Salesforce Programme Curriculum

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Week 1 - Introduction to Salesforce

Welcome to Salesforce

Program structure and agenda	The CRM platform	Salesforce as a CRM
Learning resources		

Salesforce Ecosystem

Salesforce Customer 360 How companies use Salesforce	Job roles and career paths in the Salesforce ecosystem	The Salesforce Associate and Admin Certifications

Week 2 - Navigation and Objects

Navigation

Locate and access necessary information	Identify where Salesforce customization takes place	

Data Model

Relationship between the core standard objects		

Week 3 - Data Model

Data Model

Features to use to ensure data visibility	Tools to use to ensure data integrity	

Week 4 - Analytics Foundation & Associate Exam Preparation

Reports & Dashboards

Reports in Salesforce	Dashboards in Salesforce	Exam Preparation

Week 5 - Catch-up Week & Associate Exam

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Week 6 - Company Settings and Permissions

Salesforce Overview

Company-wide org settings	Currency Management	Fiscal years

User Management and Permissions

Salesforce Users - Profiles and Permissions	Permission Set Groups	Explain how to mute permissions and expire permissions

Week 7 - Security Model

Salesforce Record Access

Login Restrictions and Trusted IPs	Record Ownership	Organization-Wide Defaults
Role Hierarchy	Sharing Rules	Teams and Manual Sharing

Week 8 - Customizing Salesforce

Standard and Custom Fields

Standard and Custom Fields	Standard and custom fields	Picklists and Multi-Select Picklists
Lookup fields	Formula fields	

Customizing the UI

Customizing the UI	Customize tabs, list views and apps	Page layouts
Record types	Business processes	

Week 9 - Catch-up Week

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Week 10 - Managing Sandboxes and Data

Creating New with Clicks

Creating New with Clicks	Creating New with Clicks	Create a New Object
Dynamic Forms	New Custom Tab	Create and Deploy a Change Set
Mobile Layouts		

Data Management

Back Up Data	Data Management	Back Up Data
Import, Export, and Update Data	Mass Delete and Mass Transfer	Data Quality and Cleansing Tools

Week 11 - Automating Salesforce

Declarative Automation

Salesforce Automation	Validation Rules	Lead and Case Management
Workflow and Approval Processes	Process Builder	

Week 12 - Creating Flows

Flows

Flow Components	Create a Flow	Combine Flows to build more complex processes
Deploy a Flow from a Lightning Component	Order of Execution	

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Week 13 - Reporting & Additional Applications		
Analytics		
Report Components	Filters and Filter Logic	Charts and Conditional Formatting
Export and Subscribe to Reports	Create Dashboards	
Applications		
Service Cloud for Lightning Experience	Knowledge Basics for LEX	Campaign Basics
Collaborative Forecasts Configuration		

Week 14 - Exam Preparation & Finale