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Salesforce Programme Curriculum

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Salesforce Programme Curriculum

Week 1 - Introduction to Salesforce		
Welcome to Salesforce		
Program structure and agenda	The CRM platform	Salesforce as a CRM
Learning resources		
Salesforce Ecosystem		
Salesforce Customer 360 How companies use Salesforce	Job roles and career paths in the Salesforce ecosystem	The Salesforce Associate and Admin Certifications
Week 2 - Navigation and Objects		
Navigation		
Locate and access necessary information	Identify where Salesforce customization takes place	
Data Model		
Relationship between the core standard objects		
Week 3 - Data Model		
Data Model		
Features to use to ensure data visibility	Tools to use to ensure data integrity	
Week 4 - Analytics Foundation & Associate Exam Preparation		
Reports & Dashboards		
Reports in Salesforce	Dashboards in Salesforce	Exam Preparation
Week 5 - Catch-up Week & Associate Exam		

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Week 6 - Company Settings and Permissions		
Salesforce Overview		
Company-wide org settings	Currency Management	Fiscal years
User Management and Permissions		
Salesforce Users – Profiles and Permissions	Permission Set Groups	Explain how to mute permissions and expire permissions
Week 7 - Security Model		
Salesforce Record Access		
Login Restrictions and Trusted IPs	Record Ownership	Organization-Wide Defaults
Role Hierarchy	Sharing Rules	Teams and Manual Sharing
Week 8 - Customizing Salesforce		
Standard and Custom Fields		
Standard and Custom Fields	Standard and custom fields	Picklists and Multi-Select Picklists
Lookup fields	Formula fields	
Customizing the UI		
Customizing the UI	Customize tabs, list views and apps	Page layouts
Record types	Business processes	
Week 9 - Catch-up Week		

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Week 10 - Managing Sandboxes and Data		
Creating New with Clicks		
Creating New with Clicks	Creating New with Clicks	Create a New Object
Dynamic Forms	New Custom Tab	Create and Deploy a Change Set
Mobile Layouts		
Data Management		
Back Up Data	Data Management	Back Up Data
Import, Export, and Update Data	Mass Delete and Mass Transfer	Data Quality and Cleansing Tools
Week 11 - Automating Salesforce		
Declarative Automation		
Salesforce Automation	Validation Rules	Lead and Case Management
Workflow and Approval Processes	Process Builder	
Week 12 - Creating Flows		
Flows		
Flow Components	Create a Flow	Combine Flows to build more complex processes
Deploy a Flow from a Lightning Component	Order of Execution	

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Week 13 - Reporting & Additional Applications		
Analytics		
Report Components	Filters and Filter Logic	Charts and Conditional Formatting
Export and Subscribe to Reports	Create Dashboards	
Applications		
Service Cloud for Lightning Experience	Knowledge Basics for LEX	Campaign Basics
Collaborative Forecasts Configuration		
Week 14 - Exam Preparation & Finale		