

Salesforce Development

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

2. Salesforce Architecture & Environment Setup

- Salesforce platform basics, org setup, developer edition
- Navigation of Salesforce UI and setup menu
- Sandbox environments and release management

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

4. Security Model & Access Control

- Profiles, roles, permission sets, sharing rules
- Organization-wide defaults and manual sharing
- Record types and login access policies

5. Declarative Customization & UI Configuration

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

6. Workflow Automation & Process Builder

- Workflow rules, criteria and actions
- Email alerts, tasks and field updates
- Approval processes in Salesforce

7. Salesforce Flow & Advanced Automation

- Introduction to Flow Builder
- Record-triggered flows, scheduled flows
- Screen flows and auto-launched flows
- Automation best practices

8. Reports, Dashboards & Analytics

- Creating custom reports and dashboards
- Report types, filters and formulas
- Dynamic dashboards and analytics snapshots

9. Apex Programming Fundamentals

- Introduction to Apex and Salesforce Developer Console
- Object-oriented concepts in Apex
- Variables, classes, methods and collections

10. SOQL, SOSL & Data Handling

- Writing SOQL queries and using SOSL
- Query filters and relationship queries
- Data manipulation language (DML) operations

11. Triggers & Asynchronous Apex

- **Apex triggers (before/after events)**
- **Trigger frameworks and context variables**
- **Asynchronous Apex: future methods, queueable, batch processing**

12. Lightning Web Components (LWC) Development

- **Introduction to LWC**
- **Component structure and HTML/JS basics**
- **Communication between components and data binding**

13. Integration & APIs

- **Salesforce REST/SOAP APIs**
- **External system integration use cases**
- **Authentication and API data exchange patterns**

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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