Postgraduate Certificate
Salesforce Platform

tech global university

Postgraduate Certificate
Salesforce Platform

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Accreditation: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/information-technology/postgraduate-certificate/salesforce-platform**

Index

01
Introduction

The Salesforce Platform has the most important Customer Relationship Management (CMR) globally. More than 150,000 companies use its tools to manage different aspects of their business, such as the automation of institutional processes or customer services. Given its multiple benefits, more and more organizations are demanding the incorporation of IT specialists in this field to develop innovative solutions. To take advantage of these job opportunities, experts need to acquire a competitive advantage capable of differentiating them from other candidates. To help them achieve it, TECH is launching a university program that will focus on Salesforce Programming and will provide the most innovative techniques to develop customized applications. In addition, it will be taught in a convenient and flexible 100% online mode.

Through this 100% online Postgraduate Certificate, you will acquire advanced skills for Salesforce implementation and project management"

With the Experience Cloud and external user communities in Salesforce, IT professionals create online spaces where organizations can both interact and collaborate with customers, partners and even employees. In this way, companies strengthen strong relationships with their customers by providing an environment where they can interact in a closer, more personalized way. In turn, this helps to foster customer loyalty and increase the likelihood of long-term retention. These communities can also serve as a platform to generate sales opportunities by enabling external users to express interest in specific products or services, sign up for more information or interact with sales-related content.

In this scenario, TECH creates a complete Salesforce Platform program. The curriculum will delve into the administration of sites in Experience Cloud, as well as the management of permissions and visibility for external users. In addition, the academic content will address the importance of Custom Labels for developers to create custom labels containing text and translations in multiple languages. In this sense, the agenda will delve into the Record Visibility Model, which will make graduates assign role-based access permissions so that each user has access only to the information needed to perform their work. On the other hand, the program will examine the benefits of the AppExchange to enrich the functionalities of the platforms.

TECH will employ the revolutionary Relearning system to reinforce all these contents. This learning method will focus on the reiteration of the most important concepts, ensuring that students will assimilate them naturally and progressively. The only thing students will need is a device with Internet access to access their materials in a personalized way, without any restriction and 24 hours a day. In addition, they will have the possibility to download the entire syllabus for future storage and viewing.

This **Postgraduate Certificate in Salesforce Platform** contains the most complete and up-to-date educational program on the market. The most important features include:

- The development of practical cases presented by experts in Salesforce Programming
- The graphic, schematic and practical contents with which it is conceived provide complete and practical information on those disciplines that are essential for professional practice.
- Practical exercises where self-assessment can be used to improve learning.
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

You will be supported by TECH, the best online university in the world according to Forbes"

You will delve into Permission Sets Management to manage user access to various functionalities and data within the Salesforce Platform"

TECH provides you with innovative multimedia teaching formats to make your teaching process enjoyable.

Forget about memorizing with Relearning! This system will allow you to enjoy a completely progressive and natural learning process.
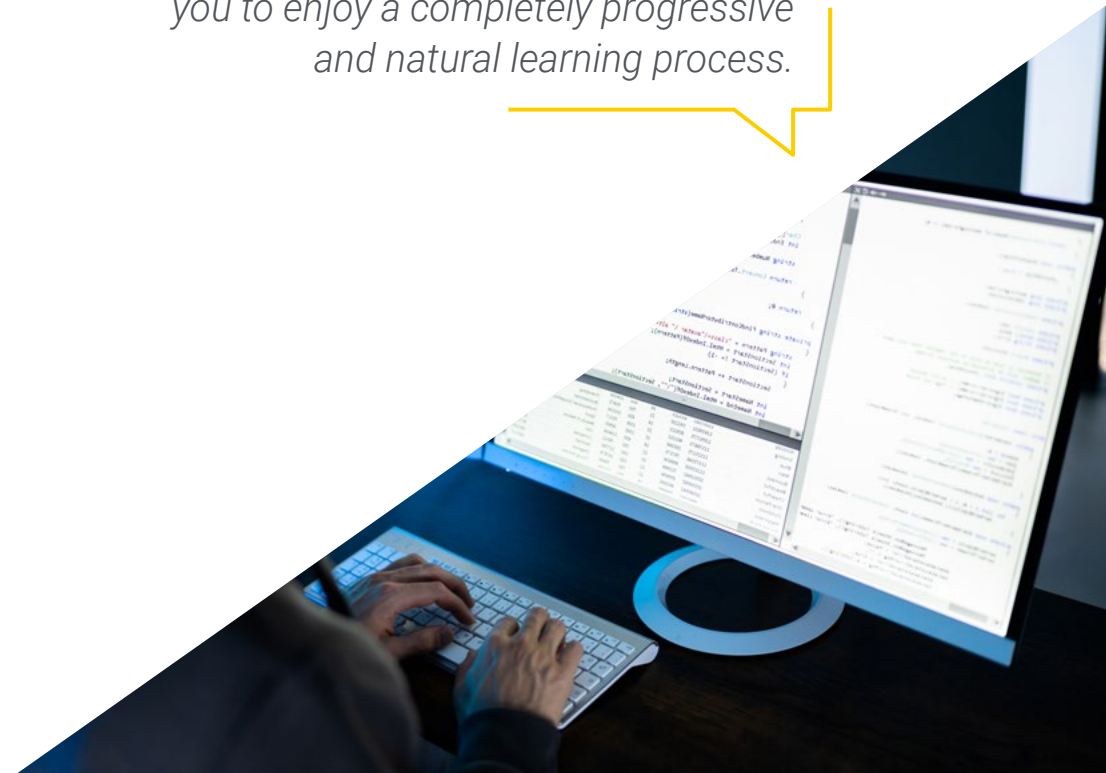
The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

Thanks to this Postgraduate Certificate, computer scientists will master the principles of Salesforce. At the same time, they will develop technical skills to use the functionalities of this platform to customize them according to the specific requirements of the companies. Students will also foster the development of skills such as team collaboration, communication and leadership to drive success in the use of Salesforce in business environments. In addition, professionals will manage the Multitenant Architecture to deliver an efficient, scalable and secure CRM solution to meet the needs of a wide range of customers and users around the world.

You will gain technical skills to handle Salesforce tools to configure, customize and manage the platform according to the specific needs of organizations"

General Objectives

- Fundamentals of the most advanced concepts focused on programming on the Salesforce platform

- Establish the Salesforce ecosystem as a development platform and determine the relevant boundaries

- Generate specialized knowledge of how the metadata-driven development model used in the Salesforce platform works

- Analyze how Salesforce works with data and multitenant architecture

You will skillfully employ automation tools, such as workflows, to mechanize tasks and business processes"

Specific Objectives

- Compile the types of environments that can be used for development on the Salesforce platform
- Analyze how the database architecture that Salesforce relies on works to make development within the platform more flexible
- Evaluate how the record visibility model works and the sharing of records between application users
- Establish the existing permissions model in the platform to grant the necessary access to the users who will use the developments we make in Salesforce

03
Course Management

Given the importance of the teaching staff to provide quality education, TECH brings together in this Postgraduate Certificate to true references of Salesforce Programming. These experts have more than 20 years of work experience, where they have integrated recognized technological entities. In this way, they have provided innovative solutions to optimize customer relationship management. In addition, they remain at the forefront of the latest trends in this field to provide services based on excellence. All this is a guarantee for students, who will enjoy a learning experience that will allow them to experience a leap in professional quality.

"

You will enjoy an academic itinerary developed by a distinguished teaching staff, which will guarantee you a successful learning"

Management

Mr. Tovar Barranco, Iosu Igor

- Chief Architect at NTT Data Group
- Software Architect at Beeson Technologies
- Systems Administrator at Araldi
- .NET Developer at Gabinete de Gestión
- JAVA Programmer and J2EE Application Developer
- Senior Technician in Computer Applications Development at Centro de Estudios AEG
- Specialized in SOA Architectures
- Various certifications in Salesforce

Professors

Ms. Grao Fernández, Ester

- IT Advisor to the Government of Aragon
- SOA/BPM Consultant at Avanttic
- J2EE Programmer at Grupo Acotelsa
- Master's Degree in Teaching Staff at Universitat Jaume I
- Computer Engineer at the Universitat Jaume I
- Technical Engineer in Computer Science Management at the University of Zaragoza

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

04
Structure and Content

This program will develop the most relevant concepts of the Salesforce ecosystem. The academic path will delve into the Programming Model, taking into account factors such as metadata or execution contexts. The curriculum will also delve into multilingualism and localization to enable students to adapt their applications to meet the needs of users who speak different languages. The course materials will also examine Multitenant Architecture, which will optimize the use of resources by sharing infrastructure and computing capacity. In addition, the program will provide the most advanced Experience Cloud tools for graduates to improve customer interaction.
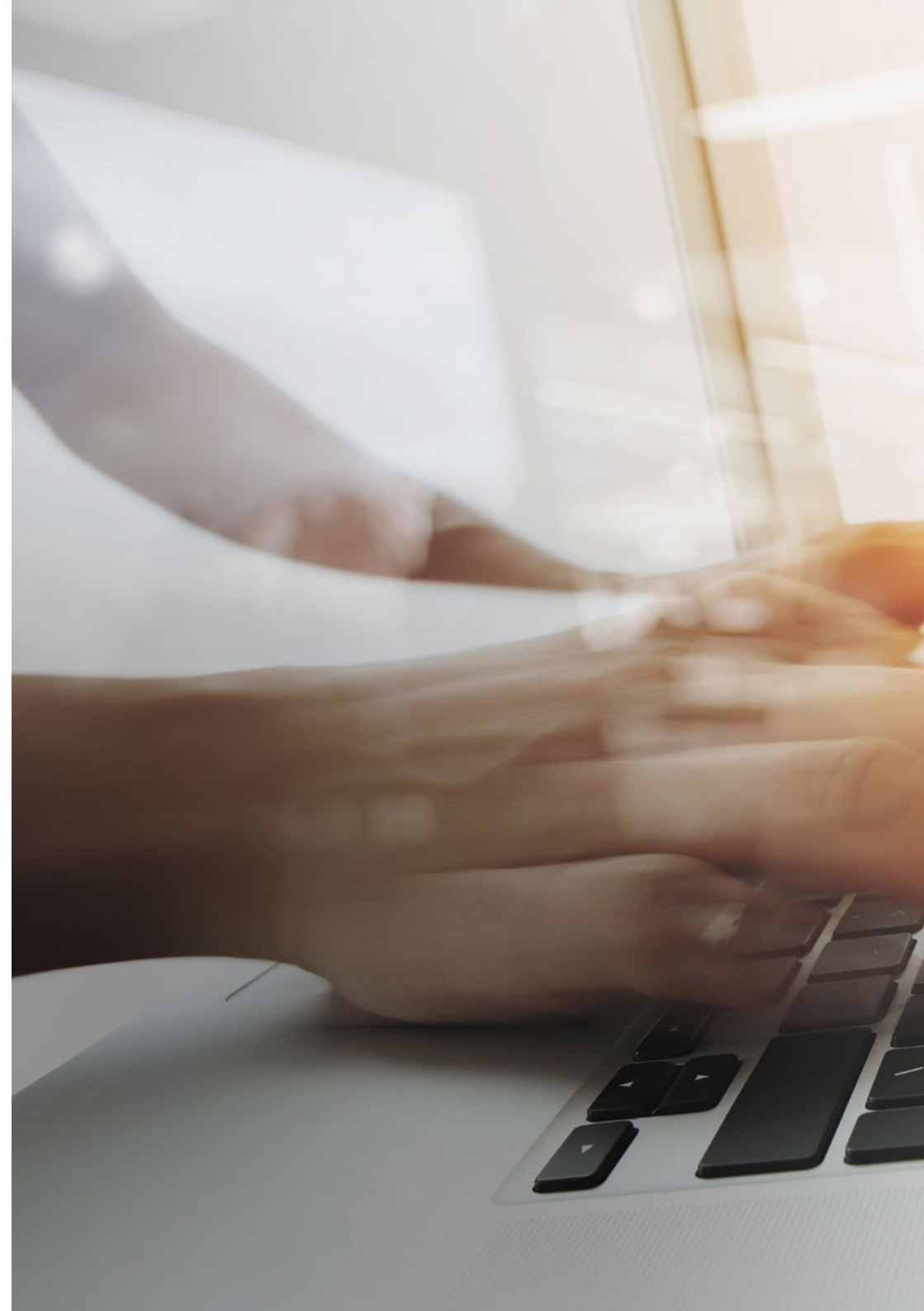
An updated syllabus that incorporates all the knowledge you need to take a step towards the highest IT quality"

Module 1. Salesforce Programming

1.1. Salesforce Software-as-a-Service Model

    1.1.1. Salesforce Licensing Model

    1.1.2. Governor Limits

    1.1.3. Types of Existing Environments

1.2. Salesforce Programming Model

    1.2.1. Metadata-based Model

    1.2.2. Execution Contexts

    1.2.3. Salesforce RESTFul API Model

1.3. Multilanguage and Localization in Salesforce

    1.3.1. Localization

    1.3.2. Multilanguage Management in Salesforce

    1.3.3. Using Custom Labels in Salesforce

    1.3.4. Translation Workbench

1.4. Access and Permissions Management in Salesforce

    1.4.1. Profile Management in Salesforce

    1.4.2. Permission Sets Management in Salesforce

    1.4.3. Permission Sets Groups Management in Salesforce

1.5. Record Visibility Model in Salesforce

    1.5.1. Types of Data Access

    1.5.2. Salesforce Visibility Model

    1.5.3. Record Sharing in the Visibility Model

1.6. Multitenant Architecture

    1.6.1. Multitenant Architecture in Salesforce

    1.6.2. Development of Applications on Multitenant Architecture

    1.6.3. Internal Request Processing

A complete university program, organized in well-developed didactic units, oriented to an efficient and fast learning. Enroll now!"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"
At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

> *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%
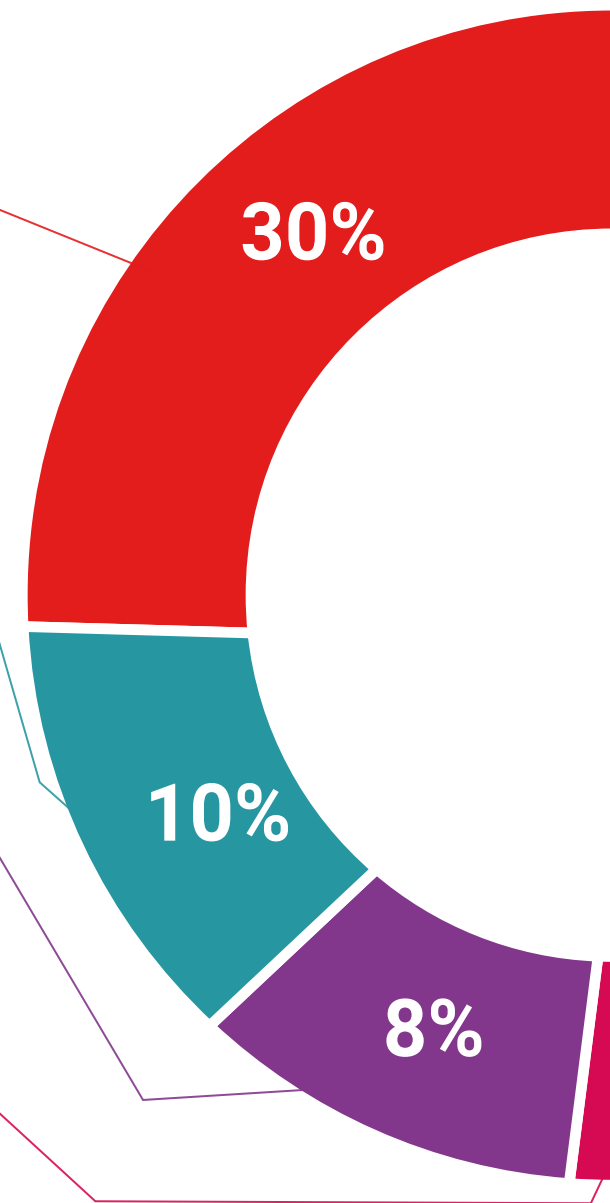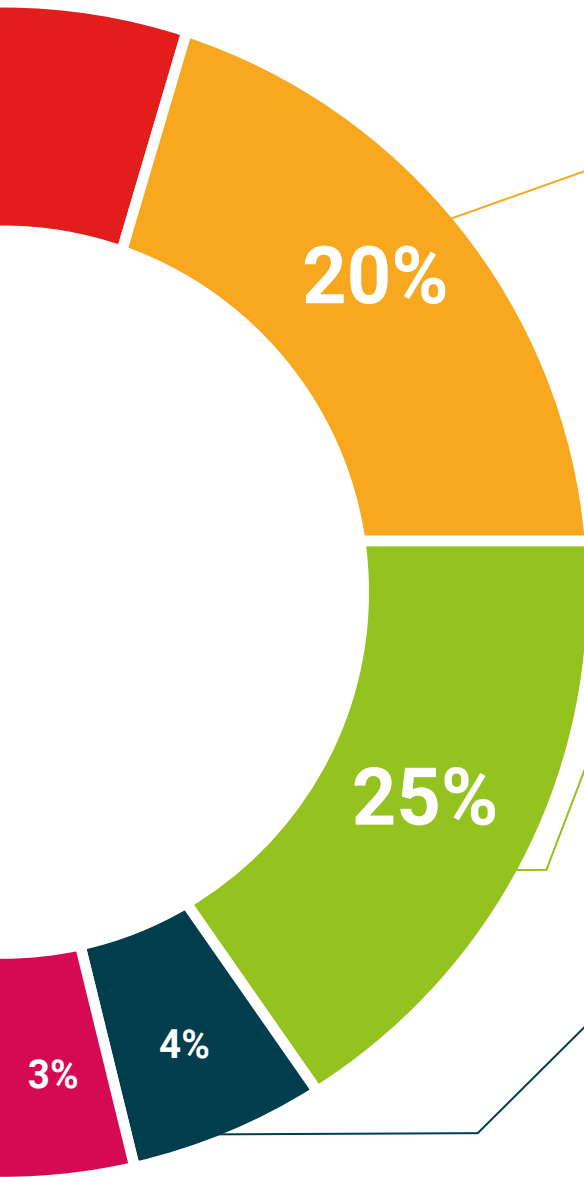
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

20%

25%

3%

4%

Certificate

The Postgraduate Certificate in Salesforce Platform guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a **Postgraduate Certificate in Salesforce Platform** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Salesforce Platform**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Salesforce Platform

This is a private qualification of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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