# SalesForce Course Syllabus

## Cloud Computing

- What is Cloud Computing?
- SAAS/PAAS/IAAS
- Types of cloud
- Examples (Companies/Products)

## CRM/ERP

- What is CRM/ERP
- Different Segment of CRM
- CRM Entities
- CRM Process Flow

## Salesforce Overview

- What is salesforce?
- About the company their product.
- Existing Competitors.

## Force.com Platform

- Overview
- Creating Developer Environment
- Understand Salesforce & Organization setting
- Licensing
- Declarative customization Vs Programmatic customization

## Administration

### Overview & Org Settings

- Salesforce Organization creation
- Understand Salesforce & Organization setting
- Licensing

### Fundamentals of Salesforce

- Declarative customization Vs Programmatic customization
- User Setup

## Understanding Salesforce Structure

- Application Creation
- Object Creation
- Scope and Benefits of external objects / ID
- Fields Creation-Deletion & Types
- Dependent Fields
- Field Tracking
- Formula Fields

## Validation Rule

- Standard Validation
- Custom Validation

## Business process with Standard Objects

- CRM objects & Relationship Model

## Sales Process

- Service Process
- Lead Conversion Process.
- Sales Productivity Feature

## Security Settings

- Network Security measures & Audit
- Organization Wide Defaults
- Profiles
- Record Type
- Custom buttons
- Custom links
- Actions
- List View

## Reports

- Join Reports
- Tabular report
- Summary Report
- Matrix Report
- Date Filters
- Bucket Fields
- Custom Report Types
- Report Scheduling & Sharing Concepts
- Dashboards
- Using Dashboards

- Folders access & Scope to Store

**Data Management**

- Data Loader

- Data Import
- Data Export
- Introducing to Workbench

**Relationship**

- Lookup Relationship
- Master Detail Relationship
- Rollup Summary Fields
- Many to many Relationship

- Hierarchical Relationship
- Schema Builder

**Salesforce Automation**

- Workflow Rules
- Actions in Workflow
- Time dependent Actions
- Approval Process
- Field updates and recursion

**Salesforce Apps**

- AppExchange

**Campaign Management**

- Campaigns
- Campaign Members
- Campaign Influence

**Team Management**

- Queues
- Public Group

**Salesforce Standard Object**

- Account Teams
- Opportunity Teams
- Product and Price Book

- Solution Management
- Ideas
- Answers
- Knowledge
- Activity Management
- Content
- Case activities
- Case Teams
- Case Assignment Rules
- Escalation Rules

## Lead activities

- Lead Conversion
- Web to Lead
- Lead Assignment Rules
- Lead Auto-Response Rules

## Mobile

- Features of  Salesforce1 Features

## App Deployment

- Milestones & Considerations in application lifecycle
- Sandbox & Types
- Considerations using various types of sandboxes
- Change sets & Types
- Types of Packages
- Deployment & Best Practice

## Salesforce getting Social

- What is Social?
- Features

## Salesforce Mobile & Apps

- Declarative customization in Salesforce1
- Global and object-specific actions in Salesforce1
- Action layouts in Salesforce1

## Project

- CRM project(Campaign management, Lead management, Opportunity management)