**13.Sales Force Syllabus**

**(Name : Divya , Duration : 12weeks – 120 Hours, lessons - 16)**

Here’s a **general employability-focused syllabus for Salesforce**, designed to prepare you for roles like **Salesforce Administrator**, **Salesforce Developer**, **Salesforce Consultant**, or **Salesforce Analyst**. This syllabus covers essential concepts, practical skills, and certification pathways to enhance your career prospects in the Salesforce ecosystem.

**Topics Covered:**

**1. Introduction to Salesforce**

* Overview of Salesforce CRM
* Salesforce Ecosystem and Cloud Offerings:
* Sales Cloud
* Service Cloud
* Marketing Cloud
* Commerce Cloud
* Community Cloud
* Career Paths and Certifications

**2. Salesforce Basics and Navigation**

* Understanding Salesforce Editions and Licensing
* Navigating the Salesforce UI
* Working with Tabs, Apps, and Records
* Salesforce Objects and Fields:
* Standard vs. Custom Objects
* Field Types and Data Types

**3. Data Modeling and Management**

**Object Relationships**

* Lookup and Master-Detail Relationships
* Hierarchical and Many-to-Many Relationships
* Junction Objects

**Schema Builder**

* Visualizing Data Models
* Creating Custom Objects and Fields

**Data Management**

* Data Import and Export:
* Data Loader
* Import Wizard
* Data Quality and Cleaning
* Data Validation Rules and Formats
* Data Backup and Recovery Strategies

**4. Salesforce Security and Access Control**

* User Authentication and Identity Management
* Profiles and Permission Sets
* Role Hierarchies and Sharing Settings
* Field-Level Security and Object Permissions
* Record-Level Security:
* Org-Wide Defaults (OWD)
* Sharing Rules and Manual Sharing
* Public Groups and Queues
* Data Masking and Encryption

**5. Salesforce Automation**

**Workflow Rules**

* Creating and Managing Workflow Rules
* Field Updates, Email Alerts, and Tasks

**Process Builder**

* Automating Business Processes
* Creating Complex Workflows

**Flow Builder**

* Automating Guided User Experiences
* Screen Flows, Auto-Launched Flows, and Record-Triggered Flows

**Approval Processes**

* Multi-Step Approval Workflows
* Configuring Approval Steps and Rejections

**6. Salesforce Lightning Experience**

* Introduction to Lightning Experience
* Lightning App Builder:
* Custom Lightning Pages
* Lightning Components and App Exchange
* Lightning Web Components (LWC)
* Lightning Design System (SLDS)
* Migrating from Classic to Lightning

**7. Salesforce Reports and Dashboards**

* Creating Custom Reports:
* Tabular, Summary, Matrix, and Joined Reports
* Report Types and Filters
* Advanced Reporting Features:
* Bucketing, Custom Report Types, and Cross Filters
* Building Dashboards:
* Dynamic Dashboards
* Dashboard Components and Filters
* Reporting Best Practices and Performance Optimization

**8. Apex Programming (For Developers)**

* Introduction to Apex Programming Language
* Apex Syntax and Data Types
* Writing Apex Classes and Triggers
* Apex Testing and Debugging
* SOQL (Salesforce Object Query Language)
* SOSL (Salesforce Object Search Language)
* Bulk Processing and Governor Limits

**9. Visualforce (For Developers)**

* Creating Visualforce Pages
* Standard and Custom Controllers
* Embedding Visualforce Pages in Lightning Experience
* Visualforce with Apex
* Visualforce Best Practices

**10. Integration and APIs**

* Salesforce API Overview:
* REST API
* SOAP API
* Bulk API
* Streaming API
* Integrating Salesforce with External Systems
* Using Postman to Test Salesforce APIs
* OAuth and Connected Apps
* Platform Events and Real-Time Data Integration

**11. Salesforce AppExchange and Customization**

* Exploring the AppExchange Marketplace
* Installing and Managing Apps from AppExchange
* Customizing Installed Apps
* Building and Publishing Your Own Apps

**12. Deployment and Environment Management**

* Change Sets and Sandboxes
* Version Control with Git and GitHub
* CI/CD for Salesforce:
* Jenkins, GitLab CI, and GitHub Actions
* Metadata API and ANT Migration Tool
* Salesforce DX (Developer Experience)

**13. Testing and Debugging**

* Unit Testing with Apex
* Debug Logs and Monitoring
* Test Coverage Requirements
* Handling Governor Limits
* Debugging Automation with Flow and Process Builder

**14. Salesforce Einstein and AI Integration**

* Introduction to Salesforce Einstein
* Predictive Analytics and AI Features
* Einstein Bots and Natural Language Processing
* Using Einstein Analytics for Data Visualization
* Building Predictive Models with Einstein Prediction Builder

**15. Salesforce DevOps and Monitoring**

* Using Salesforce CLI for Automation
* Monitoring System Performance and Data Usage
* Error Tracking and Log Analysis
* Backup and Restore Strategies

**16. Real-World Projects and Capstone**

* **Project 1:** Custom CRM App Development with Lightning Components
* **Project 2:** Automating Lead Assignment and Notification with Flow Builder
* **Project 3:** Building an Integrated Customer Support Dashboard
* **Project 4:** Creating a Predictive Sales Forecasting App with Einstein Analytics
* **Project 5:** Implementing a Multi-Step Approval Process for Employee Onboarding

**17. Certification Preparation**

* **Salesforce Certified Administrator**
* Practice Exams and Sample Questions
* Hands-on Labs and Real-Life Scenarios

**18. Soft Skills and Interview Preparation**

* Resume Building for Salesforce Roles
* Communicating Technical Solutions to Non-Technical Stakeholders
* Mock Interviews and Coding Challenges
* Salesforce Community Involvement and Networking

**Educational Background**

* **Bachelor’s Degree in:**
* **BE / B.Tech / BBA / BCA / B.Sc in CS, IT, or Business)**
* **Master’s Degree**
* **MBA / MCA / M.Tech with CRM or Sales force electives)**