

Course Name: Sales Force Associate**ABOUT THE COURSE**

TOTAL DURATION:	45HRS
MODE OF DELIVERY	Virtual Instructor Led
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

TABLE 1	
OVERALL COURSE OBJECTIVE:	To provide learners with essential skills in Salesforce development, including customization, application development, and system integration.
LEARNING OUTCOME:	<ul style="list-style-type: none">• Navigate Salesforce and understand its core functionalities.• Customize Salesforce objects, fields, and layouts.• Develop simple Apex triggers and classes.• Create basic Visualforce pages for custom UIs.• Build custom Salesforce Lightning components.• Integrate Salesforce with external systems using APIs.• Manage and deploy Salesforce projects.

TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL.NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	Introduction to Salesforce	Salesforce ecosystem, basic navigation, and functionality.	Navigate Salesforce and understand its core functionalities.	5
2	Salesforce Customization	Custom objects, fields, and layouts.	Customize Salesforce objects, fields, and layouts.	15

3	Apex Programming Fundamentals	Basic Apex syntax, triggers, and classes.	Develop simple Apex triggers and classes.	
4	Visualforce Pages	Basics of Visualforce, creating custom user interfaces.	Create basic Visualforce pages for custom UIs.	10
5	Salesforce Lightning Components	Introduction to Lightning Component framework, building custom components.	Build custom Salesforce Lightning components.	
6	Salesforce Integration	APIs, connecting Salesforce with external systems.	Integrate Salesforce with external systems using APIs.	10
7	Project and Deployment	Project management, version control, and deployment practices.	Manage and deploy Salesforce projects.	5

TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USECASES

LEARNING OUTCOME	ASSESSMENT CRITERIA	USECASES
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<p>Develop Salesforce Custom Solutions</p>	<p>- Create and customize Salesforce objects and fields. - Write basic Apex code for custom functionality.</p>	<p>Use Case 1: Custom CRM Solution for Retail Business Scenario: A retail business needs a customized CRM solution in Salesforce to manage customer interactions and sales data.</p> <p>Task: Develop custom objects and fields in Salesforce, tailored to the business's specific needs, and write Apex code to automate key processes.</p> <p>Use Case 2: Custom Apex Trigger for Data Validation Scenario: A company requires an Apex trigger to ensure data integrity during the sales entry process.</p>
<p>Build Custom User Interfaces with Visualforce</p>	<p>- Design and develop custom Visualforce pages. - Implement user interface elements that enhance user experience.</p>	<p>Task: Write and implement an Apex trigger to validate and correct sales data entries in real-time.</p> <p>Use Case 1: Visualforce Page for Customer Feedback Scenario: A service company wants a custom Visualforce page to gather customer feedback. Task: Create a user-friendly Visualforce page that allows customers to easily provide feedback after service completion.</p> <p>Use Case 2: Dashboard Customization for Sales Data Scenario: A sales team needs a customized dashboard to better visualize sales trends.</p> <p>Task: Develop a Visualforce page that presents sales data in an interactive and visually appealing way.</p>

<p>Implement Salesforce Lightning Components</p>	<ul style="list-style-type: none"> - Create and deploy custom Lightning components. - Enhance user experience with interactive elements. 	<p>Use Case 1: Lightning Component for Real-Time Sales Updates</p> <p>Scenario: A retail company requires a Lightning component on their Salesforce platform to display real-time sales updates.</p> <p>Task: Build a dynamic and interactive Lightning component that shows sales figures and updates in real-time.</p> <p>Use Case 2: Task Management Component</p> <p>Scenario: A project management team needs a custom Lightning component to manage tasks more efficiently.</p> <p>Task: Develop a Lightning component that allows team members to create, assign, and track tasks within Salesforce.</p>
<p>Integrate Salesforce with External Systems</p>	<ul style="list-style-type: none"> - Utilize Salesforce APIs for integration. - Ensure seamless data flow between Salesforce and external systems. 	<p>Use Case 1: Integration with an External HR System</p> <p>Scenario: A company wants to integrate Salesforce with their external HR system to streamline employee data management.</p> <p>Task: Use Salesforce APIs to create a secure and efficient integration between Salesforce and the external HR system.</p> <p>Use Case 2: E-commerce Integration</p> <p>Scenario: An e-commerce platform needs to integrate its system with Salesforce for better customer relationship management.</p> <p>Task: Develop an integration solution that synchronizes customer data between the e-commerce platform and Salesforce.</p>

<p>Manage and Deploy Salesforce Projects</p>	<p>- Implement version control and deployment best practices. - Manage Salesforce environments and deployment processes.</p>	<p>Use Case 1: Version Control Implementation for a Salesforce Project</p> <p>Scenario: A software development team requires a version control system for their ongoing Salesforce project.</p> <p>Task: Set up and manage a version control system to track changes and manage deployments in the Salesforce environment.</p> <p>Use Case 2: Deployment of a Salesforce Marketing Campaign Tool</p>
		<p>Scenario: A marketing team needs assistance deploying a new Salesforce-based marketing tool. Task: Oversee the deployment process, ensuring that the new tool is seamlessly integrated into the existing Salesforce environment.</p>

<p>TABLE 4: LIST OF FINAL PROJECTS</p>	
<p>SL.NO</p>	<p>FINAL PROJECT</p>
<p>1</p>	<p>Develop a custom Salesforce CRM solution for a retail business, including custom objects and workflow automation.</p>
<p>2</p>	<p>Create a custom user interface for a Salesforce application using Visualforce, focusing on enhancing user experience.</p>
<p>3</p>	<p>Write Apex triggers and classes to automate a complex business process, such as order processing or customer service management.</p>
<p>4</p>	<p>Build a custom Salesforce Lightning component to improve the functionality of a sales team's dashboard.</p>
<p>5</p>	<p>Integrate Salesforce with an external accounting system, ensuring seamless data exchange and realtime updates.</p>
<p>6</p>	<p>Design a Salesforce mobile app using the Salesforce Mobile SDK to extend CRM capabilities to mobile devices.</p>
<p>7</p>	<p>Implement a comprehensive Salesforce marketing automation solution for a marketing agency.</p>

8	Develop a reporting and analytics system within Salesforce for a financial services company, including custom reports and dashboards.
9	Create a custom data import and export tool in Salesforce to handle bulk data operations efficiently.
10	Build an e-commerce integration in Salesforce, connecting an online storefront with the Salesforce CRM.
11	Develop a Salesforce-based customer service portal with case management and live chat features.
12	Implement a document management system within Salesforce for a legal firm, including document generation and storage.
13	Create an employee management system in Salesforce for HR processes, including onboarding and performance tracking.
14	Design and implement a project management tool within Salesforce, tailored for a project-based organization.
15	Build a Salesforce application for event management, including event registration and attendee tracking.
16	Develop a Salesforce solution for inventory management for a manufacturing company.
17	Implement a donation management system in Salesforce for a non-profit organization.
18	Create a Salesforce-based application for managing real estate properties and client interactions.
19	Develop a custom Salesforce solution for managing educational courses and student data for an academic institution.
20	Build a Salesforce integration with a healthcare system for patient management and appointment scheduling.

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)				
ASSESSMENT CRITERIA	DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE			TOTAL MARKS
	FAIR	GOOD	EXCELLENT	
Salesforce	Basic customization skills.	Good customization with few errors.	Excellent customization	25

Customization Skills			with innovative solutions.	
Apex and Visualforce Development	Basic understanding and usage of Apex and Visualforce.	Good implementation skills in Apex and Visualforce.	Expert level development in Apex and Visualforce.	25
Integration and Deployment Proficiency	Basic integration and deployment capabilities.	Effective integration and deployment strategies.	Advanced integration techniques and seamless deployment.	25