SMARTBRIDGE
Let's Bridge the Gap

salesforce PARTNER

Virtual Internship Program - 2022

An initiative to help Young Minds of India build their Careers in Salesforce Ecosystem

Salesforce Developer Catalyst - Handbook

SmartBridge Educational Services Pvt. Ltd.

Table of Content

Introduction

Salesforce is the world's #1 **CRM (**Customer Relationship Management) where it unites Marketing, Sales, Commerce, IT etc teams to their customers to deliver a better service.

We are determined to teach this emerging Technology in a very realistic and fun way. We have organized the challenges in such a way that the learner will be able to learn salesforce in a very enthusiastic and fun way with a limited time participation.

This program consists of live sessions, Hands-on practical activities, Mentoring support and working on super badges on Trailhead platform.

In order to help all beginners understand the salesforce ecosystem and its products, we have curated a few best modules on the trailhead platform that will help you to get ready for the Bootcamp.

Suggested Prerequisites

This section is to provide the candidates a quick look at the salesforce environment. Though this section is not mandatory, we highly recommend the candidates to go through the below mentioned modules. You will be very well acquainted with the platform and also with the usage of Trailhead from the very beginning. (Recommended for beginners).

- Salesforce user basics
  https://trailhead.salesforce.com/content/learn/modules/lex_salesforce_basics?trailmix_creator_id=vmehta12&trailmix_slug=what-is-salesforce

- Salesforce quick look
  https://trailhead.salesforce.com/modules?sort=QUICKEST&levels=beginner&products=general&products=lightningex&products=appcloud&roles=admin

- Salesforce CRM
  ttps://trailhead.salesforce.com/content/learn/modules/lex_implementation_basics?trailmix_creator_id=vmehta12&trailmix_slug=what-is-salesforce

- Salesforce Platform For Business Users
  https://trailhead.salesforce.com/content/learn/modules/salesforce-platform-quick-look?trailmix_creator_id=ddowd&trailmix_slug=home-serve-trail mix-what-is-salesforce

- Salesforce User Tour
  https://trailhead.salesforce.com/content/learn/modules/lex_salesforce_tour?trailmix_creator_id=jgeddes&trailmix_slug=what-is-salesforce

- Salesforce Licensing
  https://trailhead.salesforce.com/content/learn/modules/salesforce-licensing?trailmix_creator_id=jgeddes&trailmix_slug=what-is-salesforce

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- Lightning Experience Basics
  https://trailhead.salesforce.com/content/learn/modules/lex_migration_introduction?trailmix_creator_id=jgeddes&trailmix_slug=what-is-salesforce

- Salesforce Customer 360: Quick Look
  https://trailhead.salesforce.com/en/content/learn/modules/salesforce-customer-360-quick-look?trail_id=salesforce_advantage

- The fourth Industrial Revolution: Quick look
  https://trailhead.salesforce.com/en/content/learn/modules/the-fourth-industrial-revolution-quick-look?trail_id=salesforce_advantage

- Salesforce Developer career Path https://trailhead.salesforce.com/en/career-path/developer/

- Trailhead and Trailblazer Community
  https://trailhead.salesforce.com/en/content/learn/trails/learn_salesforce_with_trailhead?trailmix_creator_id=strailhead&trailmix_slug=get-started-with-trailhead-end-user

Note:- The below link refers to the Salesforce Developer Catalyst trailmix
"https://trailhead.salesforce.com/en/users/trailblazerconnect/trailmixes/salesforce-developer-catalyst"

Bootcamp

Bootcamp will be organized for 3 weeks where 2 Live Sessions will be conducted per week with 3 Hours per session. Learners need to complete the self paced courses on Trailhead platform parallely along with the bootcamps. The Day wise content and references to complete trailhead modules are given below.

Week-1	(2 days Live Sessions + 5 days self paced learning)

Day – 1 : Live Session - 1 Content – Salesforce Org

- Introduction to Salesforce
- What is Salesforce CRM?
- Setup a free developer account in Salesforce?
- Architecture of Salesforce
- Creating a FREE Salesforce Org
- Navigating the Salesforce User Interface
- Lightning vs Classic Salesforce Interface
- Salesforce Branding and UI Customization
- Density Settings
- User Navigation Bar Customization
- Salesforce Themes and Branding
- Company Profile
- User Management
- Organizational & User Setup

Day – 2, 3 : Self-Paced Learning Modules to be completed

Practice module	Link	Duration
Trailhead and Trailblazer Community	https://trailhead.salesforce.com/content/learn/modules/trailhead_basics?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Salesforce Platform Basics	https://trailhead.salesforce.com/content/learn/modules/starting_force_com?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Platform Development Basics	https://trailhead.salesforce.com/content/learn/modules/platform_dev_basics?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs

Day – 4 : Live Session -2 Content – Relationships & Process Automation

- Object Relationships
- Process automation overview
- Workflow Rules & Actions
- Validation Rules
- Approval Processes

		● Process Builder Overview	
		● Creating a Process Builder Process	
		● Process Builder Actions	
		● Process Builder in Practice	

Day – 5, 6, 7 : Self-Paced Learning Modules to be completed

Practice module	Link	Duration
Customize a Salesforce Object	https://trailhead.salesforce.com/content/learn/projects/customize-a-salesforce-object?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Data Modeling	https://trailhead.salesforce.com/content/learn/modules/data_modeling?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Picklist Administration	https://trailhead.salesforce.com/content/learn/modules/picklist_admin?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Duplicate Management	https://trailhead.salesforce.com/content/learn/modules/sales_admin_duplicate_management?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Formulas and Validations	https://trailhead.salesforce.com/content/learn/modules/point_click_business_logic?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Build a Data Model for Travel Approval App	https://trailhead.salesforce.com/content/learn/projects/build-a-data-model-for-a-travel-approval-app?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Improve Data Quality for Recruiting App	https://trailhead.salesforce.com/content/learn/projects/improve-data-quality-for-a-recruiting-app?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Customize User Interface For Recruiting App	https://trailhead.salesforce.com/content/learn/projects/customize-the-ui-for-a-recruiting-app?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Lightning App Builder	https://trailhead.salesforce.com/content/learn/modules/lightning_app_builder?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Data Management	https://trailhead.salesforce.com/content/learn/modules/lex_implementation_data_management?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs

		Leads and Opportunities for Lightning Experience	https://trailhead.salesforce.com/content/learn/modules/leads_opportunities_lightning_experience?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
		Quick Start Process Builder	https://trailhead.salesforce.com/content/learn/projects/quickstart-process-builder?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
		Quick Start Lightning App Builder	https://trailhead.salesforce.com/content/learn/projects/quickstart-app-builder?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
		Automate Business Process For Recruiting App	https://trailhead.salesforce.com/content/learn/projects/automate-business-processes-recruiting-app?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
		Build a Discount Approval Process	https://trailhead.salesforce.com/content/learn/projects/build-a-discount-approval-process?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs

Week-2		**(2 days Live Sessions + 5 days Hands-on-Practice)**
Day – 8 : Live Session - 3 Content – Types of Flows & Security		

- Introduction To Flow Builder
- Introduction To Flows
- Types Of Flows
  a) Screen Flow
  b) Auto launched Flow
  c) Record Triggered Flow
  d) Platform Event -Triggered Flow
  e) Schedule-Triggered Flow
- Salesforce Security Overview
- Organizational Security Settings
- Organizational Wide Defaults
- Record Ownership
- Role Hierarchies
- Sharing rules
- Manual Sharing
- Object Permissions and Record Access
- User Profiles & Permissions
- Salesforce Security Section Questions

Day – 9, 10 : Self-Paced Learning Modules to be completed

Practice module	Link	Duration
Salesforce Flow	https://trailhead.salesforce.com/content/learn/modules/business_process_automation?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Flow Builder	https://trailhead.salesforce.com/content/learn/modules/flow-builder?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Data Security	https://trailhead.salesforce.com/content/learn/modules/data_security?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Keep Data Secure In Recruiting App	https://trailhead.salesforce.com/content/learn/projects/keep-data-secure-in-a-recruiting-app?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs

Day – 11 : Live Session - 4 Content – Apex & Testing, Debugging

- What is Apex
- Apex Data Types
- SOQL
- SOSL
- Triggers
- Testing Deployment Requirement and Testing Framework
- Write Apex Unit Tests
- Test Data
- Execute Test Classes
- Invoking Apex in Execute Anonymous vs. Unit Tests
- Monitor and Access Debug Logs

Day – 12, 13, 14 : Self-Paced Learning Modules to be completed

Practice module	Link	Duration
Apex Triggers	https://trailhead.salesforce.com/content/learn/modules/apex_triggers?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Apex Testing	https://trailhead.salesforce.com/content/learn/modules/apex_testing?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Asynchronous Apex	https://trailhead.salesforce.com/content/learn/modules/asynchronous_apex?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs

Week-3   **(2 days Live Sessions + 5 days Hands-on-Practice**

Day – 15 : Live Session - 5 Content – Lighting Web Components (LWC)

- VS Code and CLI Setup
- Integrating your org to vs code environment

Day – 16, 17 : Self-Paced Learning Modules to be completed

Practice module	Link	Duration
VS Code Setup	https://trailhead.salesforce.com/en/content/learn/modules/lightning-web-components-basics	3 Hrs
CLI Setup	https://trailhead.salesforce.com/en/content/learn/modules/lightning-web-components-basics	3 Hrs

Day – 18 : Live Session - 6 Content : Lightning Web Components (LWC & API)

- Basics Of LWC
- Visualforce
- Use Lightning Components in Lightning Experience
- REST API
- SOAP API

Day – 19, 20 : Self-Paced Learning Modules to be Completed

Practice module	Link	Duration
API Basics	https://trailhead.salesforce.com/content/learn/modules/pw-api-basics?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Event Monitoring	https://trailhead.salesforce.com/content/learn/modules/event_monitoring?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Shield Platform Encryption	https://trailhead.salesforce.com/content/learn/modules/spe_admins?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs
Apex Integration Services	https://trailhead.salesforce.com/content/learn/modules/apex_integration_services?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst	3 Hrs

Project / SuperBadges

The learner's journey is structured in such a way that , after completion of the live sessions and all trailhead courses modules, the SuperBadges are unlocked automatically. The Learner who chooses developer as his/her learning path, needs to complete the following SuperBadges.

Logo	SuperBrade Name	Link
	Apex Specialist	https://trailhead.salesforce.com/content/learn/superbadges/superbadge_apex?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst
	Process Automation Specialist	https://trailhead.salesforce.com/content/learn/superbadges/superbadge_process_automation?trailmix_creator_id=trailblazerconnect&trailmix_slug=salesforce-developer-catalyst

The learner will be given 20-25 days of time for completion of the above SuperBadges.

Ask a Mentor Sessions

After assigning the projects/Superbadges for the learners, if they face any challenge in completion of the activities or modules, we organize expert mentoring sessions to address the queries learners have. 2 mentoring sessions will be organized per week.

Submissions

Each learner's journey and completion status is tracked through SmartInternz platform. learners will be asked to update the status of their work regularly to track their progress and assist accordingly.

Verification

We will verify the progress of each learner on the SmartInternz platform. It is mandatory for all the learners to complete the above prescribed course modules and super badges to fulfill.

Soft Skills Training

After the successful submission of the project/super badge, the Learners will be provided with 10 Hrs of soft skills training sessions to help learners with Interview skills, Profile building and presentation skills etc. This will benefit them during career fairs.

Verification

Here the team will verify the projects/superbadges, which have been assigned for the Learners.This process will take approximately 10-12 days.

Certificate Generation

After successful verification of your project/superbadges by our team, the team will generate the event participation certificate.

Career Fair

After successful completion of the program, the final year learners who will qualify the career fair will be allowed to join the career fair organized on the regular intervals for career connection opportunities.

FAQs

1. Do we need any prior coding knowledge?

A. For admin, the Learners don't need any coding knowledge but for development, the Learner should have the basic java programming skills.

2. How could this course help us?

A. This course helps in gaining knowledge about salesforce from scratch and the final year Learners enrolled in this course have an opportunity to participate in a career fair.

3. What is a career fair?

A. career fair is a type of informational or recruitment/outreach event that connects recruiters and candidates in a virtual space. Attendees can learn about various organizations or sponsors and career opportunities from the comfort of their own home, with all of the ease afforded by a virtual platform.

4. What is the Course duration?
A. The course duration is for 60 days.

5. What is the minimum educational qualification?
A. All the graduation Learners irrespective of their current year can participate in this event.

6. Is salesforce related to sales or marketing jobs?
A. No, salesforce is a technology driven platform.

7. What are the ways to explore salesforce?
A. The best learning resources present in the market to learn salesforce is "Trailhead".

8. Do we have access to the recorded sessions?
A. Yes, we provide the access for the recorded sessions.

9. Is it mandatory to maintain attendance?
A. The Learner needs to maintain a 75% attendance.

10. Can the Learner register in two paths(admin, development)?
A. No, the Learner needs to choose only one path for this program.