
Report on Value Added Course on "SALESFORCE TECHNOLOGY (CSV-24-01)" from 26-10-2024 to 18-11-2024

1 message

Communication Cell IUL <communications@iul.ac.in>

Tue, Dec 3, 2024 at 8:12 AM

Bcc: csfc@iul.ac.in

*A Brief Report**on**Value-Added Course- "SALESFORCE TECHNOLOGY (CSV-24-01)"**October 26th to November 18th, 2024**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-24-01)***” 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 October 26th to November 18th, 2024, 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:

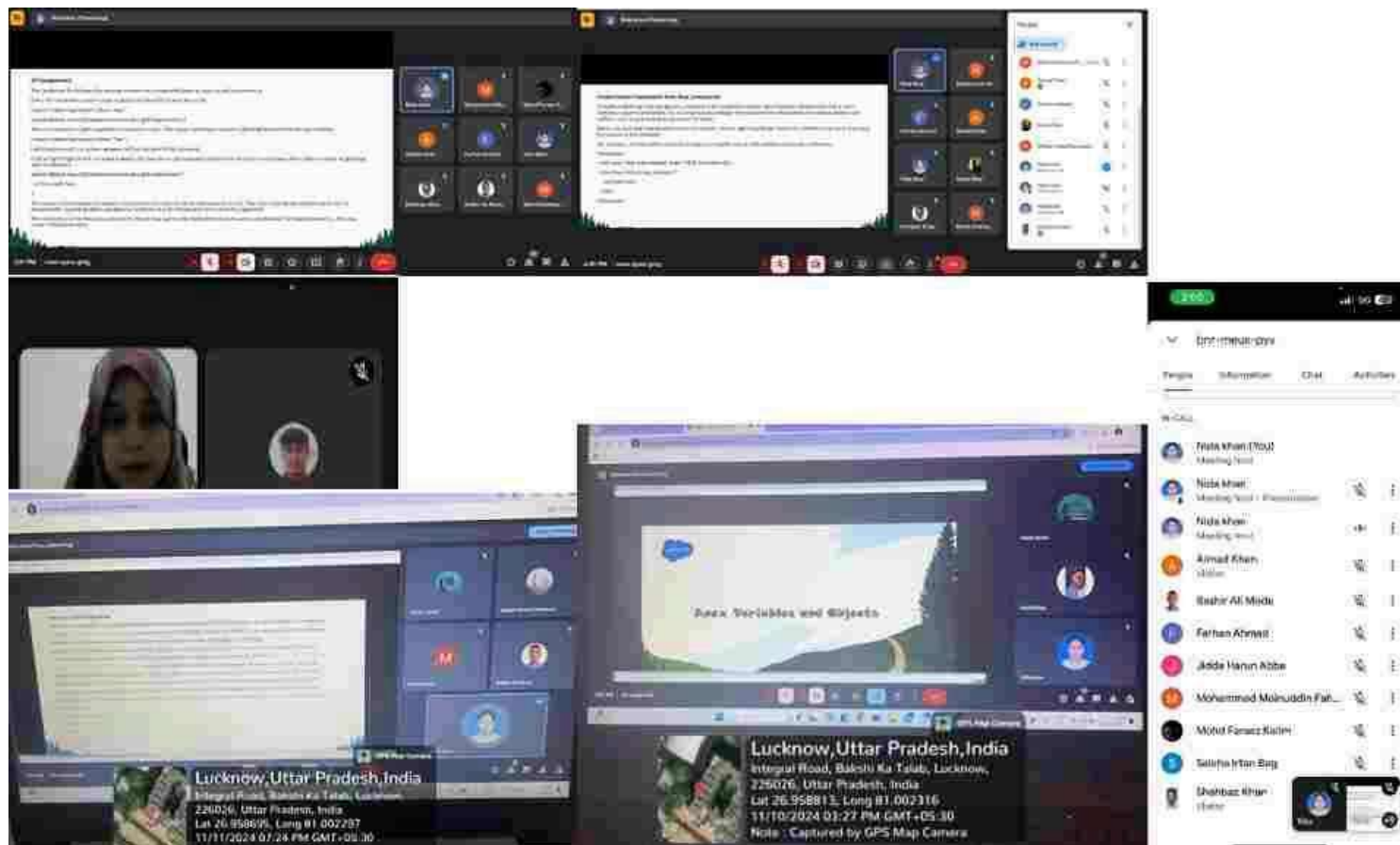
1. Learn about Salesforce Technology
2. Execute programs on Apex Programming on Salesforce platform.
3. Learn about the lightning framework.
4. Generate custom reports.

The 32-hour online value-added course was organized by DQAC, Department of Computer Sc. & Engineering under the able guidance of ***Dr. Shish Ahmad***, Head, Department of CSE, Integral University, Lucknow. The course structure and module description were designed by ***Dr. Nudrat Fatima***, Assistant Professor, Department of CSE, Integral University, Lucknow. ***Dr. 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 event was successfully coordinated by ***Ms. Nida Khan*** and ***Ms. Falak Alam***, Both

Assistant Professors, Department of CSE, Integral University, Lucknow, with the help of VAC Coordinator **Dr. Halima Sadia**, DQAC Member Secretary, Department of CSE, Integral University, Lucknow. Their collective efforts ensured the smooth execution of the course.

A total of 67 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 October 26th to November 18th, 2024:



With Regards,

Dr Shish Ahmad
Professor & Head, Deptt of CSE
Integral University, Lucknow, India