
**Report on Value Added Course on "SALESFORCE TECHNOLOGY (CSV-23-01)"
from 18-11-2023 to 10-12-2023**

1 message

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**A Brief Report***on***Value-Added Course- "SALESFORCE TECHNOLOGY (CSV-23-01)"****November 18th to December 10th, 2023****Organized by****Department of Computer Science and Engineering****Integral University, Lucknow**

The DQAC, Department of Computer Science and Engineering, Integral University, Lucknow, organized a 32-hour online value-added course on "**SALESFORCE TECHNOLOGY (CSV-23-01)**" for the students of B.Tech., M.Tech., BCA, MCA, and other programmes. The two-week value-added course, with 32-hour of active engagement, was organized on Saturdays and Sundays from November 18th to December 10th, 2023, in online mode on ILI.

The aim of the course was to enable the participants to understand the concepts of the cloud computing service that specially investigates Customer Relationship Management that is called Salesforce. The cloud platform used in salesforce technology is Software as a Service (SaaS). The course helped students in developing an understanding of how to connect with existing and future customers and partners in business. The relationship with the customers can be maintained well with this technology, and new customers can be created. Customer Relationship Management and this application helps the companies understand consumer behaviour and analyse where to invest in boosting up their profits and minimizing the losses. Moreover, it also helps manage a huge database of the customer and maintain a healthy relationship. Participants are aware of the Salesforce technology and learnt Apex, a programming language like Java. Participants were able to:

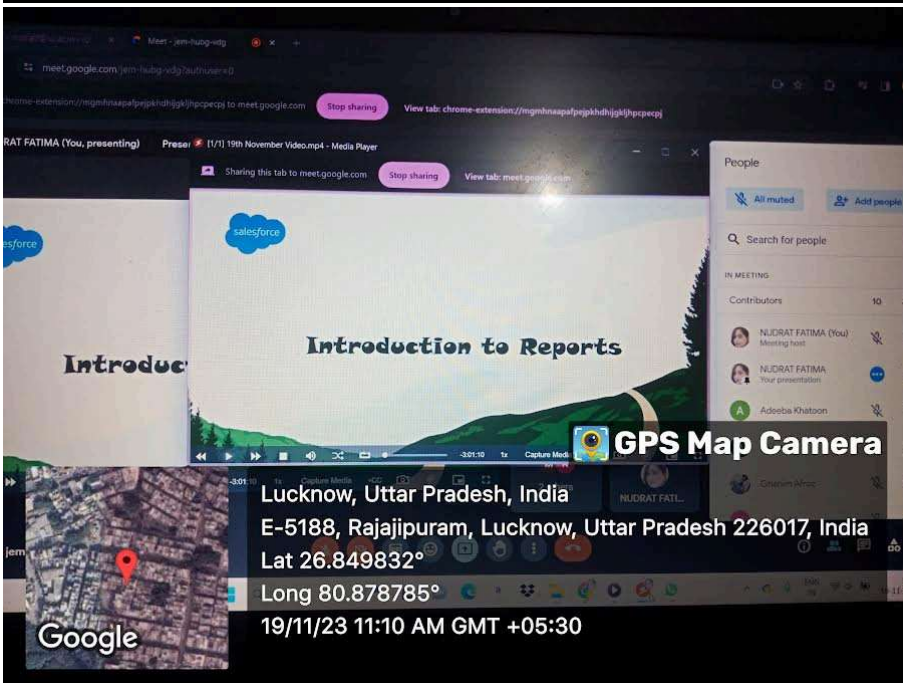
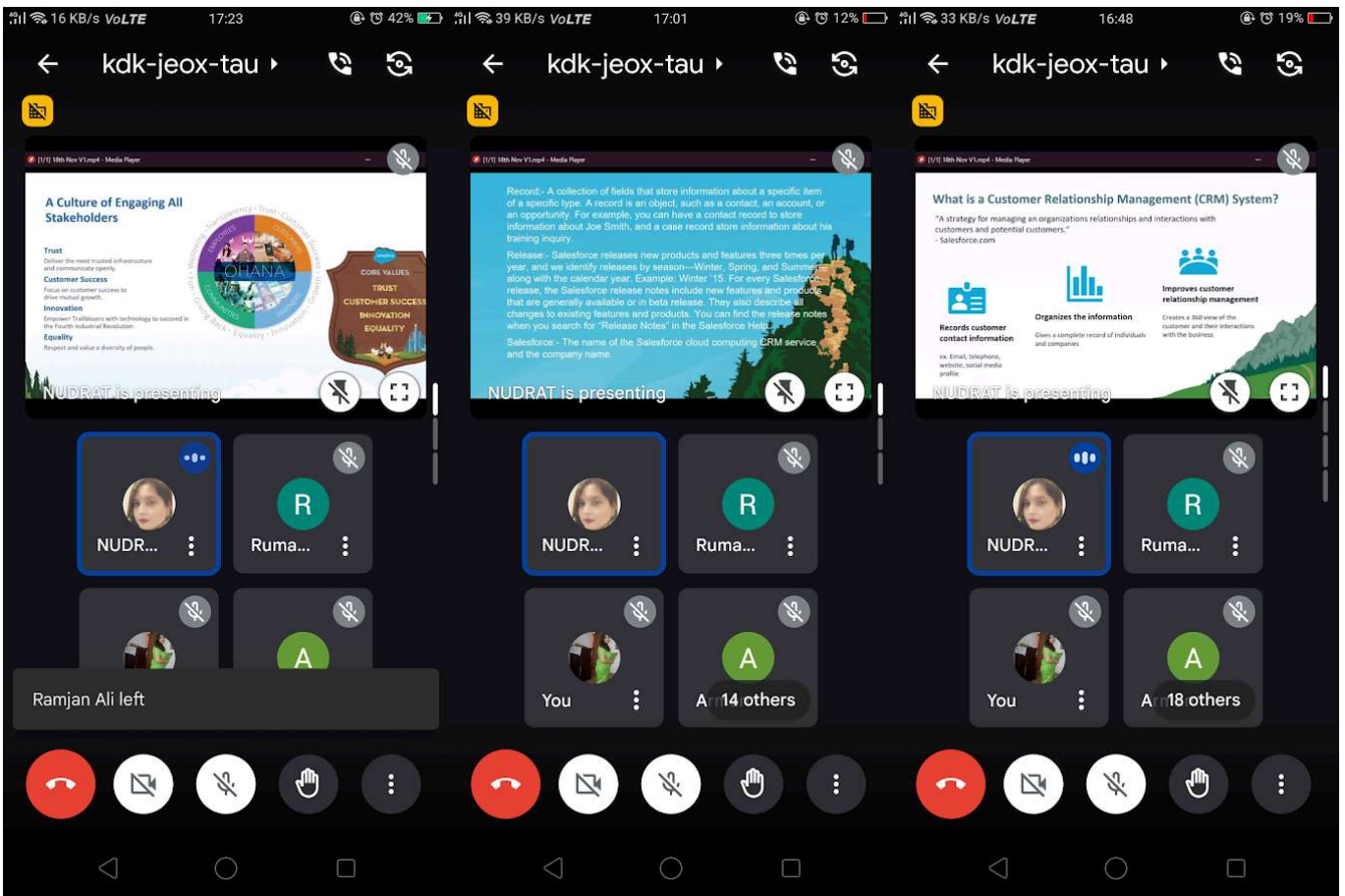
1. Learn about Salesforce Technology
2. Execute programs on Apex Programming on Salesforce platform.
3. Learn about the lightning framework.
4. Generate custom reports.

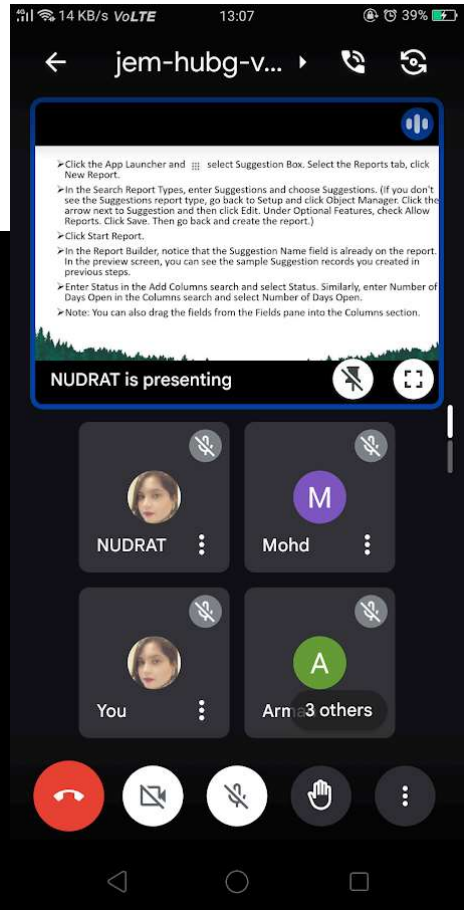
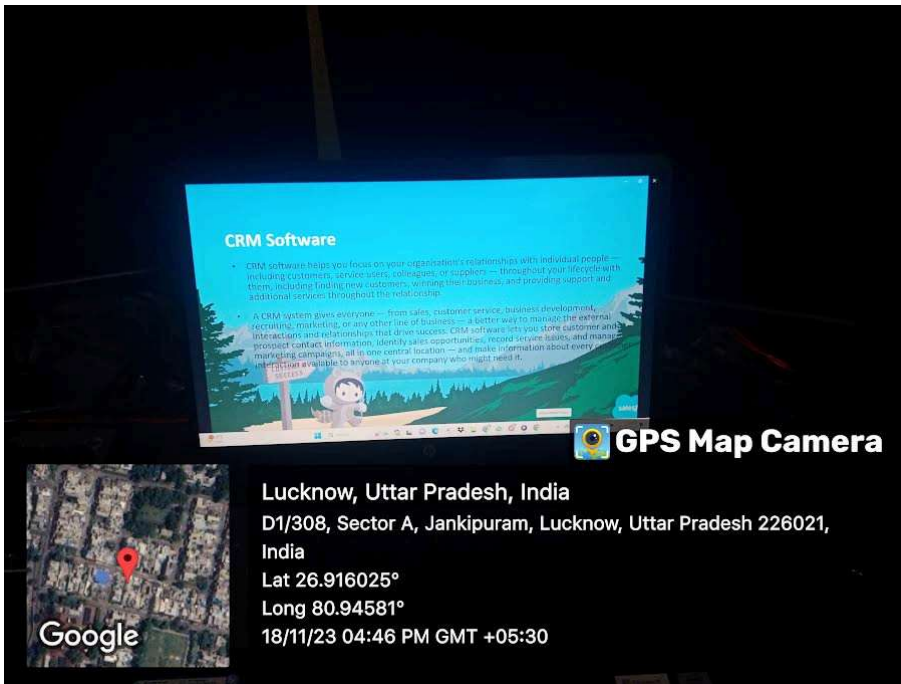
The 32-hour online value-added course was organized by DQAC, Department of Computer Sc. & Engineering under the able guidance of **Ms. Kavita Agrawal**, Head, Department of CSE, Integral University, Lucknow. The course structure and module description were designed by **Ms. Nudrat Fatima**, Assistant Professor, Department of CSE, Integral University, Lucknow. **Ms. Nudrat Fatima** was the resource person for the course. She explained the importance of Cloud Technology and the different aspects of Salesforce Technology very efficiently. Each session was well described, and the deliverables were uploaded on ili. The overall event was coordinated by **Dr. Halima Sadia**, DQAC Member Secretary, Department of CSE, Integral University, Lucknow.

A total of 126 students from various branches registered for the event and received the certificate of completion. The distribution of E-Certificate was based on students' attendance, submitted assignments, and their performance

in the final online test, conducted at the end of the course.

Glimpses of the Value-Added Course on “SALESFORCE TECHNOLOGY (CSV-23-01)” from November 18th to December 10th, 2023:





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 With Regards,

Kavita Agrawal
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