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A Report on Alumni Seminar

on

"Building a Career with Salesforce CRM"

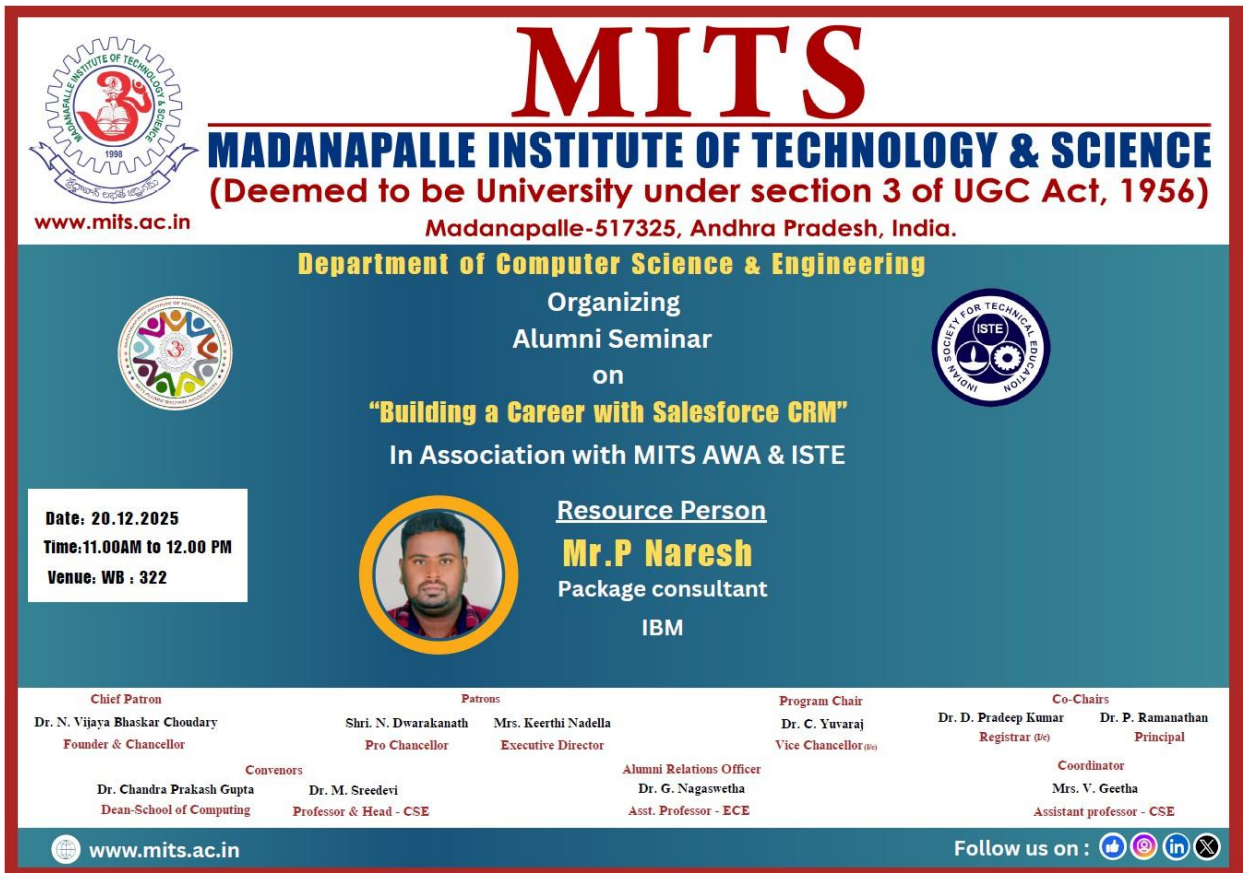
Organized by the Department of Computer Science & Engineering

20th December 2025

Participants:

II Year B.Tech – Computer Science & Engineering Students – MITS

Resource Person: Mr. P Naresh (2013-2015 Batch), Package consultant in IBM



The Department of Computer Science & Engineering organized a Seminar on "**Building a Career with Salesforce CRM**" for II B.Tech students.

The guest lecture inauguration began at 11:00 a.m. in WB322. The dignitaries were Dr. M. Sreedevi, HoD—CSE, Mr. P. Naresh (2013-2015 Batch) ,Package consult in IBM, Dr. G. Nagaswetha, Alumni Relationship Officer; and Mrs. V. Geetha, Department Alumni Coordinator.

The seminar was started with opening remarks by, Dr. M. Sreedevi who thanked Management for this great initiation of creating an opportunity to invite the Alumni members of the institute and enabling them to interact with the students and enlightening them with the current

developments in the corporate world. Dr. G. Nageswetha has shown pleasure and promised to conduct many more seminars in future for the benefit of the students.

Mrs. V. Geetha has introduced about the speaker and invited him to share his valuable experiences to the students. The number of students who participated in the lecture were around 50.

The seminar was delivered by a **distinguished alumnus** of the Department of Computer Science and Engineering, currently working as a **Salesforce Professional** in the IT industry. The speaker shared practical insights based on real-time project experience and career journey.



Objectives of the Seminar:

The main objectives of the alumni seminar were:

- To introduce students to Salesforce CRM and its industry relevance
- To create awareness about various career paths in the Salesforce ecosystem
- To explain the skills, certifications, and learning roadmap required
- To motivate students through real-world experiences shared by alumni
- To guide students on placements, internships, and career growth

Overview of Salesforce CRM

During the seminar, the speaker explained that **Salesforce CRM** is a cloud-based platform used to manage customer data, automate business processes, and improve customer engagement. The following key Salesforce components were discussed:

- Sales Cloud
- Service Cloud
- Marketing Cloud
- Experience Cloud
- Salesforce Platform (App Development)

The importance of cloud computing, automation, and data-driven decision-making in modern businesses was highlighted.

Career Opportunities in Salesforce

The speaker outlined various career roles available in the Salesforce ecosystem, including:

- Salesforce Administrator
- Salesforce Developer

- Salesforce Consultant
- Salesforce Business Analyst
- Salesforce Architect

The seminar emphasized that Salesforce offers opportunities for both **technical and non-technical students**, making it an inclusive career option.

Skills and Certifications

The alumni speaker discussed essential skills required to build a career in Salesforce, such as:

- Basics of CRM and cloud computing
- Salesforce configuration and customization
- Apex programming and Lightning Web Components (for developers)
- Problem-solving and communication skills

Students were also guided on popular Salesforce certifications, including:

- Salesforce Administrator Certification
- Salesforce Platform Developer I
- Salesforce Consultant Certifications



Benefits of Choosing Salesforce as a Career

The seminar highlighted several advantages of choosing Salesforce as a career:

- High industry demand and global job opportunities
- Competitive salary packages
- Continuous learning and career growth
- Strong community support and learning resources

Interaction and Q&A Session

The seminar concluded with an interactive question-and-answer session. Students actively participated by asking questions related to learning resources, certifications, placement opportunities, and career planning. The speaker provided practical advice and encouraged students to start learning Salesforce early.

Conclusion

The alumni seminar on “Building a Career with Salesforce CRM” was highly informative and motivating. It provided students with a clear understanding of Salesforce as a career option and inspired them to prepare for industry-ready roles. The session strengthened alumni–student interaction and reinforced the department’s commitment to student career development.

Outcome of the Seminar

- Students gained awareness of Salesforce CRM and career paths
- Increased interest in cloud computing and CRM technologies

- Enhanced industry exposure through alumni interaction

Vote of Thanks: **Mrs. V. Geetha** proposed a vote of thanks to the Resource person, HoD and AlumniRelations Officer for attending the function. She extended her thanksto the Principal and the Management for their support in conducting the seminar.

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