Postgraduate Certificate
Einstein. Salesforce AI

tech *global university*

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Postgraduate Certificate
Einstein. Salesforce AI

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

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

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01
Introduction to the Program

Artificial Intelligence is transforming computing and redefining the way companies manage their data and automate processes. UNESCO emphasizes that the development of AI has the potential to increase efficiency in multiple sectors, from cybersecurity to the optimization of technological infrastructures. In this context, platforms such as Salesforce have integrated advanced AI to improve decision making and the user experience. As such, the evolution of the industry demands specialized education that combines theory and practice in real-world environments. In response to this need, TECH presents an innovative, 100% online program designed to teach you how to use AI tools applied to computing and their impact on the business world.

Explore the use of Einstein AI to automate processes, optimize strategies and improve decision making based on computer data"

Artificial Intelligence has revolutionized the world of computing, driving the development of increasingly efficient and automated systems. In this context, tools such as Salesforce Einstein AI have become highly relevant by optimizing data management, improving the user experience and enhancing strategic decision making. The growing adoption of these solutions in various sectors has generated a high demand for professionals with advanced knowledge of applied artificial intelligence, making mastery of this technology a key competitive advantage.

This university program offers a unique opportunity to delve into the use of Einstein AI in business environments, providing specialized knowledge on its integration in data management, predictive analysis and process automation. Through a practical and up-to-date approach, students acquire skills that enable them to optimize the operations of companies and organizations, increasing efficiency and improving results. Taking this specialization not only facilitates access to new job opportunities, but also promotes professional growth in a market where artificial intelligence is increasingly decisive.

The 100% online modality provides the necessary flexibility to combine learning with other responsibilities, without losing access to high-quality content. In addition, it allows you to study from anywhere, adapting to different learning paces and styles. Thanks to a dynamic virtual environment, it is possible to access up-to-date materials, case studies and interactive tools that facilitate the acquisition of knowledge in an effective way.

This university program represents a key opportunity to specialize in one of the most innovative areas of information technology. Mastering Salesforce Einstein AI opens the door to a constantly growing sector, with multiple possibilities for professional development and a direct impact on the digital transformation of companies.

This **Postgraduate Certificate in Einstein. Salesforce AI** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- The development of case studies presented by experts in Information Technology
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in Information Technology
- 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

Update your artificial intelligence skills and learn how to make the most of Einstein AI to optimize processes, automate tasks and improve decision making in Salesforce"

Master one of the most innovative technologies in the industry, expanding your knowledge of data analysis, automation and trend prediction.

Boost your professional profile with a specialization that will give you access to new opportunities in the field of information technology and digital transformation.

" *Learn to integrate Artificial Intelligence in business environments, using advanced tools that optimize processes and improve decision making"*

Its teaching staff includes professionals from the field of Information Technology, who bring their work experience to the program, as well as renowned specialists from leading companies 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 an immersive learning experience designed to prepare for real-life situations.

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

02
Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.

Study at the largest online university in the world and ensure your professional success. The future begins at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

Forbes
The best online university in the world

The most complete **syllabus**

TOP international faculty

The most effective methodology

World's No.1 The World's largest online university

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

G Google Partner
PREMIER 2023

NBA
The Official Online University of the **NBA**

4.9/5
★★★★★ global score

99%
maximun employability guaranteed

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03
Syllabus

Artificial Intelligence is transforming information technology, driving automation and advanced data analysis. In this context, tools such as Salesforce Einstein AI plays a key role in process optimization and strategic decision making. This syllabus offers a comprehensive approach, combining theory and practical application to understand and develop innovative solutions. Through up-to-date content and progressive learning, it covers everything from the fundamentals of AI to its implementation in business environments, providing the skills needed to excel in a constantly evolving industry.

" *Explore the revolution in IT and acquire the tools necessary to develop innovative solutions in business environments"*

Module 1. Application Lifecycle Management (ALM) in Salesforce

1.1.   Salesforce Development Models

    1.1.1.   Declarative Development Model

    1.1.2.   Org-Based Development Model

    1.1.3.   Source Code Based Development Model

    1.1.4.   Package-Based Development Model

1.2.   Branching Strategy

    1.2.1.   GitFlow and Its Evolution Adapted to Salesforce

    1.2.2.   Branching Strategy Limited to User Stories

    1.2.3.   Branch Strategy Based on Releases and Major Releases

    1.2.4.   Copyleft Approach

1.3.   Source Code Repositories (VCS)

    1.3.1.   Source Code Repositories (VCS)

    1.3.2.   Roles and Responsibilities

    1.3.3.   Git Configuration and Command Execution

1.4.   Salesforce DX

    1.4.1.   Command Console

    1.4.2.   Orgs Connection and Configuration

    1.4.3.   Plugins Configuration and Management

    1.4.4.   Creating Your Own SFDX Plugin

1.5.   Programming Based on Metadata

    1.5.1.   Salesforce Metadata

    1.5.2.   Metadata Coverage in Salesforce

    1.5.3.   Deployments Based on Manifest File

1.6.   *Scratch Orgs*

    1.6.1.   *Scratch Orgs*

    1.6.2.   Scratch Orgs Configuration

    1.6.3.   Org Shapes Generation

    1.6.4.   Programming Based on Scratch Orgs

Become a specialist in the use of Salesforce Einstein AI and boost operational efficiency through intelligent automation and advanced data analysis"

04

Teaching Objectives

This educational opportunity aims to provide specialized knowledge in Artificial Intelligence applied to Information Technology, combining theory and practice to guarantee a complete understanding. Through a dynamic approach, skills are developed to implement innovative solutions, optimize data management and improve strategic decision making. In addition, the use of advanced technological tools is encouraged, facilitating the integration of AI models in different processes. In this way, key competencies are acquired to face the challenges of the industry and respond to the demands of a constantly evolving market.

"

Expand your knowledge of Artificial Intelligence and discover how to apply it to optimize processes and improve decision making"

General Objectives

- Understand the fundamental principles of artificial intelligence and its application in information technology, with a specific focus on Einstein AI from Salesforce
- Develop skills to implement AI solutions that optimize data management, process automation and strategic decision making in business contexts
- Analyze the capabilities and functionalities of Einstein AI, understanding its impact on the digital transformation of companies and the improvement of operational efficiency
- Apply advanced AI tools in different technology fields, developing predictive models and intelligent solutions adapted to different needs
- Foster critical thinking and the ability to adapt to technological innovations in artificial intelligence and machine learning
- Integrate theoretical and practical knowledge to solve problems using AI, preparing professionals to face the challenges of the technology market

Specific Objectives

- Understand the application life cycle (ALM) in Salesforce, from planning and development to implementation and maintenance
- Apply best practices for version management, change control and deployment in Salesforce environments to ensure efficient and secure processes
- Use ALM tools and methodologies in Salesforce, optimizing collaboration between development teams and platform administration
- Implement automation and testing strategies in the application life cycle, ensuring the quality and stability of developments in Salesforce

Optimize the life cycle of applications in Salesforce and improve efficiency in version management, implementation and development maintenance"

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

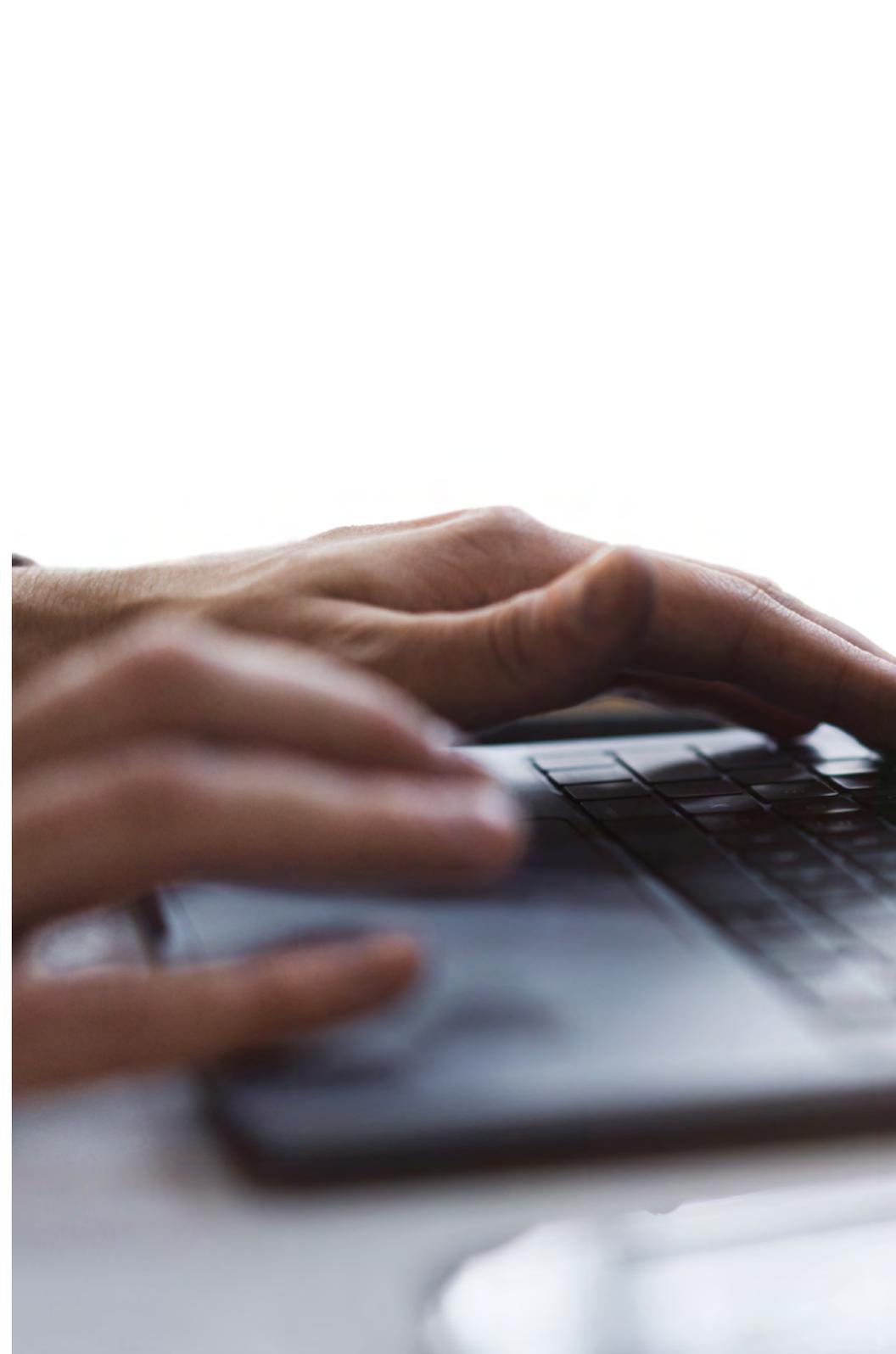## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

"

At TECH you will NOT have live classes (which you might not be able to attend)"

The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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

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)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.
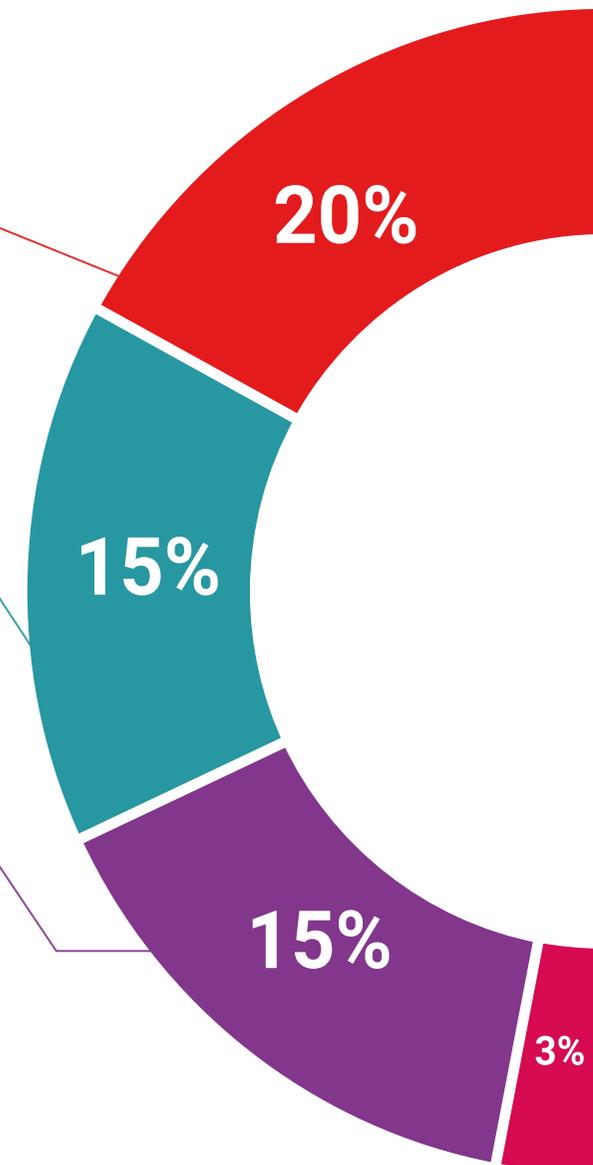
Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.
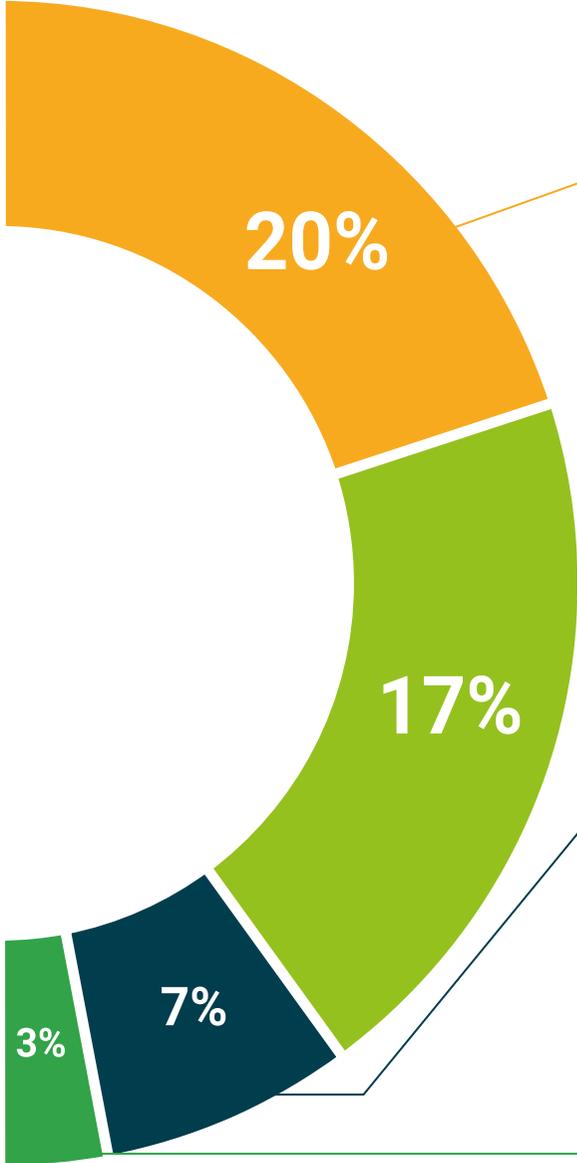
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%

Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

Teaching Staff

The teaching staff of this university program is made up of experts in Artificial Intelligence, computer science and the Salesforce ecosystem, with extensive experience in the field. Their experience allows them to approach the content from a practical and up-to-date perspective, facilitating the understanding of concepts and their application in real-life situations. In addition, they use innovative methodologies and advanced tools to enhance learning. Through case studies and analysis of real situations, they guarantee dynamic teaching focused on the development of key skills, offering solid preparation to face the challenges of the technology market.

TECH offers you a high-level teaching team, made up of experts in artificial intelligence and Salesforce, who guarantee up-to-date learning applied to the reality of the industry"

Management

Ms. Carrillo Pineda, Carmen

- CDP Data Specialist at Boehringer Ingelheim
- Degree in Journalism and Communication from the Universidad del Istmo
- Degree in Philosophy and Theology from the Ponifical University of the Holy Cross
- Master's Degree in Business Administration and Management from the IMF Business School
- Expert in Salesforce
- Specialist in Outbound Marketing from the Business School (Madrid)
- Expert in Business Intelligence (Power BI and Tableau) from the Center for Financial Studies

Professors

Mr. Téllez Luna, Jesús Eduardo

- Tech Sales Force Marketing Cloud at The Cocktail Madrid
- Master's Degree in Web Design and Programming (HTML5, CSS3 and JavaScript), CEI from the School of Design and Marketing
- Master's Degree in Digital Business and Digital Marketing, CEI from the School of Design and Marketing
- Degree in Finance and Public Accounting from Anáhuac University

"A unique, crucial and decisive learning experience to boost your professional development"

07
Certificate

This Postgraduate Certificate in Einstein. Salesforce AI guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the ESTUDIO 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 diploma for the **Postgraduate Certificate in Einstein. Salesforce AI** 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 Einstein. Salesforce AI**

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 Einstein. Salesforce AI

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.

Postgraduate Certificate
Einstein. Salesforce AI

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- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate
Einstein. Salesforce AI

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