

# Salesforce Development

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## 1. Introduction to Salesforce & CRM Fundamentals

- What is CRM and why Salesforce is widely used
  - Salesforce overview, editions, licenses and multi-tenant architecture
  - Understanding business use cases for CRM customization and automation
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## 2. Salesforce Architecture & Environment Setup

- Salesforce platform basics, org setup, developer edition
  - Navigation of Salesforce UI and setup menu
  - Sandbox environments and release management
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## 3. Data Modelling: Objects, Fields & Relationships

- Standard vs custom objects
  - Field types and field-level security
  - Master-detail, lookup and many-to-many relationships
  - Schema builder usage
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## 4. Security Model & Access Control

- Profiles, roles, permission sets, sharing rules
  - Organization-wide defaults and manual sharing
  - Record types and login access policies
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## 5. Declarative Customization & UI Configuration

- Page layouts, record types, compact layouts
- Lightning App Builder
- Custom apps, tabs and navigation customization

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## **6. Workflow Automation & Process Builder**

- **Workflow rules, criteria and actions**
  - **Email alerts, tasks and field updates**
  - **Approval processes in Salesforce**
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## **7. Salesforce Flow & Advanced Automation**

- **Introduction to Flow Builder**
  - **Record-triggered flows, scheduled flows**
  - **Screen flows and auto-launched flows**
  - **Automation best practices**
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## **8. Reports, Dashboards & Analytics**

- **Creating custom reports and dashboards**
  - **Report types, filters and formulas**
  - **Dynamic dashboards and analytics snapshots**
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## **9. Apex Programming Fundamentals**

- **Introduction to Apex and Salesforce Developer Console**
  - **Object-oriented concepts in Apex**
  - **Variables, classes, methods and collections**
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## **10. SOQL, SOSL & Data Handling**

- **Writing SOQL queries and using SOSL**
  - **Query filters and relationship queries**
  - **Data manipulation language (DML) operations**
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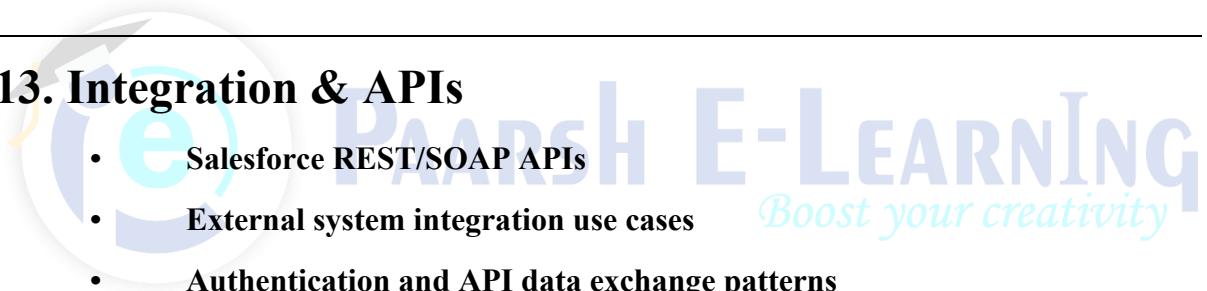
## **11. Triggers & Asynchronous Apex**

- **Apex triggers (before/after events)**
  - **Trigger frameworks and context variables**
  - **Asynchronous Apex: future methods, queueable, batch processing**
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## **12. Lightning Web Components (LWC) Development**

- **Introduction to LWC**
  - **Component structure and HTML/JS basics**
  - **Communication between components and data binding**
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## **13. Integration & APIs**

- **Salesforce REST/SOAP APIs**
  - **External system integration use cases**
  - **Authentication and API data exchange patterns**
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- The logo for Paarsh E-Learning features a stylized blue 'P' and 'e' intertwined. To the right of the 'P' is the word 'PAARSH' in a large, bold, blue sans-serif font. Below 'PAARSH' is the word 'E-LEARNING' in a slightly smaller, bold, blue sans-serif font. Underneath 'E-LEARNING' is the tagline 'Boost your creativity' in a smaller, italicized, light blue script font.

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## **14. Deployment, Testing & Real-World Projects**

- **Writing unit tests and best practices**
  - **Deployment using Change Sets & Salesforce DX**
  - **Capstone projects: CRM customization with automation & custom code**
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