Government of Pakistan

National Vocational and Technical Training Commission

Prime Minister's Hunarmand Pakistan Program

"Skills for All"

Course Contents / Lesson Plan
Course Title: Salesforce Developer
Duration: 3 Months

Revised Edition

Trainer Name	
Course Title	**Salesforce Developer**
Objectives and Expectations	**Objective:** The objective of a Salesforce Developer is to design and develop customized Salesforce solutions that meet the unique needs of businesses. This involves analyzing requirements, developing solutions using the Salesforce platform, testing, and debugging code, and deploying the solutions to production. **Expectations:** As a Salesforce Developer, there are several expectations that one should strive to meet: 1- Develop and maintain customized Salesforce solutions: The primary expectation of a Salesforce Developer is to develop and maintain customized Salesforce solutions that meet the specific needs of the business. This requires a deep understanding of the Salesforce platform, as well as knowledge of programming languages such as Apex, Visualforce, and Lightning Web Components. 2- Collaborate with stakeholders: Salesforce Developers should work closely with stakeholders such as business analysts, project managers, and other developers to ensure that solutions are meeting the needs of the business. 3- Testing and debugging: A Salesforce Developer should be proficient in testing and debugging code to ensure that solutions are functioning as expected and to identify and resolve any issues that arise. 4- Continuous learning: The Salesforce platform is constantly evolving, and a Salesforce Developer should stay up-to-date with the latest changes and updates in the platform to ensure that solutions are developed using best practices and are utilizing the latest features. 5- Good communication skills: A Salesforce Developer should have good communication skills to effectively communicate with stakeholders and team members, provide updates on progress, and explain technical concepts to non-technical team members.
Entry-level of trainees	Bachelors in Computer Background

Learning Outcomes of the course	The learning outcomes of Salesforce can vary depending on the specific training or course being taken. However, some general learning outcomes of Salesforce training include:
	Understanding of the Salesforce platform: Learners will gain a deep understanding of the Salesforce platform and its various components, such as the Sales Cloud, Service Cloud, and Marketing Cloud.
	Knowledge of Salesforce tools and features: Learners will become familiar with the various tools and features within the Salesforce platform, such as reports and dashboards, workflows and automation, and security and sharing settings.
	Proficiency in Salesforce development: Learners will develop proficiency in Salesforce development languages such as Apex, Visualforce, and Lightning Web Components, allowing them to create customized solutions that meet the specific needs of businesses.
	Ability to design and implement Salesforce solutions: Learners will gain the skills necessary to analyze business requirements and design and implement customized Salesforce solutions that meet those requirements.
	Knowledge of Salesforce best practices: Learners will understand best practices for developing and deploying Salesforce solutions, including testing, debugging, and ensuring the security and scalability of solutions.
	Communication and collaboration skills: Salesforce training often emphasizes the importance of communication and collaboration skills, as learners will need to work closely with stakeholders and team members to design and implement effective solutions.
Course Execution Plan	**Total duration of course:**3 months (12 Weeks) **Class hours:**4 hours per day **Theory:**20% **Practical:** 80% **Weekly hours:** 20 hours per week
Companies offering jobs in the respective trade	• Information technology (IT • Financial services • Healthcare • Retail and consumer goods • Manufacturing • Education • Services Sector
Job Opportunities	• Salesforce Developer • Salesforce Administrator • Salesforce Consultant • Salesforce Architect • Salesforce Business Analyst • Salesforce Project Manager • Salesforce Marketing Manager • Salesforce Integration Specialist

	• Salesforce Technical Lead • Salesforce Support Specialist • Salesforce Solution Engineer • Salesforce Data Analyst • Salesforce QA Analyst • Salesforce UX Designer • Salesforce Training Specialist
No of Students	25
Learning Place	Classroom / Lab

MODULES

Scheduled Weeks	Module Title	Learning Units	Home Assignment
Week 1	• **Salesforce Developer Career Path** • **Basics of OOP** • **Basic of DSA**	• Introduction Of Salesforce Developer. • Meet Salesforce Developer • Basic Knowledge Of Java Script • Basic knowledge of DSA.	• **Task 1** • **Task 2** *Details may be seen at Annexure-I*
Day 1		• Introduction Of Salesforce Developer.	
Day 2		• Meet Salesforce Developer	
Day 3		• Basic Knowledge Of Java Script	
Day 4		• Basic Knowledge Of Java Script	
Day 5		• Basic knowledge of DSA.	
Week 2	**Lightning Web Components**	• Set Up Your Salesforce DX Environment. • Set Up Visual Studio Code • Create a Hello World Lightning Web Component	• **Task 3** • **Task 4** • **Task 5** • *Details may be seen at Annexure-I*
Day 1		• Set Up Your Salesforce DX Environment.	
Day 2		• Set Up Your Salesforce DX Environment.	
Day 3		• Set Up Visual Studio Code	
Day 4		• Set Up Visual Studio Code	
Day 5		• Create a Hello World Lightning Web Component	
Week 3	**Salesforce DX**	• Set Up the Project on Your Local Machine. • Create and Test Our Scratch Org	• **Task 6** • **Task 7** *Details may be seen at Annexure-I*
Day 1		• Set Up the Project on Your Local Machine.	
Day 2		• Set Up the Project on Your Local Machine.	
Day 3		• Set Up the Project on Your Local Machine.	
Day 4		• Create and Test Our Scratch Org	
Day 5		• Create and Test Our Scratch Org	
Week 4	**Application Lifecycle and Development Models**	• Understand What Application Lifecycle Management Is • Use Package Development for More Flexible Releases	• **Task 8** • **Task 9** *Details*
Day 1		• Understand What Application Lifecycle Management Is	

Day 2		• Understand What Application Lifecycle Management Is	*may be seen at Annexure-I*
Day 3		• Understand What Application Lifecycle Management Is	
Day 4		• Use Package Development for More Flexible Releases	
Day 5		• Use Package Development for More Flexible Releases	
Week 5	**Data Modeling**	• Understand Custom & Standard Objects • Create Object Relationships	
Day 1		• Understand Custom & Standard Objects	
Day 2		• Understand Custom & Standard Objects	
Day 3		• Understand Custom & Standard Objects	• **Task 10**
Day 4		• Create Object Relationships	*Details may be seen at Annexure-I*
Day 5		• Create Object Relationships	
Week 6		• Work with Schema Builder	
Day 1		• Work with Schema Builder	
Day 2		• Work with Schema Builder	
Day 3		• Work with Schema Builder	
Day 4		• Work with Schema Builder	
Day 5		• Midterm	
Week 7	**Data Management**	• Export Data • Import Data	• **Task 11**
Day 1		• Export Data	*Details may be seen at Annexure-I*
Day 2		• Export Data	
Day 3		• Import Data	
Day 4		• Import Data	
Day 5		• Import Data	
Week 8	**Quick Start: Process Builder**	• Create a New Process on the Account Object • Add Process Criteria • Add Your Process Action • Test Your Process	• **Task 12** • **Task 13**
Day 1		• Create a New Process on the Account Object	*Details may be seen at Annexure-I*
Day 2		• Add Process Criteria	
Day 3		• Add Your Process Action	

Day 4		• Test Your Process	
Day 5		• Test Your Process	
Week 9	**Developer Credentials Overview**	• Org. Creation	• **Task 14** • **Task 15** *Details may be seen at Annexure-I*
Week 10	**Apex Basics & Database**	• Get Started with Apex • Use Objects • Manipulate Records with DML • Write SOQL Queries • Write SOSL Queries	• **Task 16** *Details may be seen at Annexure-I*
Day 1		• Get Started with Apex	
Day 2		• Use Objects	
Day 3		• Manipulate Records with DML	
Day 4		• Write SOQL Queries	
Day 5		• Write SOSL Queries	
Week 11	**Find a Salesforce Developer Group Near You Skill up anytime, anywhere with Trailhead GO**	Find a Salesforce Developer Group Near You, Skill up anytime, anywhere with Trailhead GO	• **Task 17** • **Task 18** • **Task 19** *Details may be seen at Annexure-I*
Week 12	Final Assessment		

Task No.	Task	Description	Week
1.	Basic Knowledge Of Java Script	JavaScript is a programming language commonly used in web development for adding interactive features and dynamic content to websites	**Week 1**
2.	Basic knowledge of DSA	DSA, or Data Structures and Algorithms, is a fundamental topic in computer science that deals with organizing and manipulating data efficiently.	

3.	Set Up Your Salesforce DX Environment	The basic steps to set up your Salesforce DX environment. As you continue to learn and develop, you can explore more advanced tools and practices such as version control, continuous integration, and automated testing.	
4.	Set Up Visual Studio Code	The basic steps to set up VS Code for Salesforce development. With VS Code and Salesforce DX, you can take advantage of advanced development features such as code highlighting and linting, code completion, and debugging	**Week 2**
5.	Create a Hello World Lightning Web Component	Basic steps to create a "Hello World" Lightning Web Component in Salesforce. With LWCs, you can create reusable components that can be used in multiple pages and apps, and that can interact with Salesforce data and APIs	
6.	Set Up the Project on Your Local Machine.	You now have a Salesforce project set up on your local machine. You can continue making changes to the metadata, retrieving and deploying them as needed.	**Week 3**
7.	Create and Test Our Scratch Org	Create and test a scratch org in Salesforce by using the following step.	
8.	Understand What Application Lifecycle Management Is	ALM in Salesforce is crucial to delivering high-quality applications that meet business requirements, are scalable, and easy to maintain. It enables teams to work collaboratively and iteratively, ensuring that the application evolves over time to meet changing business needs.	**Week 4**
9.	Understand Custom & Standard Objects	In Salesforce, objects are used to represent a table of data that stores information about a particular entity, such as an account, contact, or opportunity. Objects are a fundamental part of the Salesforce data model, and they can be customized or used as standard objects provided by Salesforce..	
10.	Create Object Relationships	Creating object relationships in Salesforce allows you to establish connections between different objects in your data model. There are two main types of relationships: lookup relationships and master-detail relationships.	**Week 5**
11.	Work with Schema Builder	Schema Builder is a graphical tool in Salesforce that allows you to design and visualize your data model. It provides a visual representation of your data model and allows you to create, modify, and delete objects, fields, and relationships using a drag-and-drop interface.	**Week 7**
12.	Create a New Process on the Account Object	To create a new process on the Account object in Salesforce, you can use the Process Builder too	**Week 8**

13.	Add Your Process Action	To create a new process on the Account object in Salesforce, you can use the Process Builder too	
14.	Get Started with Apex	Apex is a programming language used in Salesforce to develop custom functionality and automate business processes Apex Class Apex Test Class	**Week 9**
15.	Get Started With Trigger.	Triggers are a powerful tool in Salesforce that allow you to execute custom code before or after specific events occur in your org, such as inserting, updating, or deleting records.	
16.	Write SOQL Queries	SOQL (Salesforce Object Query Language) is a powerful tool in Salesforce that allows you to query records from your Salesforce database	**Week 10**
17.	Write SOSL Queries	SOSL (Salesforce Object Search Language) is another powerful search tool in Salesforce that allows you to search across multiple objects at once.	**Week 11**
18.	Build your CV	Download professional CV template from any good site (https://www.coolfreecv.com or relevant) • Add Personal Information • Add Educational details • Add Experience/Portfolio Add contact details/profile links	

| 19. | **How to search and apply for jobs in at least two labor marketplace countries (KSA, UAE, etc.)** | Browse the following website and create an account on each website Bayt.com – The Middle East Leading Job Site Monster Gulf – The International Job Portal Gulf Talent – Jobs in Dubai and the Middle East Find the handy 'search' option at the top of your homepage to search for the jobs that best suit your skills. Select the job type from the first 'Job Type' drop-down menu, next, select the location from the second drop-down menu. Enter any keywords you want to use to find suitable job vacancies. On the results page you can search for part-time jobs only, full-time jobs only, employers only, or agencies only. Tick the boxes as appropriate to your search. Search for jobs by: Company Category Location All jobs Agency | |

Motivational Lectures
Salesforce Developer

What is freelancing and how you can make money online - BBCURDU

https://www.youtube.com/watch?v=9jCJN3Ff0kA

What Is the Role of Good Manners in the Workplace? By Qasim Ali Shah | In Urdu

https://www.youtube.com/watch?v=Qi6Xn7yKIlQ

Hisham Sarwar Motivational Story | Pakistani Freelancer

https://www.youtube.com/watch?v=CHm_BH7xAXk

21 Yr Old Pakistani Fiverr Millionaire | 25-35 Lakhs a Month Income | Interview

https://www.youtube.com/watch?v=9WrmYYhr7S0

Failure to Millionaire - How to Make Money Online | Fiverr Superhero Aaliyaan Success Story

https://www.youtube.com/watch?v=d1hocXWSpus

Annexure-II

SUGGESTIVE FORMAT AND SEQUENCE ORDER OF MOTIVATIONAL LECTURE.

Mentor

Mentors are provided an observation checklist form to evaluate and share their observational feedback on how students within each team engage and collaborate in a learning environment. The checklist is provided at two different points: Once towards the end of the course. The checklists are an opportunity for mentors to share their unique perspective on group dynamics based on various team activities, gameplay sessions, pitch preparation, and other sessions, giving insights on the nature of communication and teamwork taking place and how both learning outcomes and the student experience can be improved in the future.

Session- 1 (Communication):
Please find below an overview of the activities taking place Session plan that will support your delivery and an overview of this session's activity.

Session- 1 OVERVIEW
Aims and Objectives:
- To introduce the communication skills and how it will work   - Get to know mentor and team - build rapport and develop a strong sense of a team   - Provide an introduction to communication skills   - Team to collaborate on an activity sheet developing their communication, teamwork, and problem-solving   - Gain an understanding of participants' own communication skills rating at the start of the program

Activity:	Participant Time	Teacher Time	Mentor Time
Intro Attend and contribute to the scheduled.			
Understand good communication skills and how it works.			
Understand what good communication skills mean			
Understand what skills are important for good communication skills			
Key learning outcomes:	**Resources:**		**Enterprise skills developed:**
• Understand the communication	• Podium • Projector		• Communication • Self Confidence

skills and how it works. • Understand what communication skills mean • Understand what skills are important for communication skills	• Computer • Flip Chart • Marker	• Teamwork

Schedule	Mentor Should do
Welcome: **5 min**	Short welcome and ask the **Mentor** to introduce him/herself. Provide a brief welcome to the qualification for the class. Note for Instructor: Throughout this session, please monitor the session to ensure nothing inappropriate is being happened.
Icebreaker: **10 min**	Start your session by delivering an icebreaker, this will enable you and your team to start to build rapport and create a team presentation for the tasks ahead. The icebreaker below should work well at introductions and encouraging communication, but feel free to use others if you think they are more appropriate. It is important to encourage young people to get to know each other and build strong team links during the first hour; this will help to increase their motivation and communication throughout the sessions.
Introduction & Onboarding: **20mins**	Provide a brief introduction of the qualification to the class and play the "Onboarding Video or Presentation". In your introduction cover the following: 1. Explanation of the program and structure. (Kamyab jawan Program) 2. How you will use your communication skills in your professional life. 3. Key contacts and key information – e.g. role of teacher, mentor, and SEED. Policies and procedures (user agreements and "contact us" section). Everyone to go to the Group Rules tab at the top of their screen, read out the rules, and ask everyone to verbally agree. Ensure that the consequences are clear for using the platform outside of hours. (9am-8pm) 4. What is up next for the next 2 weeks ahead so young people know what to expect (see pages 5-7 for an overview of the challenge). Allow young people to ask any questions about the session topic.
Team Activity Planning: **30 minutes**	MENTOR: Explain to the whole team that you will now be planning how to collaborate for the first and second collaborative Team Activities that will take place outside of the session. There will not be another session until the next session so this step is required because communicating and making decisions outside of a

	session requires a different strategy that must be agreed upon so that everyone knows what they are doing for this activity and how.
	• "IDENTIFY ENTREPRENEURS" TEAM ACTIVITY • "BRAINSTORMING SOCIAL PROBLEMS" TEAM ACTIVITY" *As a team, collaborate on a creative brainstorm on social problems in your community. Vote on the areas you feel most passionate about as a team, then write down what change you would like to see happen.* Make sure the teams have the opportunity to talk about how they want to work as a team through the activities e.g. when they want to complete the activities, how to communicate, the role of the project manager, etc. Make sure you allocate each young person a specific week that they are the project manager for the weekly activities and make a note of this. Type up notes for their strategy if this is helpful - it can be included underneath the Team Contract.
Session Close: **5 minutes**	**MENTOR:** Close the session with the opportunity for anyone to ask any remaining questions. **Instructor:** Facilitate the wrap-up of the session. A quick reminder of what is coming up next and when the next session will be.

MOTIVATIONAL LECTURES LINKS.

TOPIC	SPEAKER	LINK
How to Face Problems In Life	Qasim Ali Shah	https://www.youtube.com/watch?v=OrQte08Ml90
Just Control Your Emotions	Qasim Ali Shah	https://www.youtube.com/watch?v=JzFs__yJt-w
How to Communicate Effectively	Qasim Ali Shah	https://www.youtube.com/watch?v=PhHAQEGehKc
Your ATTITUDE is Everything	Tony Robbins Les Brown David Goggins Jocko Willink Wayne Dyer Eckart Tolle	https://www.youtube.com/watch?v=5fS3rj6eIFg
Control Your EMOTIONS	Jim Rohn Les Brown TD Jakes Tony Robbins	https://www.youtube.com/watch?v=chn86sH0O5U
Defeat Fear, Build Confidence	Shaykh Atif Ahmed	https://www.youtube.com/watch?v=s10dzfbozd4
Wisdom of the Eagle	Learn Kurooji	https://www.youtube.com/watch?v=bEU7V5rJTtw
The Power of ATTITUDE	Titan Man	https://www.youtube.com/watch?v=r8LJ5X2ejqU
STOP WASTING TIME	Arnold Schwarzenegger	https://www.youtube.com/watch?v=kzSBrJmXqdg
Risk of Success	Denzel Washington	https://www.youtube.com/watch?v=tbnzAVRZ9Xc

SUCCESS STORY

S. No	Key Information	Detail/Description
1.	**Self & Family background**	**Ahmad Shabbir,** who lives in Islamabad, is an example of how hard work and perseverance can reap rich rewards working as a Salesforce Developer at ExD. But this isn't a story of overnight success – Ahmad had to work hard to differentiate herself and stay true to his goal. It was a full year later, in May 2022, when Ahmad finally decided to jump in. He signed up for one of a company that has a good reputation in the market. **He says. "If at first, you don't succeed, try try again"**
2.	**How he came on board NAVTTC Training/ or got trained through any other source**	Certification in Salesforce Developer
3.	**Post-training activities**	**Hands-on practice:** Practice is crucial to retaining what you've learned. Salesforce provides a free Developer Edition that you can use to practice building and customizing the platform. You can also work on personal projects to apply what you've learned to real-world scenarios. **Join the Salesforce community:** Joining the Salesforce community can provide access to valuable resources, including discussion forums, webinars, events, and blogs. You can also connect with other Salesforce professionals who can offer support and guidance. **Obtain Salesforce certifications**: Salesforce certifications are a great way to demonstrate your knowledge and skills to employers and clients. Salesforce offers a variety of certifications, including Salesforce Administrator, Salesforce Developer, and Salesforce Architect. Obtaining a certification can increase your credibility and open up new job opportunities.

		Attend Salesforce events: Attending Salesforce events, such as Dreamforce, can provide access to keynote speeches, training sessions, and networking opportunities. You can also learn about the latest Salesforce features and developments. **Stay up to date with Salesforce updates:** Salesforce updates its platform regularly, so it's essential to stay up to date with the latest features and functionality. You can subscribe to Salesforce blogs and newsletters to stay informed about new releases and updates.
4.	**Message to others** **(under training)**	Take the training opportunity seriously Impose self-discipline and ensure regularity Make Hard work pays in the end so be always ready for the same.

Note: Success story is a source of motivation for the trainees and can be presented in several ways/forms in a NAVTTC skill development course as under: -

1. To call a passed out successful trainee of the institute. He will narrate his success story to the trainees in his own words and meet trainees as well.
2. To see and listen to a recorded video/clip (5 to 7 minutes) showing a successful trainee Audio-video recording that has to cover the above-mentioned points.*
3. The teacher displays the picture of a successful trainee (name, trade, institute, organization, job, earning, etc) and narrates his/her story in the teacher's own motivational words.

*The online success stories of renowned professional can also be obtained from **Annex-II**

Workplace/Institute Ethics Guide

Work ethic is a standard of conduct and values for job performance. The modern definition of what constitutes good work ethics often varies. Different businesses have different expectations. Work ethic is a belief that hard work and diligence have a moral benefit and an inherent ability, virtue, or value to strengthen character and individual abilities. It is a set of values-centered on the importance of work and manifested by determination or desire to work hard.

The following ten work ethics are defined as essential for student success:

1. **<u>Attendance</u>:**

   Be at work every day possible, plan your absences don't abuse leave time. Be punctual every day.

2. **<u>Character</u>:**

   Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product. Complete assigned tasks correctly and promptly. Look to improve your skills.

3. **<u>Team Work</u>:**

   The ability to get along with others including those you don't necessarily like. The ability to carry your weight and help others who are struggling. Recognize when to speak up with an idea and when to compromise by blend ideas together.

4. **<u>Appearance</u>:**

   Dress for success set your best foot forward, personal hygiene, good manner, remember that the first impression of who you are can last a lifetime

5. **<u>Attitude</u>:**

   Listen to suggestions and be positive, accept responsibility. If you make a mistake, admit it. Values workplace safety rules and precautions for personal and co-worker safety. Avoids unnecessary risks. Willing to learn new processes, systems, and procedures in light of changing responsibilities.

6. **<u>Productivity</u>:**

   Do the work correctly, quality and timelines are prized. Get along with fellows, cooperation is the key to productivity. Help out whenever asked, do extra without being asked. Take pride in your work, do things the best you know-how. Eagerly focuses energy on accomplishing tasks, also referred to as demonstrating ownership. Takes pride in work.

7. **<u>Organizational Skills</u>:**

Make an effort to improve, learn ways to better yourself. Time management; utilize time and resources to get the most out of both. Take an appropriate approach to social interactions at work. Maintains focus on work responsibilities.

8. **<u>Communication</u>:**

Written communication, being able to correctly write reports and memos. Verbal communications, being able to communicate one on one or to a group.

9. **<u>Cooperation</u>:**

Follow institute rules and regulations, learn and follow expectations. Get along with fellows, cooperation is the key to productivity. Able to welcome and adapt to changing work situations and the application of new or different skills.

10. **<u>Respect</u>:**

Work hard, work to the best of your ability. Carry out orders, do what's asked the first time. Show respect, accept, and acknowledge an individual's talents and knowledge. Respects diversity in the workplace, including showing due respect for different perspectives, opinions, and suggestions.