**Salesforce course content**

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| **ADMIN**  **Introduction to CRM:**   * Why CRM? * Introduction to Cloud Computing & Salesforce.com * Cloud Computing - Overview * What is Software-as-a-Service (SAAS)? * What is Platform-as-a-Service (PAAS)? * What is Infrastructure-as-a-Service (IAAS)?   **What is Salesforce.com?**   * Salesforce.com CRM Editions * Salesforce Architecture – Cloud Computing is a Better Model Multi-tenant * Salesforce Editions / Pricing   **Salesforce.com Navigation - Overview:**   * Salesforce Certifications * Certified Force.com Developer(401) * Certified Administration (201) * Certified Advanced Force.com Developer(501), etc.,   **Database Introduction:**   * Database Model - Object Creation * Salesforce Building Blocks * Standard Objects * Create custom Objects * CRM functionality in Salesforce and use of standard objects * Custom Objects Vs. Standard Objects * Create custom Fields * Create custom Tabs   **Types of Tab:**   * Standard Objects – Account, Contacts, Leads, Campaigns, Opportunities etc., * Custom object Tabs * Web Tabs * Visual force Tabs   **Custom Application:**   * Limitations * Field Creation and its Relationships a. Different Data types * Standard Data types :  1. Text, Email, Number, Currency, URL, Text Area. 2. Storage Limitations  * Read only Data types:  1. Auto Number, Formula and Rollup summary 2. Rollup summary Operations 3. Sum(), Min(), Max() and Count   **Relational Data types:**   * Lookup Vs. Master - Detail Relationship * Limitations * Required, External Id, Default Value and Unique fields   **Salesforce Application elements:** Home Page, Tabs, Tab Home Pages, Detail Page, Side Bar, Apps, Record  **Page Layouts**:   * Defining Page layouts * Field order changes * Adding custom buttons and links * Defining required and read only fields * Adding related list   **Record Types:**   * To create and maintain record types for your organization. * Display different page layouts and picklist values based on record types. * Uses of Record Types   **Field Dependencies:**   * Controlling field/Dependent field? * Making dependent pick list fields * Limitations   **Validation Rules:**   * Defining Salesforce Data Validation * Creating Custom Validation Rules * Validation Vs. Trigger   **Workflow rules:**   * Define workflow * Create Email template * Set up workflow rules * Set up workflow actions   **Workflow Approval process:**   * Plan approvals using workflow * Use the approval wizard – standard vs. jump start * Create workflow approvals   **Email Templates:**   * Email Templates – Sending Single emails and Mass emails. * Types of Templates - HTML (Using Letter Head) , Custom HTML (without using letter head), Visual force Email Templates   **Data Management:**   * Import Wizard Vs Data Loader * Importing Overview * Exporting Overview * Import custom object records using the Data Loader * Use mass delete * Use storage   **Personal Setup:**   * Managing Personal Information * Password Reset * User Management Overview * Roles, Users, Profiles & Sharing   **Users, Roles and Profiles:**   * Creating Users * User Licenses Overview * Understanding Record Ownership and Access * Role Hierarchy * Profiles  1. Overview and different profiles 2. User Permissions   **Security:**   * Managing the Users * Set Organization Wide Defaults (OWD) * Object-level Security * Field-level Security * Record-level Security * Sharing Rules  1. Define Sharing rules 2. Discuss about types of sharing rules  Reports And Dashboards  * Importance of Reports * Discussion On Standard Report * Creating Custom Report, Tabular Report, Summary report, Matrix Report * Creating Joined Report and Report Types * Applying Filters on Report * Run Report * Export Report * create Dashboard * Fetching Dashboard in to Visualforce |