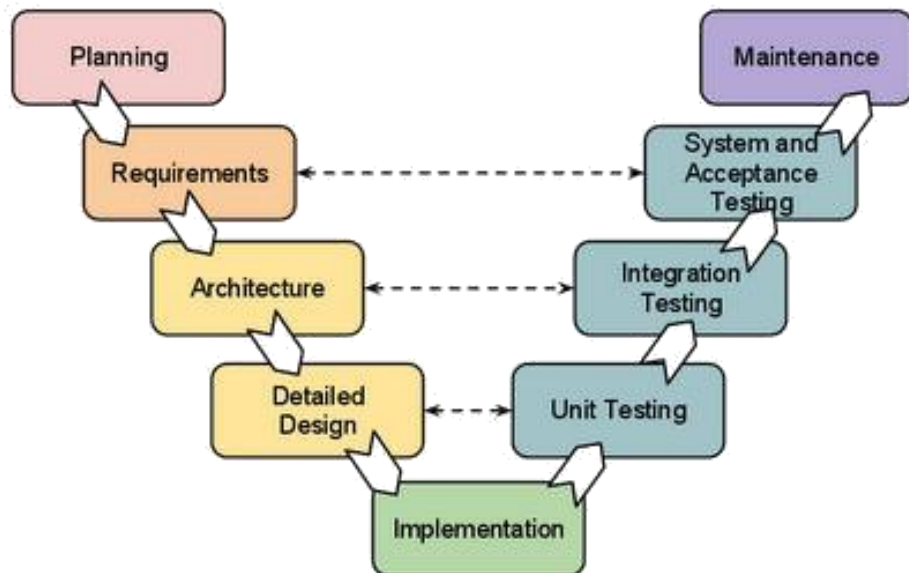


Figure 8: Stages in V Model

Pros:

- Highly disciplined model.
- Easy to user and understand.

- Idle for projects having well defined requirements and are small in size.
- Enhanced chances of developing a good quality product because the verification and validation gains attention early in the SDLC.
- Project management can easily track the progress

Cons:

- Not suitable for projects with high risk of changing requirements due to rigidity
- Great risks and uncertainties.
- Concurrent events can't be handled easily.

- **Agile Model:** In this model, the tasks are divided to timeboxes and an iterative approach is followed to deliver certain features as a working software in each iteration known as sprint and the final build contains all the customer required features. The following figure gives a graphical representation of agile iterations:

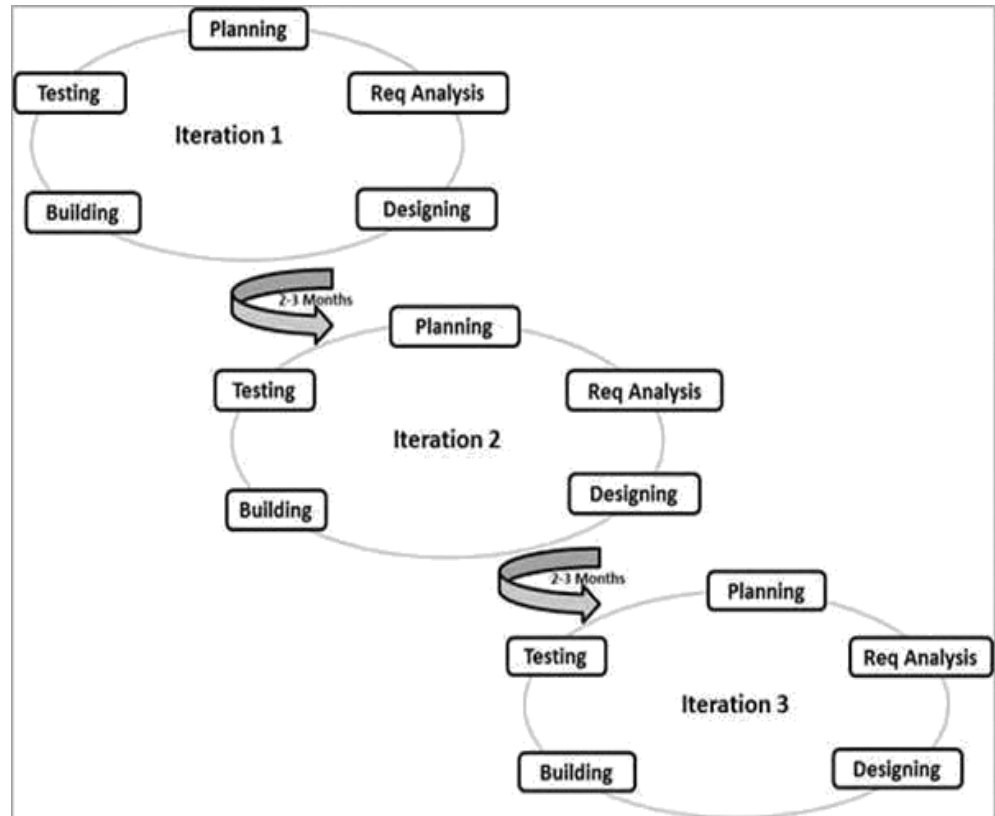


Figure 9: Agile Model Iterations

Agile methodology has some important components called roles, events and artefacts. The agile events and artefacts are shown in the figure below:

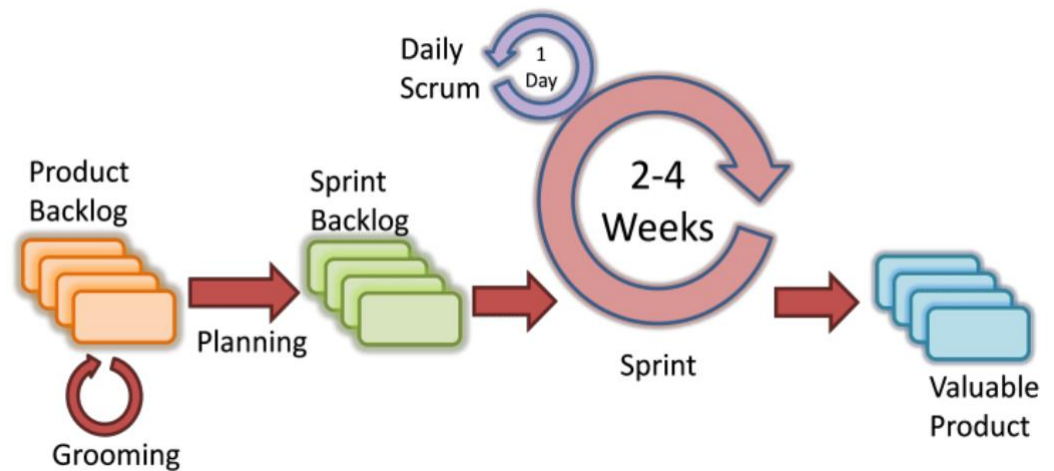


Figure 10: Agile Model – Events and Artifacts

Different agile roles are:

- o Development team
- o Scrum master
- o Product owner

Different agile events are:

- o The sprint
- o Sprint planning
- o Daily scrum
- o Sprint review
- o Retrospective

Different agile artefacts are:

- o Product backlog
- o Sprint backlog
- o Increment

Pros:

- A very practical approach to software development.
- Faster development and demonstration of features
- Minimum resource requirements.
- Idle for both fixed as well as changing customer requirements
- Early delivery of a partially working software with little or no planning.

- Simultaneous development and delivery is possible within an overall planned environment.

Cons:

- Higher risk of maintainability, scalability and sustainability.
- To have an overall plan is a must.
- Customer interaction is very important to avoid any miscommunication.
- Dependency on individuals is high, since there is minimum documentation generated.
- Lack of documentation poses challenge for knowledge transfer to new team members.

2.3 DEVELOPING AN ONLINE PLATFORM/APPLICATION

Mobile Application development is developed focusing on following three components:

- Front end UI Development
- Data Integration with Application
- Testing

Front End

This is the user interface part of the mobile application where user interacts with application. Front end language used for iPhone Application development is Swift. First UI designing has been done keeping in mind the Apple Guidelines. The UI development is done using Xcode as a tool.

UI developed can be build and used for all iPhone devices.

Data Integration with Application

Data is collected and stored in local database using core Data. Tables are created with different attributes for both Student and Teacher Data. Modular classes to store information fetched from core Database is created.

Data Layer is created to access the data and then it is integrated with UI elements based on user selection query is fired to fetch data from Database and then shown in UI.

2.4 DATABASE MANAGEMENT SYSTEMS

Database Management System (DBMS) is a software which is used to manage database. A DBMS allows the users to do the following tasks:

- **Data Definition:** It allows creation, modification and removal of definitions that define the organization of data in database.
- **Data Updation:** It allows insertion, modification and deletion of the actual data in the database.
- **Data Retrieval:** It allows retrieval of data from the database which can be used by applications for various purposes.
- **User Administration:** It allows tasks such as registration of users, monitoring users, implementing data security, monitoring the performance, preserving data integrity, managing concurrency control and recovering corrupted information.

2.5 IMPACT OF ALUMNI NETWORK IN EDUCATION SYSTEM

How Alumni networks have evolved?

Alumni of an organisation reflects its pasts, represents its present and connects to its future.

Educational institutions have realised the importance of alumni network and hence are speedily altering their way of interacting with their alumni.

Universities across the globe have started leveraging the benefits of social media to have interaction between alumni and their alma-mater while earlier, these two were considered as two different entities.

Importance of Alumni:

According to a study the goals of alumni management changes from one institution to another. The image below shows the different areas of interest:

- (1) Fund-raising – An alumni association can be a strong contributor towards institution’s different development activities.
- (2) Placements - An alumni network can help in placement students as they can refer students for vacancies in their respective organization or some other organization through contacts.
- (3) Mentorship programs and career guidance – Alumni can be helpful in programmes like voluntary mentorship programme where they can guide the students in their area of expertise. They can also provide career guidance.
- (5) Networking Platform – One of the best professional networking platforms that can be available for students is an alumni network.



Figure 11: Goals in managing alumni

Margaret C. Andrews believes that a successful experience to the students is crucial for starting an influential alumni relationship. The bond of alumni towards their alma-mater is the reflection of efforts that an institute has made in creating their days unforgettable as students. According to her, the cycle of successful alumni relationship has 4 important phases:

The Cycle of Success

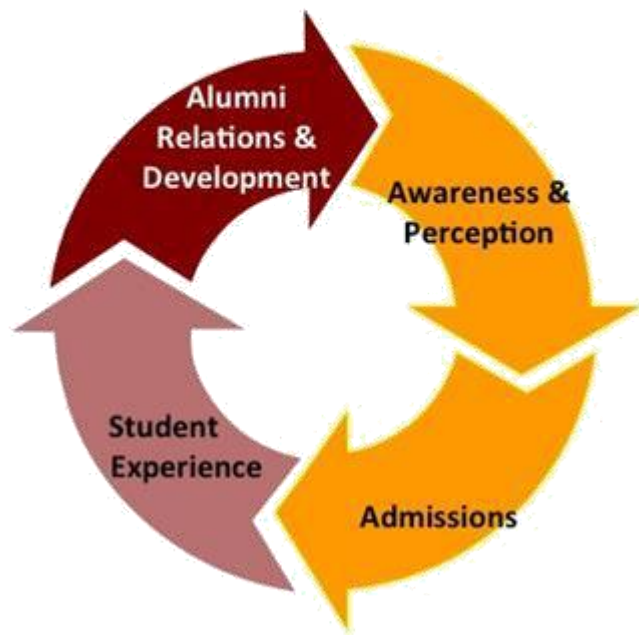


Figure 12: The Cycle of Success

CHAPTER 3: METHODOLOGY

3.1 SOLUTION DESCRIPTION

As part of our project we propose to provide a solution to the above-mentioned problem with our app: “Kconnect@DSM”. The application will have a mobile interface for students, alumni and professors to register themselves on the app and using the contact information provided we will be storing the information in the database which can be expanded dynamically on student’s registration.

Our application will help students and alumni to connect with fellow students, alumni and professors in order to develop a community of professionals. The application can be expanded in many of the possible direction as per the college needs and necessities.

SDLC was used to develop the application/platform “Kconnect@DSM”.

Current scope of the application remains restricted to the development of the application(POC) on iOS platform. We have maintained the backend in the JSON format which is being used by the frontend to display the data in the application.

The application aims to provide DSM with a working POC to study the feasibility analysis of developing a full-fledged application.

First aspect is development of front end where in a user interface has been created. The user interface is built supporting various iPhone devices like iPhone SE, iPhone 8, iPhone X, iPhone XR etc.

Second aspect Data is collected and stored in local database using CoreData. Tables are created with different attributes for both Student and Teacher Data. Modular classes to store information fetched from CoreData is created.

Third aspect is testing of the application.

This prime focus of this report is the data gathering part and generating tables which can be used to display the information at the UI and testing of the application developed.

3.2 SDLC FOLLOWED

There has been two different SDLC models followed for this project. For overall application, “Prototype Model” has been followed and for the testing of prototype “Agile Model” has been followed.

Why Prototype Model?

The prototype model is best suited for the situations when a small scale proof of concept needs to be presented.

The application is not a complete solution in itself but a small working model of what kind of application can be developed to overcome the issue being faced not just by DTU but by other universities too.

Prototype Development

In prototype model, the software development involves two major activities:

- prototype construction
- software development based on iterative waterfall model.

As part of this project only first activity, i.e. prototype construction has been done in the following phases.

1. Requirements gathering: The development started by identifying and collecting the initial requirements
2. Design: A quick design was prepared on the basis of the identified requirements.
3. Prototype building: On the basis of design created, the prototype was built.
4. Testing, evaluation and improvement: The prototype was submitted for testing and on the basis of feedbacks the prototype was enhanced till it was approved.

Why Agile Model?

The agile model has been followed internally to test the solution. Small deliverables were given at regular intervals for testing in order to execute the project faster and deliver a good quality software as well.

3.3 AGILE TESTING

Agile testing follows a continuous process aligning with iterative development methodology rather than being sequential. Agile testing can start at the beginning of the project itself with continuous integration. The goal is to provide continuous bug free deliverables to customers with short span iterations (2 - 4 weeks).

Major principles of Agile Testing include:

- Continuous Testing of Product
- Continuous Feedback on each iteration
- Reduced feedback response time
- Test Driven Development

Agile Testing Phases

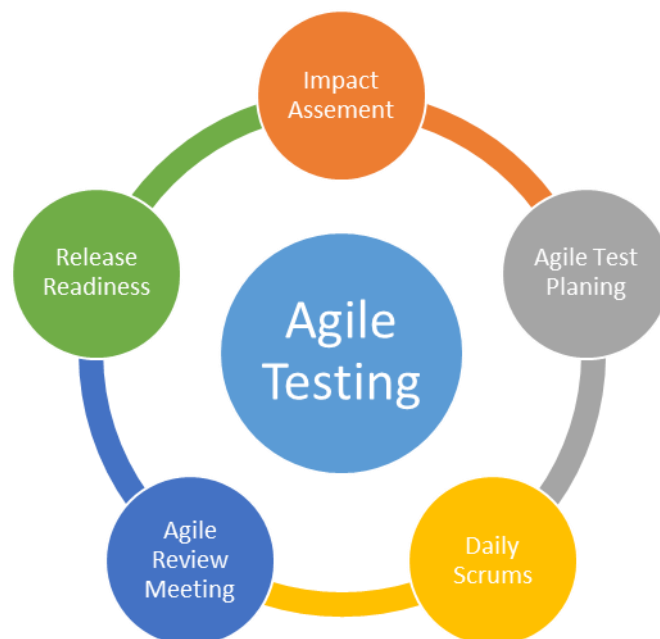


Table 1: Student Details Figure 13: Agile Testing Phases

1. Impact Assessment involves gathering inputs from stack holders and customers, which acts as a feedback for a new Iteration.
2. Agile Test Planning involves creation of Test plans and scheduling of testing process and frequency of sprint meetings and deliverables.
3. Daily Scrums includes daily morning stand-up meetings to catch up on testing status and set up goals for day for testing team and discuss on any shortfalls.
4. Agile Review Meetings mostly involve weekly meetings with stockholders to access and review the milestone status.
5. Release Readiness involves approvals and review of features that have been developed and are ready to go live.

3.4 SOLUTION DESIGN

The overall solution is divided into two parts and hence the design was also created in two parts.

The user can use the application in three ways:

1. To register himself as student/faculty.
2. Login once registered. Login as Student/Login as Faculty.
3. To retrieve information about other users on the basis of filters.

In each of the cases first a connection with the database is created and then respective modules work based on the type of request from the user.

Database Design:

The DB mainly contains two tables: Student_details, Professor_details

Student_details table has following fields:

Student_Detail
SR_NO
ROLL_NO
FIRST_NAME
LAST_NAME
EMAIL_ID
PHONE_NUMBER
BATCH
COURSE
SPECIALIZATION_1
SPECIALIZATION_2

Professor_details table has following fields:

Professor_Details
SR_NO
PROFESSOR_FIRST_NAME
PROFESSOR_LAST_NAME
PROFESSOR_EMAIL_ID
PROFESSOR_CONTACT_NUMBER
IS_PERMANENT_FACULTY

3.5 UI TESTING

UI testing involves testing the design and look and feel of the application under test, whether it matches with the requirements of the stakeholder.

Mostly below given checklist covers complete UI testing:

- ✓ Check for sizing and position of all the UI elements for multiple screen resolutions
- ✓ Check for intended functionality of the UI application
- ✓ Check if the Error Messages are being displayed correctly
- ✓ Check the readability of the Font used.
- ✓ Check for text alignment
- ✓ Check if font colour and warning alerts are aesthetically pleasing
- ✓ Check for image clarity and alignment

CHAPTER 4: PROJECT IMPLEMENTATION

4.1 UI IMPLEMENTATION

Few of the screenshots of the application developed:

Feature 1: User registered as a Faculty Member/Student. After successfully registering, User can login with the credential.

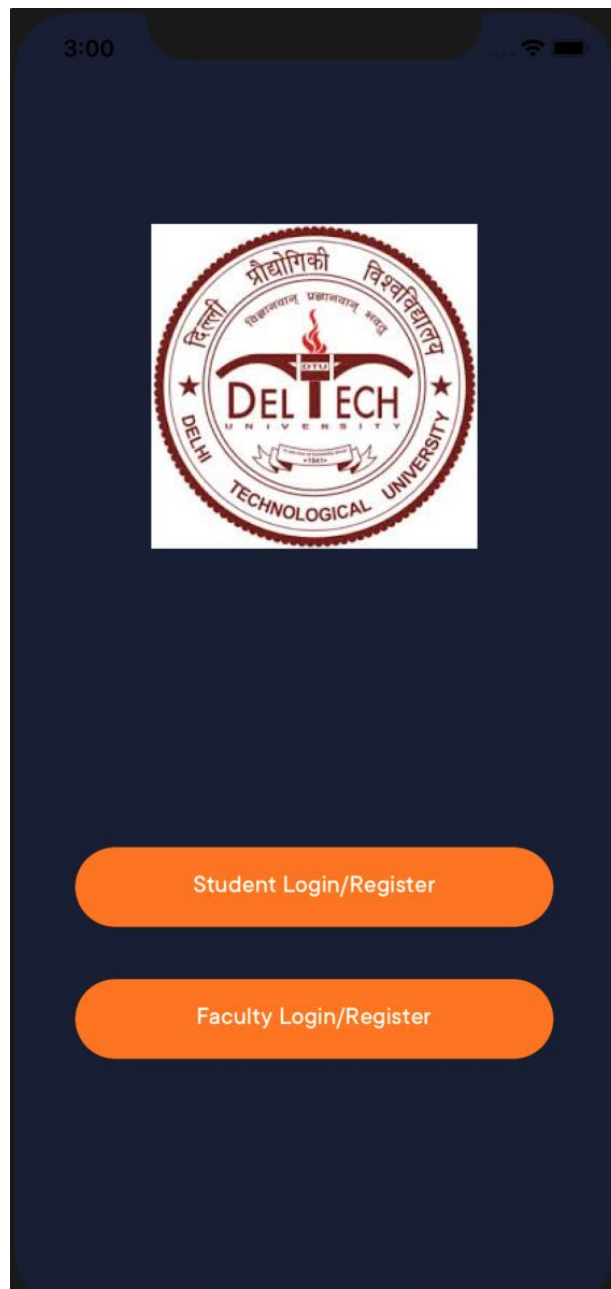


Figure 14: Landing Screen

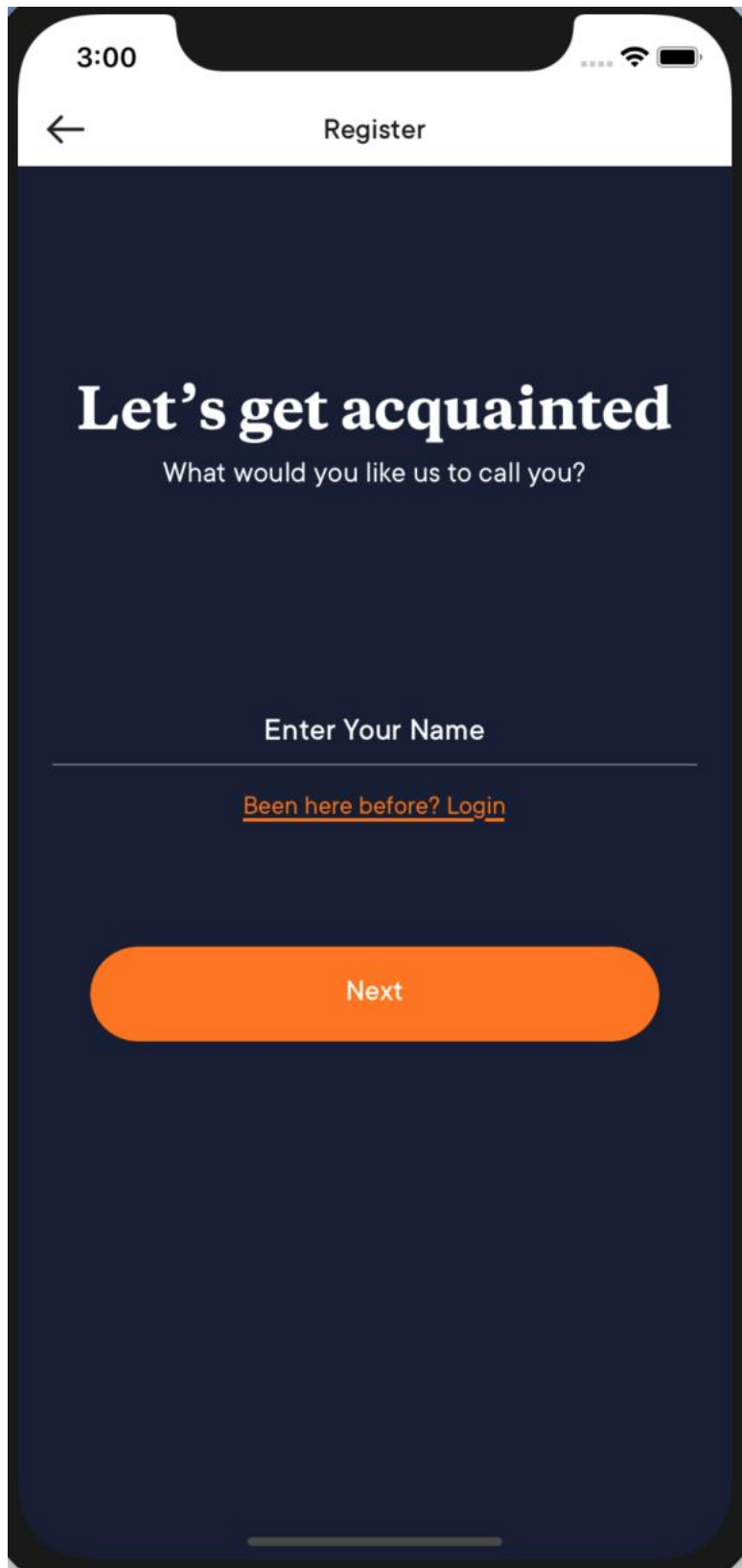


Figure 15: Login Screen

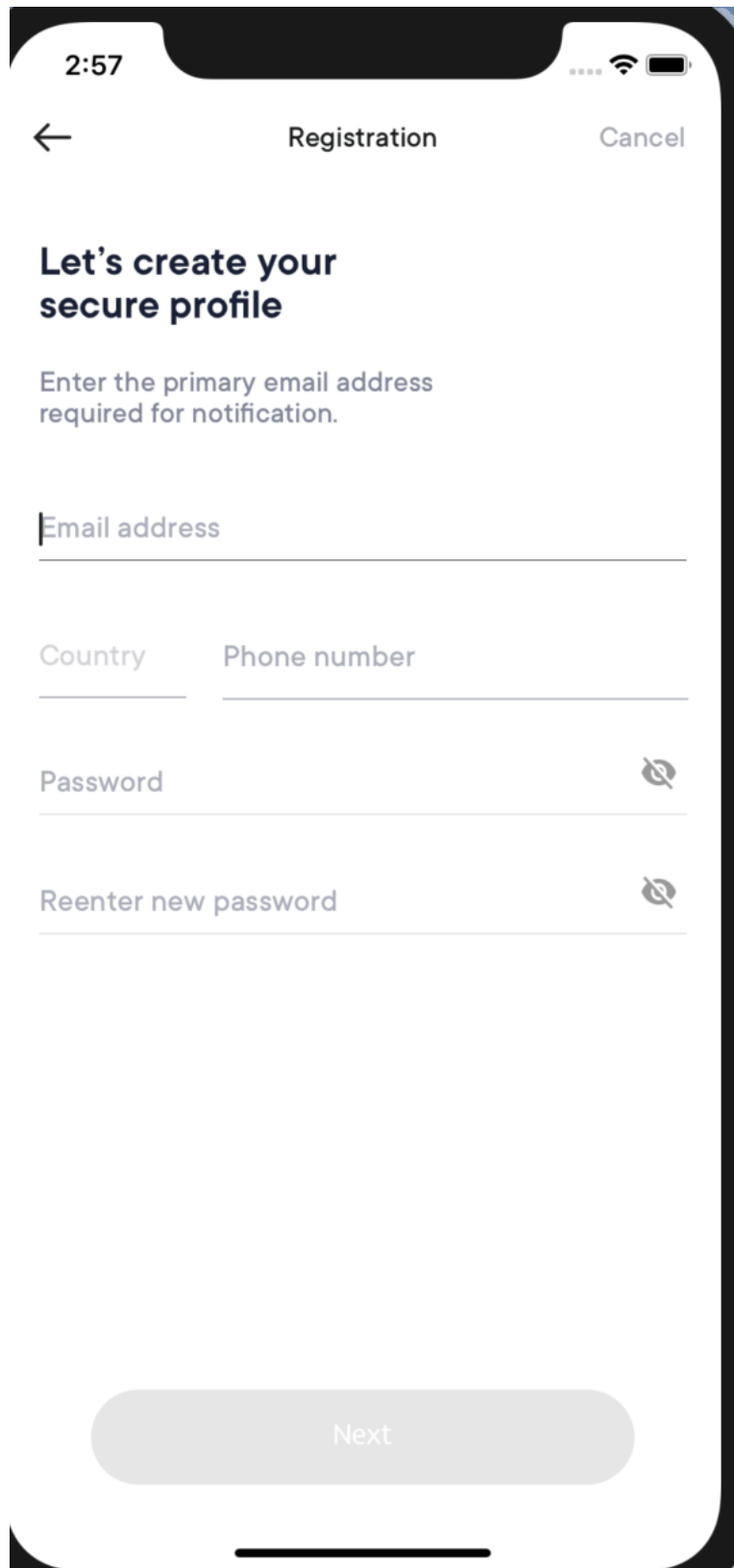


Figure 16: Registration Screen

Feature 2: User has registered and logins using his credential. User can do various filters like batch wise and course wise and view the list of students. Application provides detailed information of any student and option to send him email also with resume as an attachment.

User can view the data on the basis of filters Course Wise – MBA, EMBA etc, Batch Wise – 2017-19, 2018-20, 2019-21 etc.

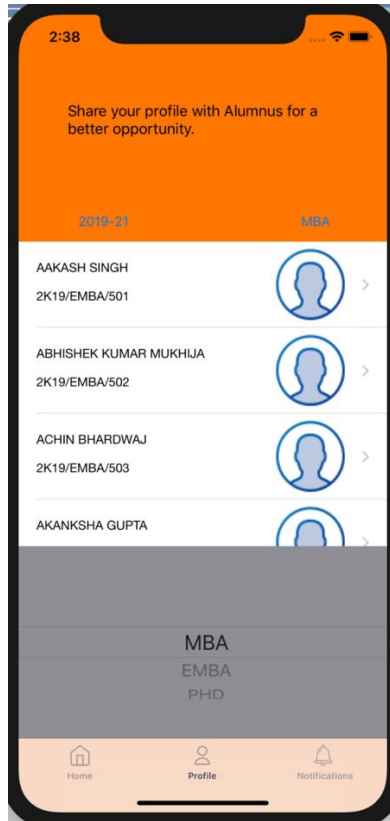


Figure 18: Home Screen with Course wise filter

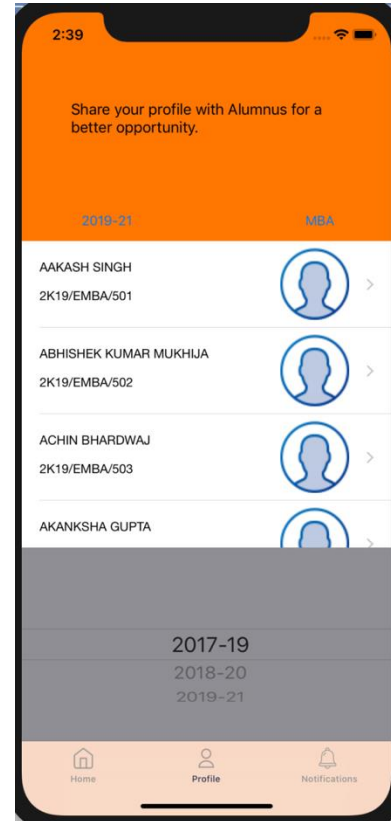


Figure 17: Home Screen with Batch Wise filter



Figure 19: Select alumni to share your profile screen

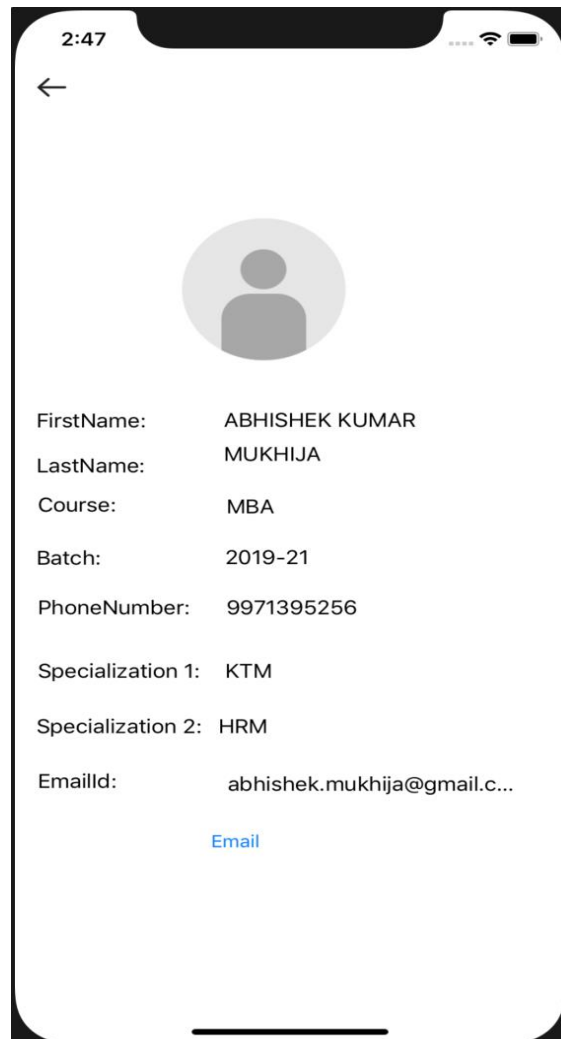


Figure 20: Share your profile

Feature 3: User can also view the latest notifications of DTU

The UI is build using marquee and various animation feature to give UI a vibrant look. The application also has features like Accessibility supported.

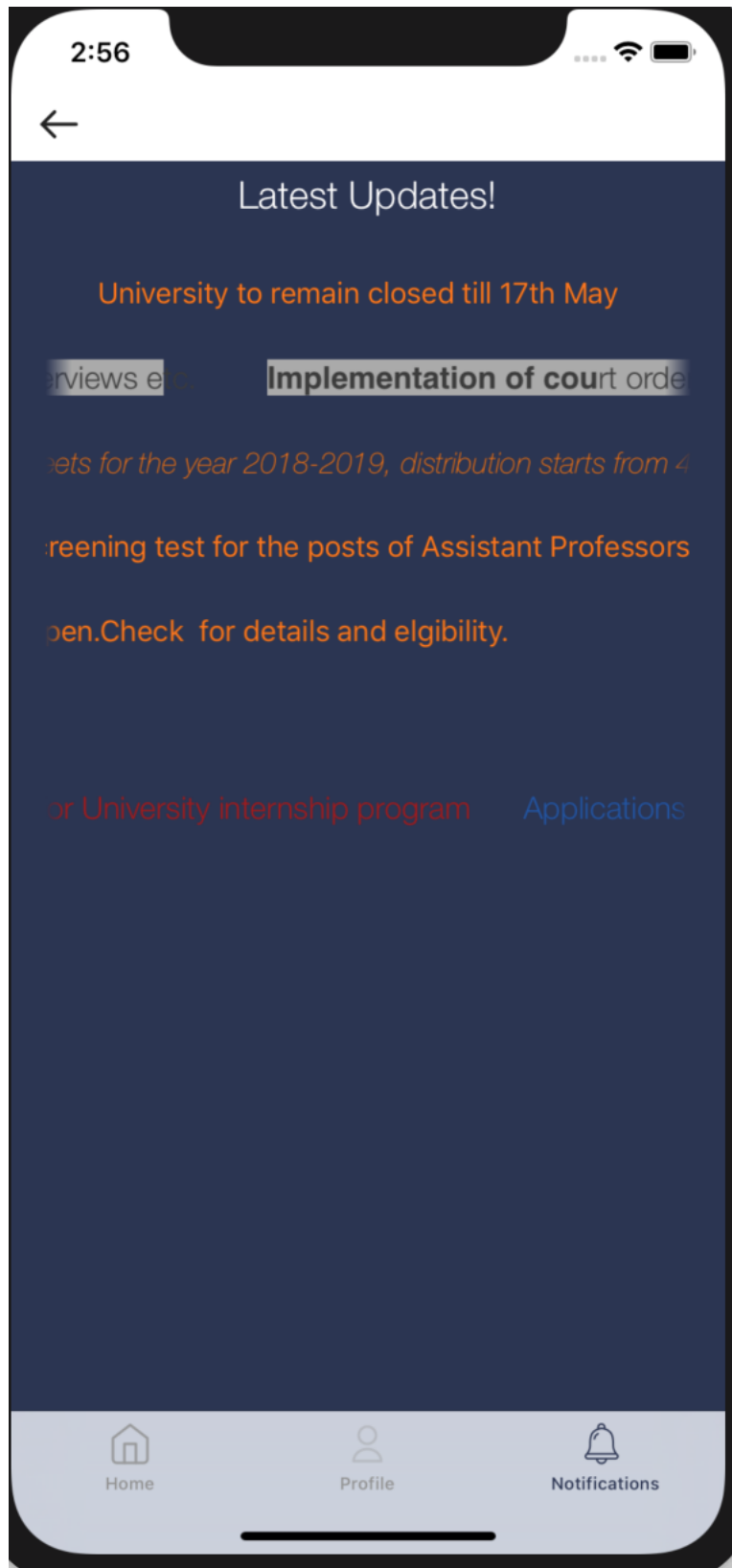


Figure 21: Get Latest update screen

CHAPTER 5: FUTURE PROSPECTS

Since currently the application uses a local database so it can be deployed to a remote server so that an online version of the same data can be accessed.

The application can further be enhanced to have a chat room available wherein you can easily interact with other users.

The application design can further be used and developed for Android and Windows platforms.

CHAPTER 6: CHALLENGES AND LIMITATIONS

Following challenges were faced during the development of this project:

- Justification of the platform
- Infrastructure unavailability
- Budget constraints
- Restricted timeline
- Keeping up with the technologies
- No prior experience of app development
- Limited technical expertise required to develop the application
- Communication among the team members
- Security issues

CHAPTER 7: CONCLUSION

This project will be developed as a platform which can be used by college staff to circulate any communication to the entire group/batch. Also, it may be expanded to incorporate the digital library management system and attendance management system. The iOS app can be expanded to support iPad version as well.

Students can upload their resume and send it to the alumni for a faster job prospectus. It can be concluded that the application will be helpful to both students and faculty and provide a better way to communicate and look for job prospectus.

Since mobile applications are the most trendy way of looking for job and networking thus we can conclude that this application will be helpful for the MBA as well as executive MBA students and provide a larger platform for connection to alumni.

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