



Project Based Experiential Learning for Art & Science Students

Salesforce – Certified Associate , Salesforce CRM Analyst

Program Understanding



Program aims to develop employability, innovation and entrepreneurship skills in the students through project-based experiential learning in collaborative learning environments under the guidance of industry mentoring. Program assists students in developing technical and professional competencies as they create innovative solutions to problem statements. Students are taught to think technically and with an open mind. Normally, companies provide such training after recruiting students, but under this project, skills are provided in colleges.

Objectives:

- To empower the students with technical skills to require solving a real-world challenge
- To train the students on the approach to building solutions by applying critical thinking and problem-solving capabilities in a collaborative environment.
- To mentor the students to build innovative solutions by applying design thinking concepts.
- To introduce the standard project development methodologies followed in the industry to the students
- To develop the professional skills like teamwork, leadership qualities, communication in the students
- To enhance the employability of students in order to get them internships and job opportunities

Project Based Experiential Learning

Project based learning helps students to understand the concepts by applying them on real-world usecases. Hands-on learning experiences help them build following professional and technical competencies required for job readiness and innovation

PROFESSIONAL COMPETENCIES



Critical Thinking &
Problem Solving



Communication Skills



Teamwork &
Inclusivity



Ideation & Innovation



Agile & Design
Thinking practices



Research &
Project planning

TECHNICAL COMPETENCIES



Technology Stack
(use APIs, tools,
techniques)



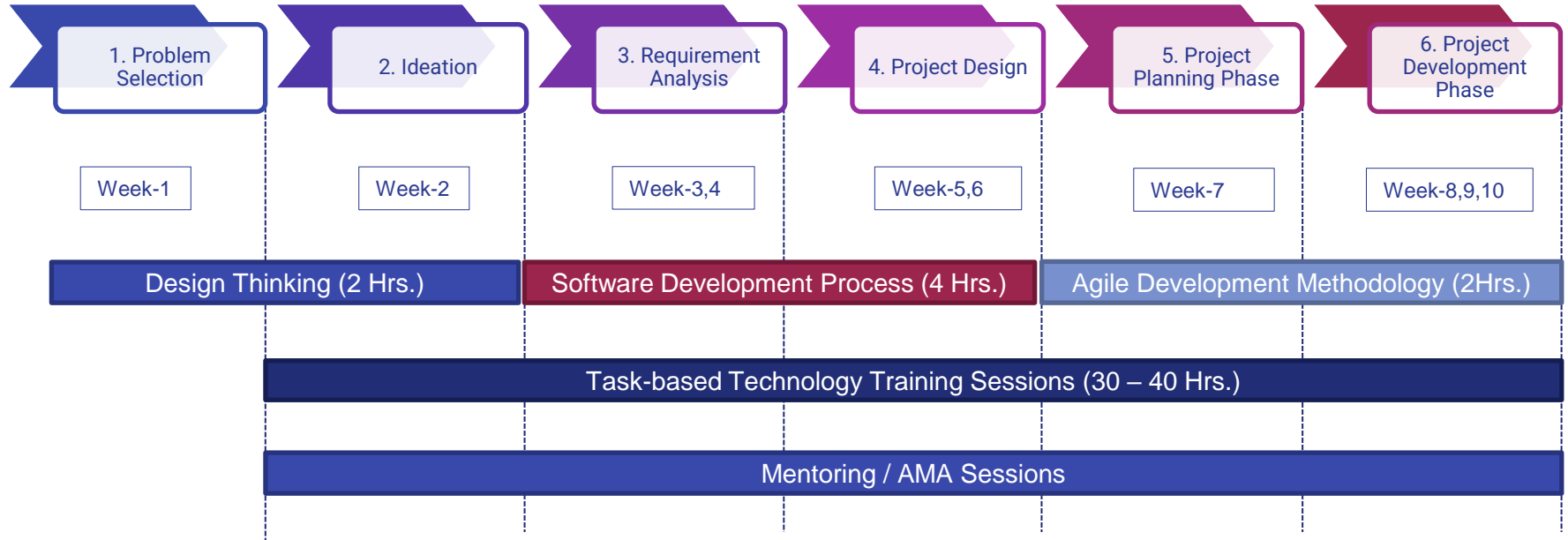
Coding &
Solutioning



Solution architecture,
Demos & presentation

Program Structure

Program will be delivered in six phases listed below in 10 Weeks with atleast 7.5 Hrs of learning a week. Students will choose a problem statement at the beginning of program and develops working prototype by the end of program. During the development process, they will learn the concepts of design thinking, software design process, agile development methodologies and technology to implement the solution.



Program Evaluation

Total scoring for the program will be 100 marks and 50% will of which would be technical assessment score and remaining 50% would be project evaluation score as below.

Technical Assessment (50 Marks)

Technical Evaluation of Students will be carried out in the form of a grand assessment at the end of technology training sessions

MCQ based assessment
25 Questions – 50 Minutes

Project Evaluation (50 Marks)

Project deliverables will be evaluated and the scoring will be provided as below.

Ideation – 10 Marks
Requirement Analysis – 10 Marks
Project Design - 10 Marks
Project Development – 10 Marks
Project Documentation – 5 Marks
Project Demonstration – 5 Marks

Program Highlights

Program will be delivered over a semester as a mandatory course in the curriculum.



20 Problem statements from various business domains



60 - 80 Hrs. of Project-based Experiential learning



30 Hrs. of hands-on technical training



20 - 30 Hrs. of Team-based Project development



10 Hrs. of training on Ideation, Design & Development process



4 Technology Tracks for Hands-on learning

Technology Tracks

1. Salesforce Associate
2. Data Analytics (Powered by Tableau)

Business Sectors

Healthcare, Banking, Insurance, Retail, Fashion, Transportation, Agriculture, Manufacturing, Energy, Smart Cities, Environment, Public Safety, Etc.

Learning Tracks (in Partnership with Salesforce)



Following are the learning tracks and corresponding pre-requisites and System requirements.

1. Salesforce Associate

Salesforce Ecosystem, Trailhead Platform, Developer Orgs, Salesforce Product Suite, Customer 360, CRM Introduction, Salesforce Architecture, Navigation, App Exchange, User management, Lightning Experience, Organizing the data, Lightning App Builder, Data Modelling, Formulas & Validations, Data Security, Reports and Dashboards.

Pre-requisites:

- Basic understanding of cloud platforms
- Basic skill on working with data
- Basic computer knowledge, navigation, etc.

Suitable for All Streams

System Requirements: 4GB RAM, Core i3 or equivalent processor, good internet connection

2. Data Analytics (Powered by Tableau)

Data Literacy Basics, Structured Data, Data Types, Aggregation & Granularity, Data Distribution, Correlation & Regression, Tableau Fundamentals, Creating Workbooks, Data Preparation using Tableau Prep, Data Connection with Tableau Desktop, Basic Visual Analytics, Views and Dashboards, Explore and Analyze Data, Publish and Manage Content, Storytelling,

Pre-requisites:

- Basic skill on working with data
- Basic computer knowledge, navigation, etc.

Suitable for All Streams

System Requirements: 4GB RAM, Core i3 or equivalent processor, good internet connection

Platform Capability



Project-based learning platform has dedicated access to all the stack-holders involved in the project. It also provides a company like collaborative environment with a guided project template for student reference.

Login for Stakeholders

1. University Login, Dashboard
2. Faculty Mentor Login
3. Student Login
4. Industry Mentor Login
5. Industry Evaluator Login

Important Features

1. Team-based project enrollment
2. Access to free courses
3. Project workspace
4. Chat with Mentor
5. Kanban Board for Project Tracker
6. View Mentor Comments
7. GitHub Integration
8. Guided Project for Reference
9. Team Lead, Activity Assignment, Tracker
10. Access Recorded videos

The screenshot displays the 'Guided Project' workspace for a project titled 'Pathology Image Analysis For Lung Cancer Prediction using IBM Watson'. The interface includes a navigation menu on the left with steps: Prerequisites, Data Collection, Image Pre Processing, Importing The ImageDataGenerator Library (highlighted), Image Data Generator References, and Applying ImageDataGenerator Functionality To Trained. The main content area shows instructions for 'Importing The ImageDataGenerator Library', including a code block for installing the library: `!pip install image_data_generator`. Below the instructions, there are progress indicators for 'Overall Project Progress' and 'Assigned Tasks Progress', both at 17%. The bottom navigation bar includes 'PROJECT DETAILS', 'TASK & PROGRESS', and 'MENTOR REVIEW'.