SALESFORCE CRM

SALESFORCE ADMIN MODULE   **Batches: Weekdays/ Weekend**

1. Introduction to Cloud Computing / SFDC

- Salesforce.com Course Contents
- Introduction to IT, Cloud computing, and its types of services
- Introduction to Salesforce, Different types of Salesforce Cloud, Partners
- Multitenant Architecture, Editions, Environments, Versions, and types of Cloud (Private,
- Public and Hybrid)
- MVC Pattern

2. Configuration

- Basic Vocabulary - Principles of Design (How to Identify Apps, sObject, Fields and Why Apps,
- SObjects, Fields)
- Account registration, Creation of Basic Vocabulary in Developer Account
- Drawbacks of Traditional Approach, Introduction to Relationships
- Types of Relationships -Self, Lookup and Master detail
- Types of Relationships-Many to Many, Rollup Summery Relationships
- Introduction to Validation Rules, Types, and their Implementations
- Page Layouts and Record types
- Cross Object Formula Field, Global Pick list Values, Field Track History, Field Dependency, Multi Select Pick list

3. CRM (Marketing, Sales and Service)

- Introduction to CRM and Comparison with Other CRM
- Industries- Clients, Communication, Financials, Health Care, Manufacturing, HR
- CRM Architecture - Marketing, Sales and Service Cloud
- Working with Salesforce CRM (Standard Objects)
- Campaigns, Lead, Account, Contact, Opportunity

- Product, Price Book, Forecast, Quotes, Orders, Contract
- Asset, Activity, Task, Event, Case, Solution, Answers
- SFDC CRM life Cycle
- Paas of Salesforce.com CRM - Lead Assignment Rule, Lead Auto Response
- Web to Lead, Email to Case
- Sales Process, Lead Process, Support Process
- Service Cloud: Live Agent and Omni Channel
- Introduction to App Exchange

4. Administration

- Introduction to Administration, Difference between Security and Protection
- Data Management - Data Migration
- Data Import Wizard, Data Loader / Dataloader.io
- Difference between Data loader and Data loader.io
- Workflows
- Process Builder
- Approvals
- Flows
- Reports and Report types, Dashboards
- Introduction to Security Components
- Organizational Level Security (Login IP Ranges, Login Time, Password Policies)
- S-object Level Security (Profiles and Permission Sets)
- Field Level Security (Profiles and Permission Sets)
- Record level Security (OWD, Roles Hierarchy, Sharing Rules and Manual Sharing)
- Roles, Queues and Public Groups,
- Email Templates
- Internal and External Users (Community and Portal Users)

SALESFORCE DEVELOPMENT MODULE

A) Apex

- Introduction to Software languages (HLL, Assembly and Low Level language)
- Introduction to HLL (Programming Languages, Scripting Language and Markup Language)
- Introduction to Programming Language (Monolithic, Structured, POPL, OBL, OOPL)

- Comparison to between Natural and Formal Languages
- Types of Tokens (Identifiers, keywords, literals, Strings and Operators)
- Types of Statements (Memory, ALU, 1/0 and Control statements) with Examples
- Memory Statement- Data types (Primitive, Complex)
- ALU Statement (Operators and its types) with example programs
- Control Statements and It's types (Simple condition:- Simple if, If else, if else if, Series of if and
- Nested if)
- Iterative Statements (Range based: (For loop, for each) Condition based: While and Do-
- While)
- Jump Statements: Return Statements
- Introduction to Functions: Types, System defined and User defined and Parts of the Functions
- Introduction to OOPS: Encapsulation, Abstraction, Polymorphism and Introduction to Inheritance
- Introduction to Class:- Definition, syntax and Examples
- Types of Class: - Business Class and Test class
- Introduction to Object and Constructor and their Syntax
- Types of Abstractions (Protected, Private, Public and Global)
- Basic Programs with 5 Examples
- This Operator
- Constructor and its types
- Polymorphism (Method Overloading, Operator Overloading, Constructor Overloading)
- Collections (List, Set, Map and its related methods)
- Exception Handling and Assertions
- Annotations (@ is Test, @future, @deprecated
- Database Statements (DML, SOQL and SOSL)

B) FORCE.COM

- Visualforce
- Introduction to Mark Up Language - Basic HTML Tags, form related Tags
- Visualforce components - Input, Output, Action
- Difference types of Controllers - Standard, Custom, Standard List, Custom List, Extensions, Standards Set Controllers
- Schedule Apex
- Batch Apex
- Triggers - Before and After Events
- Integration
- Introduction to Integration
- Types of Integration
- SOAP API
- REST API through Workbench
- BULK API