ACE IT CAREERS
BEST CAREER BUILDER

SALESFORCE · COURSE SYLLABUS

Salesforce Administrator Certification

Learn Salesforce administration from the ground up: CRM and cloud basics, the data model, page layouts, automation, data management and security.

5–6 Weeks | Live online | Placement support

Syllabus

MODULE 1

CRM and cloud computing fundamentals

- Why CRM?
- Cloud computing overview
- Software as a Service (SaaS)
- Platform as a Service (PaaS)
- Infrastructure as a Service (IaaS)

MODULE 2

Salesforce platform and navigation

- Salesforce CRM editions and pricing
- Multi-tenant cloud architecture
- Navigating Salesforce
- Salesforce certifications: Administrator, Platform Developer and Advanced Developer

MODULE 3

Data model, objects and tabs

- Database model and object creation
- Salesforce building blocks
- Standard objects: Accounts, Contacts, Leads, Campaigns, Opportunities
- Custom objects vs standard objects
- Custom fields and custom tabs
- Web tabs and Visualforce tabs

MODULE 4

Fields, data types and relationships

- Custom application limits
- Data types: Text, Email, Number, Currency, URL, Text Area
- Storage limits
- Read-only types: Auto Number, Formula, Roll-Up Summary (SUM, MIN, MAX, COUNT)
- Lookup vs master-detail relationships
- Required, External ID, default value and unique fields

MODULE 5

User interface and page layouts

- Application elements: home page, tabs, detail pages, sidebar, apps and records
- Page layouts, field order and related lists
- Custom buttons and links
- Required and read-only fields
- Record types with different layouts and picklist values
- Controlling and dependent picklist fields

MODULE 6

Validation, workflow and approvals

- Custom validation rules
- Validation rules vs triggers
- Workflow rules and workflow actions
- Approval processes: standard and Jump Start wizards
- Email templates: single and mass email, HTML, custom HTML and Visualforce templates

MODULE 7

Data management

- Import Wizard vs Data Loader
- Importing and exporting data
- Importing custom object records with Data Loader
- Mass delete and storage usage

MODULE 8

Users, security and AppExchange

- Personal setup and password reset
- Creating users and user licences
- Record ownership and access
- Roles, role hierarchy and profiles
- Organization-Wide Defaults (OWD)
- Object-, field- and record-level security
- Sharing rules and their types
- Installing and uninstalling AppExchange apps

Included with every course

- Live instructor-led classes in US time zones, with session recordings
- Real-time project work and a certificate
- Resume preparation and marketing, mock interviews and placement support