

# PROGRAMMA SVILUPPATORE SALESFORCE



salesforce



*Generation*  
ITALY

# Profilo

Il corso Sviluppatore Salesforce di Generation Italy si propone di formare profili junior in grado di operare nell'ambito dell'elaborazione di soluzioni Salesforce, sia come **app builder** che come **sviluppatori**.

Queste figure, partendo da un consolidamento del background nella programmazione orientata agli oggetti, data base e Sql, web application e web service, vengono accompagnate in un percorso di acquisizione di tutte le competenze necessarie per gestire la piattaforma Salesforce, per costruire app e per programmare in Apex.

I profili formati sono in grado di elaborare soluzioni customizzate nei seguenti ambiti:

- Sales cloud service
- Marketing cloud service,
- Service cloud
- Analytics cloud
- Community cloud service
- Commerce cloud service
- App
- Commerce cloud service
- IoT cloud service
- Health cloud service

# Corso

Il corso Sviluppatore Salesforce di Generation Italy dura **12 settimane**, per un totale di 480 ore.

È articolato in 3 macro-moduli:

1. **Programmazione** (programmazione object-oriented, data base, web application, web service)
2. **Salesforce** (CRM, preparazione alle certificazioni DEX403 e DEX450, casi e superbadge)
3. **Soft Skills** (Teamwork, comunicazione, time management, mentalità di crescita, persistenza, ecc.)

Il programma è intensivo (8 ore al giorno) e caratterizzato da un approccio attivo ed esperienziale.

# Moduli e argomenti

## MODULO 1 - PROGRAMMAZIONE

<b>1</b> <b>Introduction to object-oriented programming</b>	Introduction to programming logic concept Introduction to Java language
	Concept of variable. Examples of simple and complex variable Examples of objects Object as independent entity
	Introduction to strings, selection, iteration
	Explanation of basic algorithms on primitive types and on simple object Technique of symbolic execution
	In-depth study of objects Methods and properties in details Methods and class properties
	Practice: Elaboration of algorithms and Java programs related to what has been presented.
<b>2</b> <b>Object-oriented programming in Java</b>	Theoretical basis of OO design
	Inheritance, encapsulation, polymorphism and their practical use. Definition of properties and methods, them inheritance, OO architecture.
	Practice: Examples and exercises of the topics covered
<b>3</b> <b>Advanced OO programming</b>	Interfaces and abstract classes
	Handling of exceptions
	"Programming at interfaces". Software engineering concepts for creating robust code.
	Practice: Examples and exercises of the topics covered
<b>4</b> <b>DATA BASES and SQL language</b>	Fundamentals of design and development of relational databases and SQL language
	JAVA / SQL Database connection (JDBC and its use)
	Practice: Examples and exercises of the topics covered using the most common DBMS (MySQL, SQLITE)
<b>5</b> <b>Web Application</b>	Introduction to web applications using servlets
	Web development fundamentals (the MVC pattern for the web, HTML, CSS)
	Practice: Exaples and exercises of the topics covered
<b>6</b> <b>Web services</b>	Web Service definition
	REST

	Practice: Examples and exercises of the topics covered
<p style="text-align: center;"><b>7</b></p> <p><b>Advanced web development</b></p>	Introduction
	Insights into HTML5 and CSS3
	Javascript e JQuery
	AJAX and the Single Page Applications
	Practice: Exaples and exercises of the topics covered

## MODULO 2 - SALESFORCE

<p><b>Introduzione a Salesforce</b></p>	<p>Introduction CRM Philosophy FIRST STEPS WITHIN THE APPLICATION DESIGN OF THE COMPANY STRUCTURE</p>
<p><b>DEX 403 App Builder</b></p>	<p>Understanding objects and data model External Objects Schema Builder Profiles Permission Sets Field Level Security Sharing model</p>
	<p>Custom Applications and Custom Tabs Page Layouts and record types Lightning App, Record, and Home Page Salesforce Mobile App Quick Actions What Are Record Types?</p>
	<p>Formula Fields Roll-Up Summary Fields Validation rules Preventing Data Loss Lightning Process Builder Workflow Rules Approval processes</p>
	<p>Keeping Systems in Sync with Outbound Messaging Flows Auditing Configuration Changes Auditing Data Keeping Track of Unauthorized Changes Sandboxes</p>

<p style="text-align: center;"><b>DEX 450</b> Principi dello sviluppo su SFDC</p>	Change Sets Alternatives to Change Sets Tools for Data Management Bulk API Standard and Custom Report Types Available Report Formats Bucketing, Cross-Filters, and Custom Summary Formulas Dashboards Limits of Declarative Tools AppExchange
	Programming with Apex SOQL,SOSL,DML
	Deployment Triggers Save order of execution
	Apex Testing Designing strategy
	Visualforce Aura components Lightning Web Components
<p style="text-align: center;"><b>ESERCITAZIONI</b></p>	<p style="text-align: center;">ESERCITAZIONI - CASI - SUPERBADGE</p>

## MODULO 3 – SOFT SKILLS

Behavioral Skills and Mindsets	Adattabilità, Proattività, Persistenza, Teamwork, Responsabilità Personale, Mentalità di Crescita, Orientamento al Futuro
Technical	Problem Solving, Agile Software Development, Comunicazione efficace, Collaboration Skills, Rispettare le consegne
Skills Application	Casi Studio, Role Play, Simulazioni, Drills
Empoyment Essential	Preparazione CV, Simulazioni di Colloquio, Personal Branding, LinkedIn e social
Social Support and Mentorship	Stress Management, Time Management, Gestione dei Fallimenti, Character Strenghts – VIA, Lavorare in Remoto
Reinforcement and Reflection	Peer Coaching, Daily Reflection, Assessment
Community	Team Building, Peer Appreciation, Keeping in touch