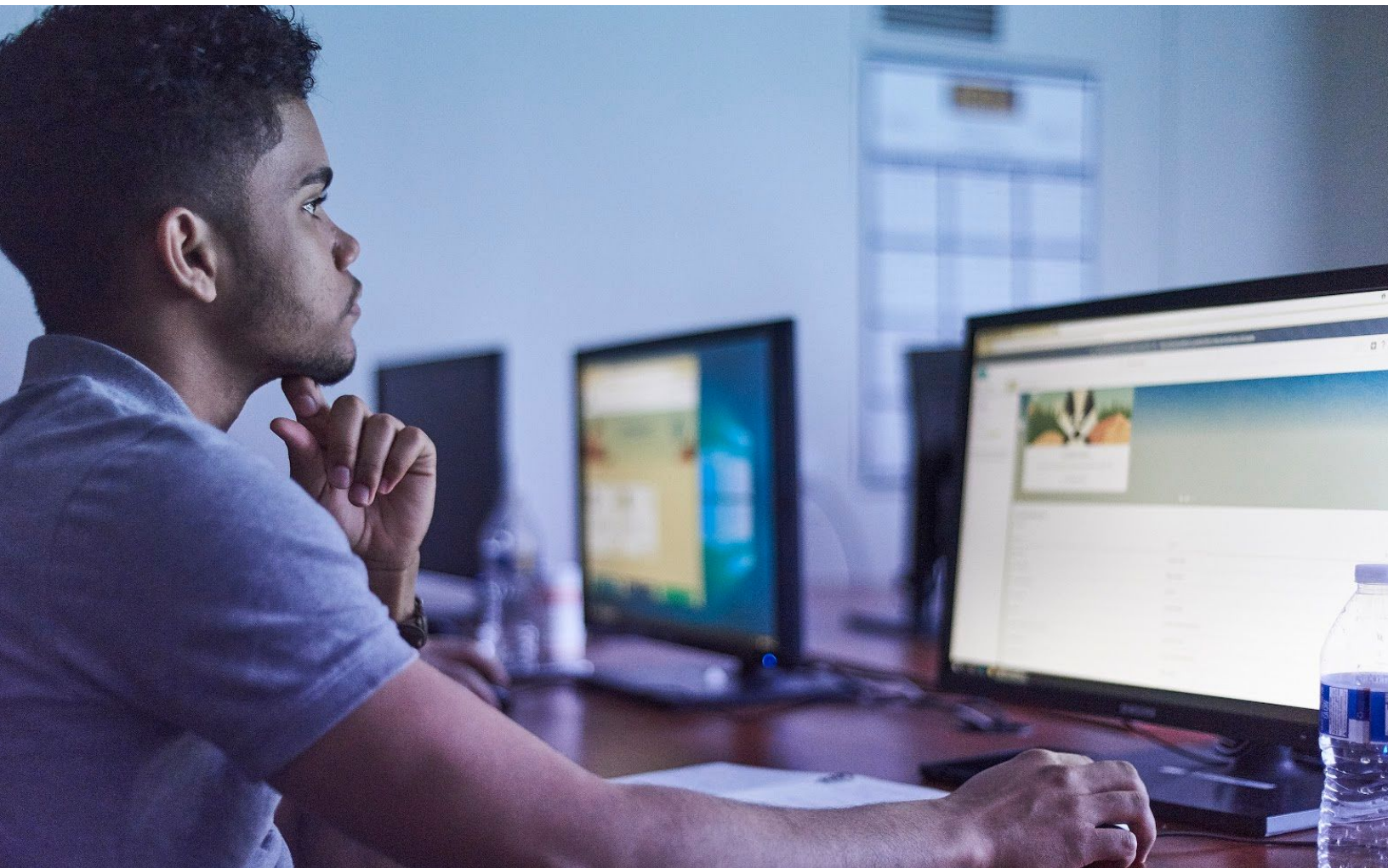


# Reskilling the American Workforce

## Accelerated Rapid Response Training Program for Displaced Workers



### 2020 Accelerated Salesforce Admin Training Program Description and Syllabus

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## Organization Overview

<b>Name of Organization</b>	PepUp Tech, Inc
<b>Executive Director</b>	Selina Suarez
<b>Organization Address</b>	543 NW Lake Whitney Place Suite 104, Port St. Lucie, FL 34986
<b>Contact Email</b>	admissions@pepuptech.org

## Program Summary

<b>Program Name</b>	Accelerated Rapid Response Training Program for Displaced Workers
<b>Program Duration</b>	5 Weeks
<b>Program Start and End Dates</b>	May 4th, 2020 - June 5th 2020
<b>Total Program Days/Hours of Operation</b>	Monday - Friday 9:00am - 11:00am PST/12:00pm -2:00pm EST
<b>Live Program Hours</b>	50 hours live class time
<b>Homework Hours</b>	~50 hours
<b>Primary Platforms Used</b>	Zoom, Google Classroom, Trailhead
<b>Requirements</b>	Gmail Account, Internet, Working computer or laptop (with a video camera or stand alone video camera), and Microsoft Excel

## Program Abstract

To date, 17 million Americans filed unemployment claims as a direct result of the economic downturn afflicted on the U.S. economy due to Covid-19. PepUp Tech is offering accelerated training opportunities for workers who have been negatively affected.

PepUp Tech's programs are driven by industry experts who give their time to teach students the technical and soft skills needed to grow a career in the tech industry.

## Rationale

IDC reports that the Salesforce ecosystem will create 3.3M new jobs and \$859M in additional revenue by 2022. [\(Gantz, John F. \(Oct 2017\). "The Salesforce Economy Forecast"\)](#)

## Benefits of enrolling in PepUp Tech Accelerated Training Program

- Live online training
- Accelerated coursework
- Real world examples and hands on experience
- Peer community
- Networking opportunities: Access to PepUp Tech ecosystem of Salesforce professionals
- Access to Alumni transition to career resources
  - resume/CV /linkedin assistance
  - Professional coaching in group and/or 1:1 sessions: Alumni gain access to professional coaching resources focused on individual growth and development.
  - Workforce placement assistance
  - Career enhancement opportunities
- Certification pathways

## Alumni Services

Students are invited to attend networking events, conferences, employer events and other onsite/virtual opportunities to network with PepUp Tech's vast network of partners, volunteers and professionals. Once a student becomes an alumni they become eligible for our workforce placement services.

## Program Delivery

A basic understanding of excel concepts, database structure and object-oriented programming is helpful.

- Individuals whose employment prospects have been negatively affected.

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- Individuals who are interested in a career in technology leveraging the Salesforce platform.
  - Interest in technology, business consulting, analytics, or business analysis is required.

### **This program is for**

People who are interested in a career in technology leveraging the Salesforce platform. Interest in technology, business consulting, analytics, or business analysis is required. A basic understanding of excel concepts, database structure and object-oriented programming is helpful.

### **Careers Explored**

This course will focus on careers available within Salesforce and the Salesforce ecosystem. We will cover various career paths, salaries, employment locations and the industry roadmap in general. Industry professionals will be on hand to deliver and guide training.

### **Program Goals**

By the end of the PepUp Tech Accelerated Program you will understand the basics of the Salesforce platform for application development, product development, system administration, data management and system architecture across various industries.

Participants will explore careers and gain insight into the Salesforce ecosystem through the heavily active and engaged Salesforce community. Professional industry experts across the country will be on hand to guide learning, share insider knowledge, guide career exploration and offer opportunities for further mentorship and guidance. We utilize the case study methodology in our teachings and we reinforce learning with supplemented [Trailhead](#) curriculum to deliver the following program components:



## Course Syllabus

### Details:

- Monday - Friday
- 2 Hours a Day Live Class Instruction
- 2 hours a day Homework

<b>Week 1</b>	<ul style="list-style-type: none"> <li>• Introduction to Salesforce, PepUp Tech, Introduction to Business Fundamentals</li> <li>• Introduction to Software Development Agile Concepts</li> <li>• CRM and Salesforce Platform Basics</li> <li>• Lightning Experience Customization</li> <li>• Data Management</li> <li>• Guest Speaker</li> </ul>
<b>Week 2</b>	<ul style="list-style-type: none"> <li>• Lightning Experience Reports and Dashboards</li> <li>• Salesforce Mobile App Customization</li> <li>• Data Security</li> <li>• Workflow and Automation</li> <li>• Guest Speaker</li> </ul>
<b>Week 3</b>	<ul style="list-style-type: none"> <li>• Project Work and Hands on Experience</li> <li>• Guest Speaker</li> </ul>
<b>Week 4</b>	<ul style="list-style-type: none"> <li>• Salesforce Certification Prep</li> <li>• Guest Speaker</li> </ul>
<b>Week 5</b>	<ul style="list-style-type: none"> <li>• Salesforce Certification Prep</li> <li>• Guest Speaker</li> </ul>

### Topics Breakdown

- Welcome and Getting Started
  - a. CRM Basics
  - b. Navigate Setup
  - c. Agile/Project management concepts
- Salesforce Platform Basics
  - a. Sales Cloud Overview
  - b. Getting Started with Platform
  - c. Platform Use Cases

- d. Power up with AppExchange
- e. Understanding Salesforce Architecture
- f. Data Modeling
  - i. Understanding Custom & Standard Objects
  - ii. Creating Object Relationships
  - iii. Working with Schema Builder
- Lightning Experience Customization
  - i. Set Up Your Org
  - ii. Creating and Customize Lightning Apps
  - iii. Creating and Customize List Views
  - iv. Customizing Record Highlights with Compact Layouts
  - v. Customizing Record Details with Page Layouts
  - vi. Empowering Your Users with Quick Actions
- Data Management
  - a. Data Quality
    - i. Getting Started with Data Quality
    - ii. Assessing the Quality of Data
    - iii. Improving Data Quality
    - iv. Importing Data
    - v. Exporting Data
    - vi. Updating Data
- Lightning Experience Reports & Dashboards
  - a. Introduction to Reports and Dashboards in Lightning Experience
  - b. Creating Reports with the Report Builder
  - c. Formatting Reports
  - d. Extending Your Reporting Strategy with AppExchange
- Salesforce Mobile App Customization
  - a. Getting Started with the Salesforce Mobile App
  - b. Creating Global Quick Actions
  - c. Creating Object-Specific Quick Actions
  - d. Customizing Compact Layouts
  - e. Customizing Navigation
- Data Security
  - a. Overview of Data Security
  - b. Controlling Access to the Org
  - c. Controlling Access to Objects
  - d. Controlling Access to Fields
  - e. Controlling Access to Records
  - f. Creating a Role Hierarchy
  - g. Defining Sharing Rules
- Formulas and Validations
  - a. Formulas and Validations
  - b. Using Formula Fields

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- c. Implementing Roll-Up Summary Fields
  - d. Creating Validation Rules
  - e. Picklist Administration
  - f. Getting Started with Picklists
  - g. Managing Your Picklist Values
  - h. Sharing Values with Global Value Sets
  - Workflow and Automation
    - a. Workflow
    - b. Process Builder Automation

## **Assessments**

- Daily assessments (quiz) and homework assignments will be given.
- Plan for a minimum of 2 hours of class homework assignments daily.
- Salesforce practice exams will be administered during the last two weeks of class.

## **Additional Resources (Coursework supplementation and homework)**

- Trailhead Superbadges
  - Business Administration Specialist
  - Lightning Experience Reports & Dashboards Specialist
  - Security Specialist
- Other Resources as assigned by Instructors
- Quizzes and Assessments
- Videos
- Articles
- Practice Exams