



Maharashtra Shikshan Samiti,

Maharashtra Mahavidyalaya, Nilanga

Dept of BCA

Add On Course Syllabus

Salesforce Course Syllabus

SECTION 1: INTRODUCTION TO SALESFORCE

- Overview of CRM
- Overview of Cloud Computing
- How to create Salesforce developer edition account
- Walkthrough Salesforce.com platform

SECTION 2: CONFIGURING AND CUSTOMIZATION

- Types of Objects
- Types of Fields
- Creating custom objects, tabs and app
- Field Dependency
- Validation Rules
- Object Relationships
- Approval process & Flows and Process Builder
- Page Layouts
- Reports and Dashboards
- Lightning App Builder

SECTION 3: SECURING AND SHARING DATA

- Profiles
- Permission Sets
- Org-Wide Defaults
- Role Hierarchies
- Sharing Rules
- Manual Sharing
- Record Types

SECTION 4: DATA MANAGEMENT

- Import and Export Data
- Data Loader

SECTION 5: APEX PROGRAMMING

- OOPS



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- MVC pattern
- Datatypes and Variables
- Control flow statements
- Collections – Sets, lists, and maps
- Apex classes
- Triggers
- SOQL and SOSL
- Batch Apex
- LWC, Aura and JS
- Debugging
- Writing Test class
- Governor Limits
- Exception handling

SECTION 6: INTEGRATION

- Using SOAP Services
- Using Rest API Services
- Using Email Services
- Platform Events

SECTION 7: DEPLOYMENT

- Inbound and Outbound Change set
- Visual Studio Code IDE



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Course Objective

Improve Company Knowledge

- Sales training should allocate sufficient time, and include an appropriate amount of information, to improve new and existing sales representatives' knowledge of the company. This should include its history, values and mission, and its policies and procedures with respect to dealings with external stakeholders and internal coworkers and managers.

Clarify Responsibilities and Expectations

- An effective sales training program leaves sales representatives with a full understanding of their day-to-day activities and responsibilities, as well as a clear vision of the process of advancement within the company. Highlight sales quotas or targets that are relevant and ensure that there are no questions before moving on to another topic of discussion.

Improve Product Knowledge

- One of the primary objectives of a sales training program is to ensure a thorough understanding of the products and services that the salespeople will be selling. Sales guides with product specifications, features and basic pricing should be distributed before the training sessions so that sales representatives can review them beforehand--and raise any questions they have during the sales training session.
- It is a good idea to have manufacturing/supplier representatives and technical support/installation personnel on hand to answer any detailed questions sales representatives might have about the product. Salespeople should leave a training session with full confidence that they could effectively answer any question raised by the customer about their products and services.

Enhance Sales Skills

- Sales training should also improve sales skills. Representatives should gain new knowledge about how to effectively prospect for and deal with clients, and learn new techniques to persuade them to purchase the product. Review common objections raised by clients and practice handling them in live drills, such as role-playing exercises. Upon completion of training, sales representatives should be fully confident in their ability to break the ice with



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new clients, build a solid business relationship with them, convince them of the value of the product and persuade them to purchase it.

Improve Morale

- Sales training programs can and should lift morale. Sales representatives should leave the training program with a positive attitude and renewed motivation to perform at a high level. They should feel like a respected and important part of a cohesive team and take away a sense of pride for their company and the products and services they represent.

Course Outcome

- Navigate the Salesforce platform and its different building blocks
- Understand the Security Model and Controls
- Manage the data and workflow rules
- Enable and configure the Chatter feeds on groups
- Build an automated Business Process and models

In addition to establishing outcome and milestone goals, to follow users' progress, you must also associate those goals with the relevant job-related activities that your users complete in Salesforce. To do so, you set parameters in your program for the Salesforce objects, field criteria, and user data that indicate your preferred method for tracking goal-related job activity. You set parameters on what's called an Enablement measure. Then, to ensure the outcome or milestone tracks progress towards the goal as you want it to, add the appropriate measure when you're defining outcomes or milestones in the program builder.

Why is a separate mechanism for measuring progress provided, rather than setting all goal-related details on program outcomes or milestones? The answer is flexibility. Outcomes and Milestones are program-specific and are geared toward addressing a specific job responsibility or change in user behavior. Luckily, you can create outcomes and milestones rather quickly. But measures include many precise details about the objects and fields that you want to track, so they take consideration to build. You can build one measure that includes all the parameters you want to follow and then use that measure repeatedly: across multiple programs or multiple times across the same program.



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When you're planning your program with your Enablement team, your Salesforce admin helps establish the parameters you need for your measures. Build measures based on any standard object and field and on some custom objects and fields.

Again, using the example goals introduced previously, here's how you can start mapping your outcomes and milestones to the parameters you must set in your measures.

GOAL	GOAL TYPE	DAY OF PROGRAM	HOW IT'S TRACKED IN SALESFORCE
Win 3 deals	Outcome	60	Opportunities. The opportunity owner sets the opportunity Stage field to Closed Won.
Log 5 sales calls	Milestone	10	Tasks. The user creates a task, assigns it to themselves, and sets the Subtype field to Call. After the call is made, the user sets the Status field to Complete.
Log 30 sales emails	Milestone	20	Tasks. The user creates a task, assigns it to themselves, and sets the Subtype field to Email. After the email is sent, the user sets the Status field to Complete.
Log 200 sales calls or emails	Milestone	40	Tasks. The user creates a task, assigns it to themselves, and sets the Subtype field to Call or Email. After the activity is completed, the user sets the Status field to Complete.

When it's time to start building measures, do so from the Enablement Measures page. Or, go to Build, Launch, and Track Programs in the Guidance Center to learn about the prebuilt measures used in our sales program templates. Even if you don't want to create a program for a sales role, reviewing our prebuilt measures helps you build your own.

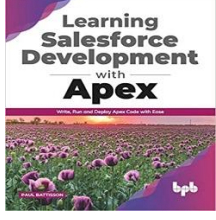
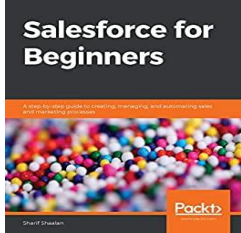
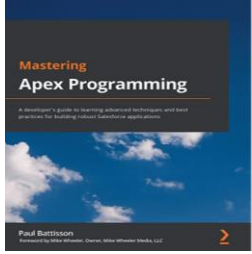
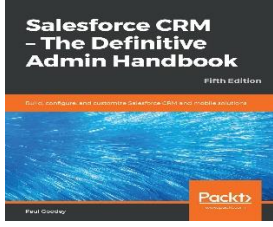
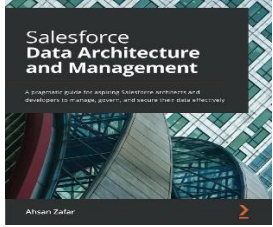


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Recommended Books:-

<p>1. Learning Salesforce Development with Apex – Paul Battison</p>	
<p>2. Salesforce for Beginners: – Sharif Shaalan</p>	
<p>3. Mastering Apex Programming – Paul Battison</p>	
<p>4. Salesforce CRM – The Definitive Admin Handbook – Paul Goodey</p>	
<p>5. Salesforce Data Architecture and Management – Ahsan Zafar</p>	



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Scheme of Evaluation

Q1. Multi Choice Question -25

Credit -1 (25 Points)

Q2. Programming Practical Exam -25

Credit -1 (25 Points)

1. As per the execution order, we have two types of triggers: 1) before the trigger and 2) after the trigger.

- Before the Insert Event
- While using this event, we execute the code block before we insert a new record.
- Data is committed to the database.
- After the Insert event

While using this event, first, we will execute the code block, and after that, we insert the record.

2. We use the Before trigger to perform the logic on the same object.

3. We use the "before event" trigger if we have to update the same record in the trigger.

4. In the Before trigger, the records are not committed to the database. Therefore, we skip the DML.

5. When the record is committed to the database, i.e. record Id is created, and our trigger records in read-only mode. We cannot update the values.

Total Credit – 2 (50 Points)

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