



# Academic Alliance : Application Development

## Duration

45 hour

## Delivery Format

Classroom : Instructor Led Training

Salesforce Academic Alliance : Application Development has been specifically designed for students to experience the ease of designing applications on the Salesforce industry leading cloud platform.

## Who should take this course ?

This course has been created to meet the needs of Tertiary Students who want to learn how to develop on the Salesforce platform.

Salesforce is the world's #1 CRM company. Our industry-leading Customer Success Platform has become the world's leading enterprise cloud ecosystem. Now with Academic Alliance : Application Training we can give students access to the latest and most innovative cloud technology.

Students will access the same course materials, environments and curriculum used to enable IT professionals across the globe.

On completion, you won't just have some of the most in-demand skills in the market place - you will also be part of the wider Salesforce community along with our customers and partners.

What are you waiting for ? Join us in the cloud and unleash your potential.

## Prerequisites

The prerequisites include an understanding of basic Salesforce concepts and functionality, and completion of the following online courses which are available [help.salesforce.com](https://help.salesforce.com).

- Getting Started: Navigating Salesforce
- Getting Started: Using the Sales Cloud

## What you will learn

When you complete this course, you will be able to :

- Build and customize multi-user cloud applications with just clicks
- Define an application's data model
- Customize the user interface
- Create processes and validation rules
- Automate business process
- Manage your data
- Modify the user interface with Visualforce pages
- Customize Salesforce1 using Clicks
- An introduction to Force.com code (Apex) and Visualforce Controllers

# Academic Alliance : Application Development

## Modules & Topics

---

### Introductions and Overview

- Introduction to Salesforce
- General overview of Salesforce Understanding data model and navigation
- Find answers in Help & Training
- Mobile access to Salesforce1

### Designing Applications on Force.com

- Learn about factors to consider when building a data model
- Develop custom objects and fields
- Create and customize page layouts and publisher actions
- Create master-detail, lookup, and many-to-many relationships
- Create custom applications
- Use custom object queues and event-based workflow rules with field update actions

### Designing Applications for Multiple Users

- Learn about factors to consider when designing applications for multiple users
- Create and customize profiles to manage the user experience
- Create and customize permission sets to manage the user experience
- Employ organization-wide defaults (OWDs), sharing rules, roles, role hierarchy, public groups, and manual sharing to control access to records
- Analyze types to satisfy business requirements

### Implementing Business Processes

- Use Validation rules to enforce conditional required behavior
- User functions to enforce data format and data consistency
- Establish approval process criteria with cross-object formulas
- Set up field history tracking to audit processes

### Managing Data

- Learn when and how to export, delete, insert, update and upset data
- Use the Data Import Wizard and Data Loader to manage data

### Visualforce Pages: Enhancing the User Interface

- Learn about the capabilities of Visualforce pages
- Create Visualforce pages to modify the user interface
- Learn about the functionality that comes with Visualforce page standard controllers
- Create templates that can be applied to multiple Visualforce pages
- Learn about incorporating JavaScript and Ajax with Visualforce
- Learn about incorporating Visualforce into a page layout
- Learn about incorporating Visualforce into Salesforce1

### Introduction to Force.com Code (Apex) and Visualforce Controllers

- Describe the features, functionality, and use cases of Apex
- Understand the Visualforce framework, including its advantages and capabilities

### Customizing Salesforce1 using Clicks

- Salesforce Mobile Strategy
- Salesforce1 User setup Options
- Customizing with Clicks Vs Codes
- Customizing Mobile Navigation
- Mobile Notifications
- Customizing Page Layouts
- Customize Actions
- Branding Salesforce1

---

## About Salesforce Academic Alliance

The Salesforce Academic Alliance program provides practical, hands-on training and certification on the latest cloud technology with the aim to develop industry leading skills with students and provide talent to our Partners, customers and Salesforce.com to help bridge the opportunity divide around the world.

## Register to be part of Salesforce Academic Alliance