

PROGRAM BOOK FOR  
**SEMESTER INTERNSHIP**

Name of the Student: T. Vandana Naga S Venkata Lakshmi

Name of the College: SRI VASAVI DEGREE COLLEGE

Registration Number: 203887102050

Period of Internship: From: 1 - 4 - 2023 To: 15 - 07 - 2023

Name & Address of the Intern Organization Smart Bridge

Adikavi Nannaya University  
2020 - 2023 YEAR

# An Internship Report on

## Salesforce Developers

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of  
BSc

Under the Faculty Guideship of

Sri. L. Lakshmi Narayana

(Name of the Faculty Guide)

Department of

Computer Science

(Name of the College)

Submitted by:

T. Vandana Naga S Venkata Lakshmi

(Name of the Student)

Reg.No: 203887102050

Department of Computer Science

SRI VASAVI DEGREE COLLEGE

(Name of the College)

## Student's Declaration

I, T. Vandana Naga Venkata Laksha student of BSc Program, Reg. No. 203887109050 of the Department of Computer Science College do hereby declare that I have completed the mandatory internship from 01-04-2023 to 15-07-2023 in Smart Bridge (Name of the intern organization) under the Faculty Guideship of S<sup>r</sup>i. L. Lakshmi Nayayana (Name of the Faculty Guide), Department of Computer Science, SRI VASAVI DEGREE COLLEGE (Name of the College)

T. Vandana (15.07.2023)  
(Signature and Date)

## Official Certification

This is to certify that T.Vandana Naga S Venkata Lakshmi (Name of the student) Reg. No. 203887109050 has completed his/her Internship in Smart Bridge (Name of the Intern Organization) on Salesforce Developer (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of BSc in the Department of Computer science (Name of the College). Sri Vasavi degree college

This is accepted for evaluation.

(Signatory with Date and Seal)

### Endorsements

*H. Vasavi* 15/10/23

Faculty Guide

*H. Vasavi*  
Head of the Department  
Computer Science  
Head of the Department  
Sri Vasavi Degree College  
TADEPALLIGUDEM

Principal

*M. Rao*  
PRINCIPAL  
SRI VASAVI DEGREE & PG COLLEGE  
TADEPALLIGUDEM 53410\*

## Certificate from Intern Organization

This is to certify that T.Vandana.Naga.S Venkata Lakshmi (Name of the intern) Reg. No 203887102050 of SRI VASAVI DEGREE COLLEGE (Name of the College) underwent internship in Smart Bridge (Name of the Intern Organization) from 01 - 04 - 2023 to 15 - 07 - 2023

The overall performance of the intern during his/her internship is found to be Satisfactory (Satisfactory/Not Satisfactory).

*Authorized Signatory with Date and Seal*

## Acknowledgements

First and Foremost, I sincerely Salute to our institute SRI VASAVI DEGREE COLLEGE for giving me this opportunity to fulfill our warm dream to become a science graduate our sincere gratitude to Project Internship guide Sri.L.Lakshmi Narayana, Head of the Department of Computer Science, for timely co-operation and valuable suggestions while carrying out this project.

I express my sincere thanks heartful gratitude to Sri. M. Rama Krishna, Principal, SRI VASAVI DEGREE COLLEGE, for providing a favourable environment and supporting me during the development of this PROJECT.

## CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

An intern is a trainee who has signed on with an organisation for a brief period. An intern's goal is to gain work experience, occasionally some university credit, and always an overall feel for the industry they're interning in. Internships may be paid, partially paid, or unpaid.

The Salesforce intern provides an opportunity for college students to gain professional experience in a real-world setting. The Intern will be responsible for working closely with the cloud by team to develop customer-facing applications and solutions.

## CHAPTER 2: OVERVIEW OF THE ORGANIZATION

### Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

#### A. Introduction of the Organization :

Salesforce is currently providing various software solutions and platform for developers to create and distribute custom software/applications.

B. Vision: We build bridges between companies and customers

Mission: Our mission is to deliver it.

values: Trust, Customer Success, Innovation, Equality and Sustainability

C. Salesforce is the controller of your personal Data and is responsible for its processing, unless expressly specified otherwise in our full privacy statement.

D. The four types of organizational structures are functional, multi-divisional, flat, and matrix structures.

E. A Salesforce developer's job is to analyze the processes in the company, design the CRM workflows in Salesforce and also provide custom solutions for specific business requirements.

F. Salesforce is the leading vendor in the CRM. The share of market is 23.8 percent.

G. Smart selling, data-driven, automation and artificial intelligence.

## CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

1. Students are expected to contribute to day-to-day work at the organization.
2. Possible internship activities include attending departmental meeting.
3. Assisting a colleague with relevant tasks
4. Attending client visits
5. Organizing part of a training course
6. Workshop or lecture
7. Testing products or tools

## CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

This is the organisation which lives its values day by day and the values are, Trust, Customer Success, Innovation, Equality and Sustainability.

1. Prioritise onboarding and training.
2. Help your employees find a comfortable work environment.
3. Conduct regular check-ins
4. Encourage team collaboration & communication.
5. Develop a strong workplace culture.
6. Facilitate opportunities for learning.

Security Assertion Markup Language (SAML). Security Assertion Markup Language is an OASIS (Organization for the Advancement of Structured Information Standards) standards based protocol, used to setup single sign-on.

The four main areas of Salesforce specializations are :

1. Geographic
2. Product
3. Market
4. Functional

Motivation of the sales function refers to the amount of effort of a Sales person is willing to expand in the selling job.

Salesforce platform environments where users/developers can extend, integrate and develop new features and functionalities on the Salesforce platform without affecting their production environments are called Development Environments in Salesforce.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

## Key Skills Required To be an Efficient Salesforce Developer:

- \* Programming Skills
- \* Analytical Skills
- \* Communication Skills
- \* Problem Solving Skills
- \* Logical Skills

### 1. Programming Skills:

To be successful in salesforce development, you need to have a strong understanding of the various components of MVC. Aside from being able to write code, you also need to have the necessary technical knowledge to work in the project environment.

### 2. Analytical Skills:

One of the most essential skills that a salesforce developer must have is an analytical approach. This involves developing a detailed analysis of the customer requirements and translating this into useful design & code.

### 3. Communication Skills :

One of the most important skills, that you should have as a Salesforce developer is the ability to translate complex concepts into simple terms. This will allow you to communicate effectively with others.

### 4. Problem - Solving Skills:

Being a software developer is not an easy job. There are bound to be many bugs and errors that you have to resolve while working on a project. You need to have the necessary tools and training to solve problems quickly.

### 5. Logical Skills :

Logical review of a situation & innovating and sustainable practical solutions is a foundational skill for any Salesforce developer. A Salesforce developer should be able to reason in a logical way to arrive at a practically viable solution.

1. Programming Skills

2. Analytical Skills

3. Communication Skills

4. Problem Solving Skills

5. Logical Skills

Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.

### Management Skills:

- \* Relationship Management
- \* Planning
- \* Prioritisation
- \* Critical Thinking
- \* Industry Knowledge

A sales leader must be able to set goals and KPIs that are challenging, obtainable and align with a company's overall goals.

Another way for Salesforce to use the 80/20 rule to manage their time effectively is to consider that 80% of sales will come from 20% of prospects or current customers.

A goal for a sales manager is to make sure process is efficient at collecting and applying it's sales data.

For a successful Salesforce development and delivery, you need to focus on the end goals of the project. Initially, list the outcomes of the project and then, come up with timelines for all the development tasks you need to accomplish to achieve each of your end goals.

The key skills that you need to have to include: knowledge of basic object-oriented programming, knowledge of C# & javascript and a strong design background. Aside from being able to write code, you also need to have the necessary skills to manage & model data.

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.)

Improve our communication skills in  
Salesforce - Developers:

knowledge of Basic-Object-oriented programming knowledge of C# & Javascript, and a strong developer design background

1. Take some Mental Notes
2. Listen to Audio books
3. Read fiction literature
4. Get rid of filter words
5. Take notice of your body language
6. Watch public speaking

### Levels :

- \* Organisation level Security involves determining who can access our salesforce org and when and where they would connect directly.
- \* Object level security
- \* Field level security
- \* Record - level security

Effective communication helps create shared understanding and also give your stakeholders confidence in your ability to get the job done. As an developer, understanding the business vision and being able to communicate this to others is key to your career success.

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

Effective group discussants typically consider carefully the issue(s) at hand and speak thoughtfully and directly to them. Attend carefully to the points others are making and signal their attentiveness through their posture and by sustaining eye contact ask questions when points made by others are not clear.

- \* Know about the current topics
- \* Practice before the group discussions
- \* Practice time Management
- \* Define the topic
- \* Listen to what others are saying
- \* Avoid deviating from the topic
- \* Initiate the discussion
- \* Summarise the discussion

"Team players" typically have strong communication, collaboration, active listening, and problem-solving skills. To build your teamwork skills, consult with your manager or a trusted coworker to identify your areas of improvement.

Help your team by using your strengths, clearly understanding your role, and staying flexible and reliable until the project is completed. Examples include cooperation, good listening skills, divergent thinking, and the ability to empathize and sympathize with others.

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

## Technological development and Observed in Salesforce developer:

Salesforce developers will typically use two programming languages. Apex and Javascript. The responsibilities of a salesforce developer can range from typical code based tasks through to work that requires architectures concerns.

The key skills that you need to have include:

Knowledge of basic object-oriented programming knowledge of C# and Javascript & a strong design background

A side from being able to write code you also need to have the necessary skills to manage & model data

Developed a technology that stores and accesses customer data in their cloud and analyses their sales by understanding customer transactions using the cloud data. Moreover, Salesforce technology manages the customer's interactions other than just a CRM for sales and marketing, thus helping the organizations grow.

Some of the Salesforce technologies are Sales cloud, Service cloud, Marketing cloud, and Commerce cloud. In addition to these products, they also offer several other services, such as Salesforce IQ, Salesforce Einstein and App cloud.