

Postgraduate Certificate

Declarative Programming for Salesforce





Postgraduate Certificate Declarative Programming for Salesforce

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/information-technology/postgraduate-certificate/declarative-programming-salesforce



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01

Introduction

Declarative Programming in Salesforce refers to the ability to configure and customize this platform using visual tools instead of writing traditional programming code.

This allows users to create customized business solutions without advanced software development skills. Among its main benefits is the simplification of solution maintenance, as well as its scalability to easily adapt to the changing needs of organizations. In view of this, it is essential for IT professionals to stay at the forefront of the most innovative declarative construction tools. Therefore, TECH launches a revolutionary university program that will delve into this subject through a flexible 100% online mode, for greater student convenience.



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Through this Postgraduate Certificate, based on Relearning, you will automate business processes ranging from the creation of workflows to validation rules”

The Tracking Service allows you to record user activity within the Salesforce platform. This tool collects information about actions performed by customers, such as creating new records, running reports or updating data. In this way, this tool provides the ability to track who made changes to data and when they were made, which is useful for regulatory compliance. In the same vein, it helps prevent suspicious or malicious activities, such as unauthorized access to sensitive information. In this way, organizations ensure compliance with internal policies.

In this context, TECH creates a cutting-edge Postgraduate Certificate in Declarative Programming for Salesforce. The curriculum will delve into the configuration and use of Tracking Service, as well as the essential elements for its use. Likewise, the syllabus will analyze in depth the design of Pages in a declarative way, taking into account the settings of buttons, links and actions. The teaching materials will also provide computer scientists with the most advanced tools for declarative automation, including Record Triggered Flows. All this will enable graduates to design customized user interfaces, while optimizing application performance.

Moreover, the methodology of this program reinforces its innovative character. TECH offers a 100% online educational environment, tailored to the needs of busy professionals seeking to advance their careers. Relearning methodology is also employed, based on the repetition of key concepts to fix knowledge and facilitate learning. In this way, the combination of flexibility and a robust pedagogical approach makes the program highly accessible. The only thing students need to access the Virtual Campus is an electronic device with Internet access, such as a cell phone or computer.

This **Postgraduate Certificate in Declarative Programming for Salesforce** 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 expand your knowledge at your own pace, with the convenience of TECH's online format"

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You'll delve deeper into Flow Orchestration in Salesforce to automate complex business processes, such as record creation"

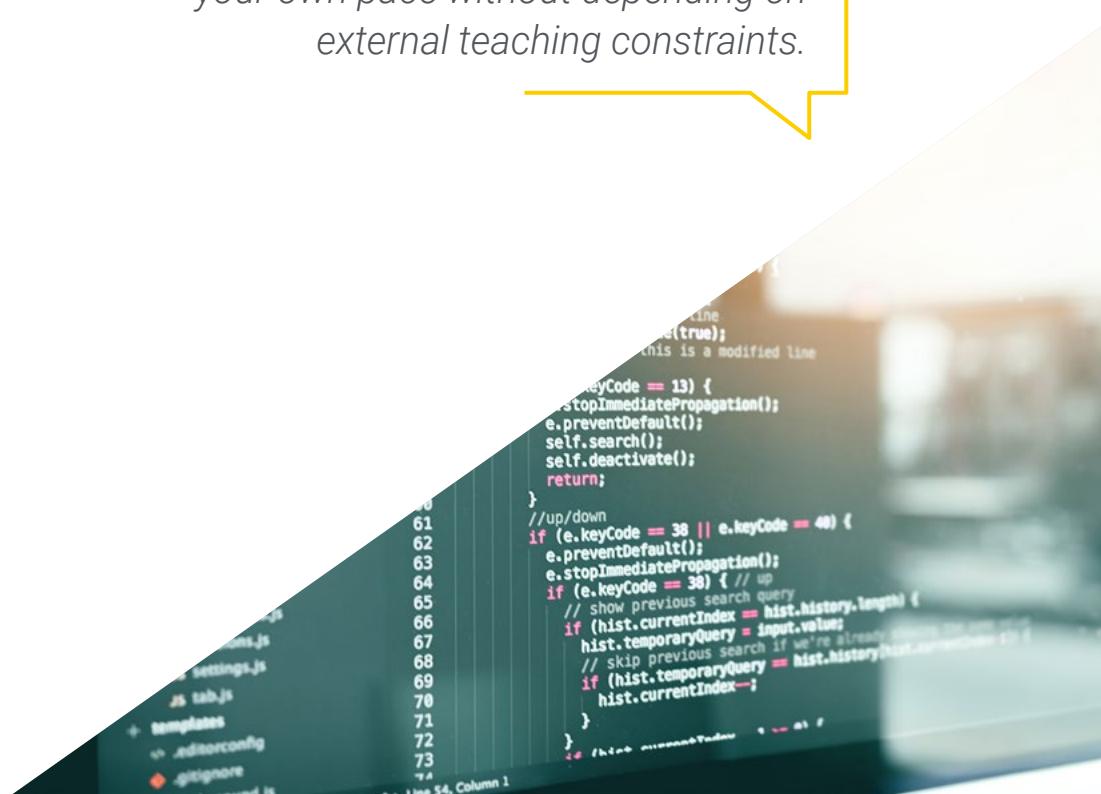
The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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.

You will handle the Business Rules Engine to define, manage and execute business rules in an automated way.

The Relearning system of this university program will allow you to learn at your own pace without depending on external teaching constraints.



02

Objectives

Through 360 teaching hours, computer scientists will understand the fundamental principles of Declarative Programming. Students will effectively manage the most innovative declarative development tools in Salesforce, including Flow Builder. In this way, developers will be able to design customized applications that will allow users to create experiences without the need for advanced programming skills. In this sense, graduates will build workflows and automate business processes using the Salesforce platform. In addition, they will develop skills to optimize application performance using declarative tools.



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You will master the main declarative development tools in Salesforce, including Flow Builder"



General Objectives

- Analyze the fundamental principles of declarative programming
- Compile the available declarative construction tools
- Evaluate the possibilities offered by declarative programming within the platform
- Develop automated workflows to optimize business processes
- Develop expertise in the components included in Omnistudio
- Analyze and specify the use of each of Omnistudio's components
- Establish best practices in the use of these components
- Delve into the connection between the different Omnistudio components to develop the solution in the most effective and scalable way

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You will develop skills to create custom applications without the need to write code”





Specific Objectives

- Generate expertise on formulas and custom functions on the platform
- Propose page layout solutions using declarative tools
- Develop and evaluate workflows taking into account limits and best practices
- Generate automated configurations for tracking approval processes
- Develop expertise in the components included in Omnistudio
- Analyze and specify the use of each of Omnistudio's components
- Establish best practices in the use of these components
- Delve into the connection between the different Omnistudio components to develop the solution in the most effective and scalable way

03

Course Management

For the design and delivery of this Postgraduate Certificate, TECH has brought together the best experts in the field of Declarative Programming for Salesforce. These teachers have developed first class teaching materials, based on their solid knowledge of the subject and their years of professional experience. In this way, students will enjoy an enriching educational experience, which will serve to raise their horizons to a higher level and take advantage of all the opportunities offered by this booming IT industry.



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You will have personalized advice from the teaching team, made up of professionals with extensive experience in Declarative Programming for Salesforce”

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

Mr. Latino Maradiaga, Mario Alfonso

- ◆ Expert Architect on multiple projects in the Infrastructure Sector
- ◆ Salesforce Expert Architect in Private Security Company
- ◆ Salesforce Lead Architect in the Brewing Industry
- ◆ Salesforce Architect in the Mining and Energy Sector
- ◆ Salesforce Engineer in the Agrochemical Industry
- ◆ Salesforce Engineer in the Healthcare and Pharmaceutical Distribution Sector
- ◆ Certification in: Java SE 7 Fundamentals, Oracle Database: Program with PL/SQL, Salesforce Service Cloud Consultant, Salesforce App Builder, and Salesforce Advanced Administrator

Mr. Lobato Velázquez, Juan Manuel

- ◆ Expert Engineer Salesforce at NTT Data
- ◆ Advanced Engineer at Serces Sistemas
- ◆ Senior Solutions Analyst
- ◆ Senior Programmer at Cibernos OutSourcing
- ◆ Engineer at Indra Software
- ◆ JAVA Programmer and J2EE Application Developer
- ◆ Certification in: Energy and Utilities Cloud, Platform App Builder, Vlocity CPQ Developer, Vlocity Omnistudio Developer

Ms. Latino Guido, Katherine Elisa

- ◆ Systems Administrator in mobile and fixed Telephone companies
- ◆ Troubleshooting with Computer Systems in Online Teaching Company
- ◆ Superior Degree in Development of Multiplatform Applications by CPIFP Los Enlaces
- ◆ Intermediate Degree in Microcomputer Systems and Networking

04

Structure and Content

This university program will facilitate the decision making process for computer scientists, providing agile solutions and minimizing costs to customers. The academic itinerary will delve into the operation of the most innovative declarative construction tools, examining their formulas and functions. The syllabus will also address the importance of Screen Flow for users to create interactive flows to collect information. In this sense, the teaching materials will focus on Omnistudio Architecture, so that graduates can build customized applications and user experiences using the Salesforce platform.



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*An expertly crafted curriculum
and top-notch learning materials
are the key to a successful career"*

Module 1. Declarative Programming in Salesforce

- 1.1. Declarative Programming
 - 1.1.1. Declarative Construction Tools
 - 1.1.2. Formulas and Functions
 - 1.1.3. Functionalities for E-mail Templates
- 1.2. Declarative Page Design
 - 1.2.1. Page Layout, Lightning App Builder and List Views
 - 1.2.2. Buttons, Links and Actions Configuration
 - 1.2.3. In-App Guidance
- 1.3. Flow Builder
 - 1.3.1. Flow Management
 - 1.3.2. Flow Life Cycle
 - 1.3.3. Reuse with Subflows
 - 1.3.4. Flow Interview: Paused Flows
 - 1.3.5. Flow Bulkification in Transactions
- 1.4. Screen Flow
 - 1.4.1. Fields in Screen Flow
 - 1.4.2. Flow with Stages
 - 1.4.3. Reactive Screen Flows
- 1.5. Declarative Automation Tools
 - 1.5.1. Autolaunched Flows-Non-Triggered
 - 1.5.2. Record Triggered Flows
 - 1.5.3. Platform Event Triggered Flows
- 1.6. Flow Orchestration
 - 1.6.1. Flow Orchestration
 - 1.6.2. Autolaunched Orchestration - Non Triggered
 - 1.6.3. Record - Triggered Orchestration
- 1.7. Management of Exceptions in Flows
 - 1.7.1. Testing with Flow Builder
 - 1.7.2. Debugging Errors
 - 1.7.3. Monitoring Capabilities
 - 1.7.4. Exception Management Framework
- 1.8. Approval Processes
 - 1.8.1. Approval Process Wizard and Required Configuration
 - 1.8.2. Configuration of the Approval Phases
 - 1.8.3. Limits and Considerations
- 1.9. External Services and Outbound Message
 - 1.9.1. External Service & Flow Action Configuration
 - 1.9.2. Outbound Message: Configuration, Notification and Monitoring
 - 1.9.3. External Services and Outbound Message
- 1.10. Declarative Analytical Tools
 - 1.10.1. Custom Record Types
 - 1.10.2. Reports Construction
 - 1.10.3. Dashboard Construction
 - 1.10.4. Reports and Dashboard Limitations

Module 2. OmniStudio Framework

- 2.1. OmniStudio Architecture
 - 2.1.1. OmniStudio Architecture
 - 2.1.2. OmniStudio Component Layers
 - 2.1.3. OmniStudio Version Types
- 2.2. System Administration and Configuration
 - 2.2.1. Installing and Upgrading OmniStudio
 - 2.2.2. Licenses and Permissions in OmniStudio
 - 2.2.3. Configuring Interfaces and Deployments
- 2.3. DataRaptors
 - 2.3.1. DataRaptor
 - 2.3.2. Types of Dataraptors
 - 2.3.3. Types of Data Returned by Dataraptors
 - 2.3.4. Caching and Security in Dataraptors
 - 2.3.5. Dataraptors Invocation Methods
 - 2.3.6. Best Practices for Dataraptors

- 2.4. Integration Procedures
 - 2.4.1. Integration Procedures
 - 2.4.2. Types of Actions in Integration Procedures
 - 2.4.3. Caching and Security in Integration Procedures
 - 2.4.4. Integration Procedures Invocation Methods
 - 2.4.5. Error Handling in Integration Procedures
 - 2.4.6. Best Practices for Integration Procedures
- 2.5. Flexcards
 - 2.5.1. Flexcards
 - 2.5.2. Elements for Flexcards
 - 2.5.3. Flexcard Management
 - 2.5.4. Flexcard Designer
 - 2.5.5. Debugging and Testing Flexcards
 - 2.5.6. Best Practices for Flexcards
- 2.6. Omniscripts
 - 2.6.1. Omniscripts
 - 2.6.2. Elements for Omniscripts
 - 2.6.3. Omniscripts Management
 - 2.6.4. Omniscripts Designer
 - 2.6.5. Debugging and Testing in Omniscripts
 - 2.6.6. Best Practices for Omniscripts
- 2.7. Business Rules Engine
 - 2.7.1. Business Rules Engine
 - 2.7.2. Matrix Decision
 - 2.7.3. Decision Tables
 - 2.7.4. Expression Sets
 - 2.7.5. Business Rules Integrations
 - 2.7.6. Migration of Calculation Matrix and Calculation Procedures
- 2.8. Tracking Service
 - 2.8.1. Tracking Service
 - 2.8.2. Tracking Service Usage Configuration
 - 2.8.3. Elements for Using Tracking Service
- 2.9. OmniAnalytics Overview
 - 2.9.1. OmniAnalytics
 - 2.9.2. Usage Configurations for OmniAnalytics
 - 2.9.3. OmniAnalytics Results for Google Analytics
- 2.10. IDX Workbench (Deployment Tool)
 - 2.10.1. Installing IDX Workbench
 - 2.10.2. Metadata Configuration and Migration
 - 2.10.3. Metadata Migration Validation



A complete academic path designed to boost your professional development. What are you waiting for to enroll?"

05

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.



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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

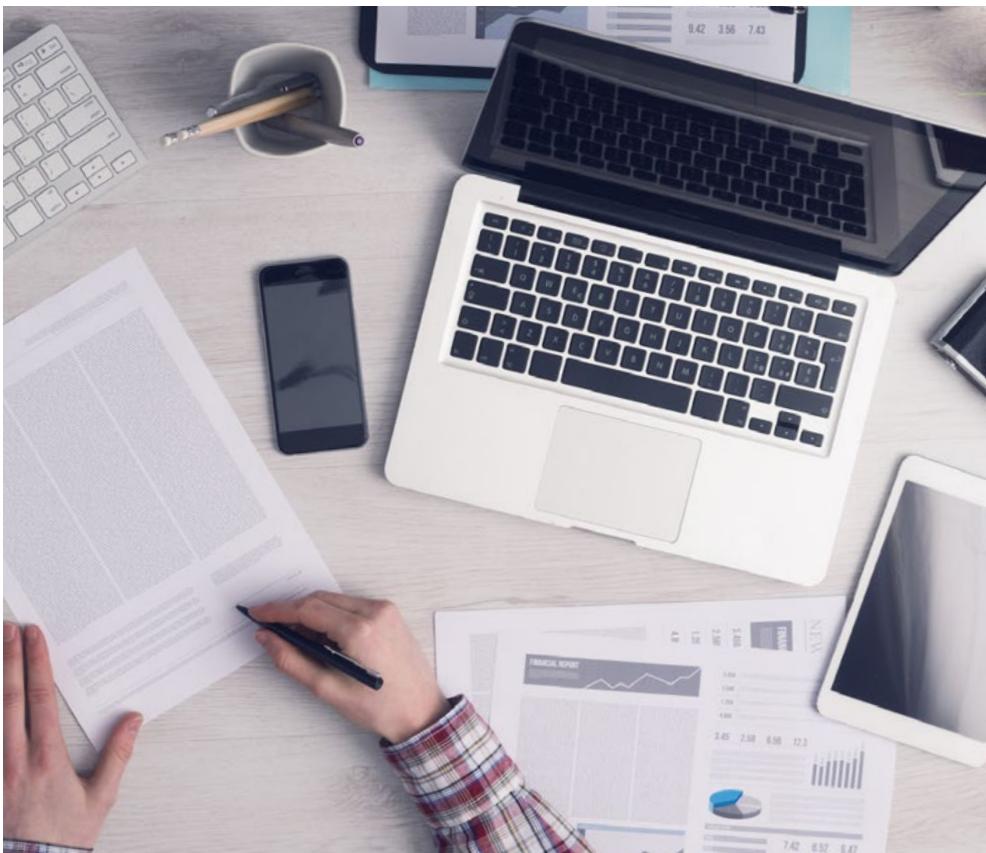
Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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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.



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

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.

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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.

Relearning Methodology

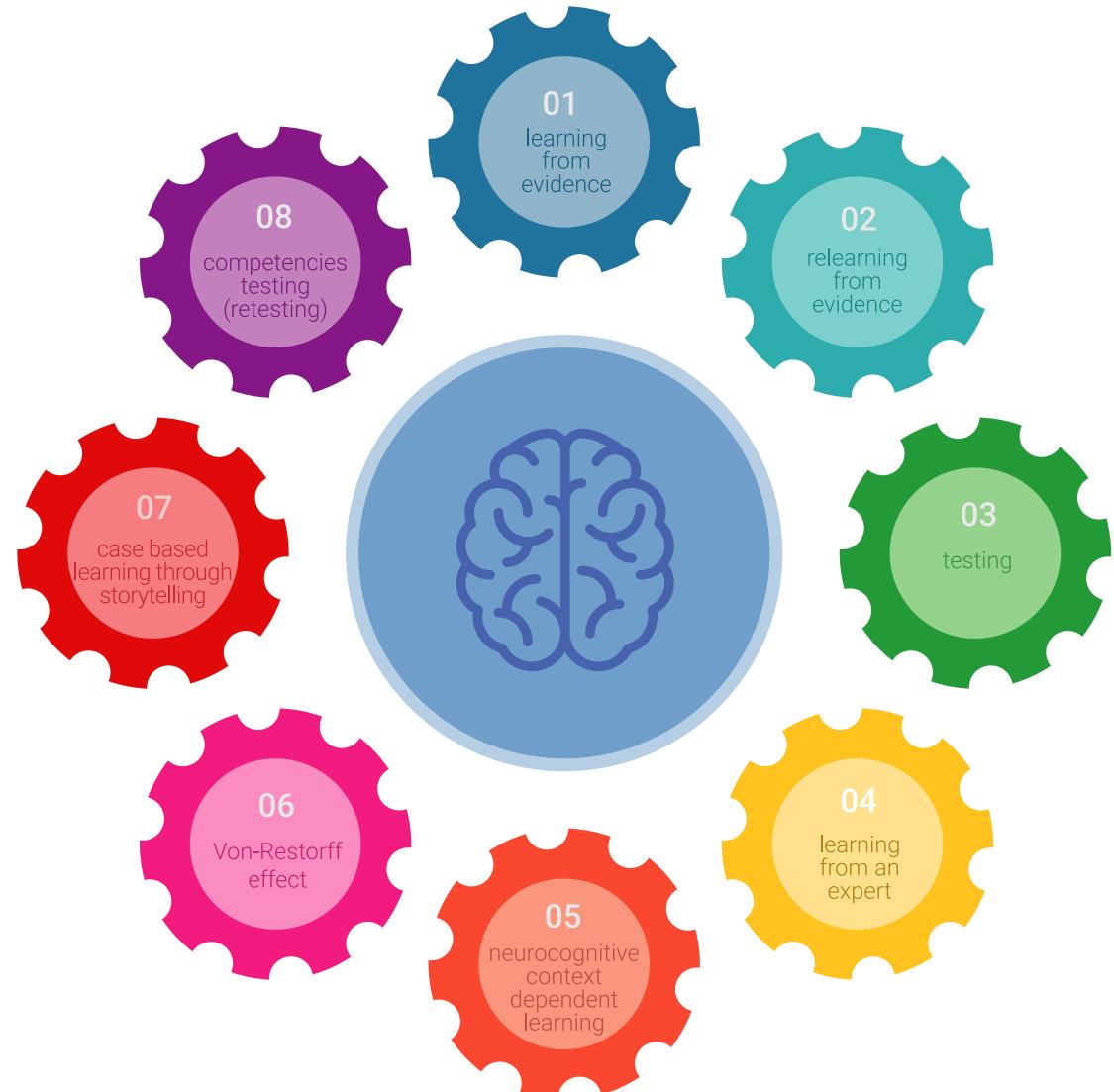
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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.





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

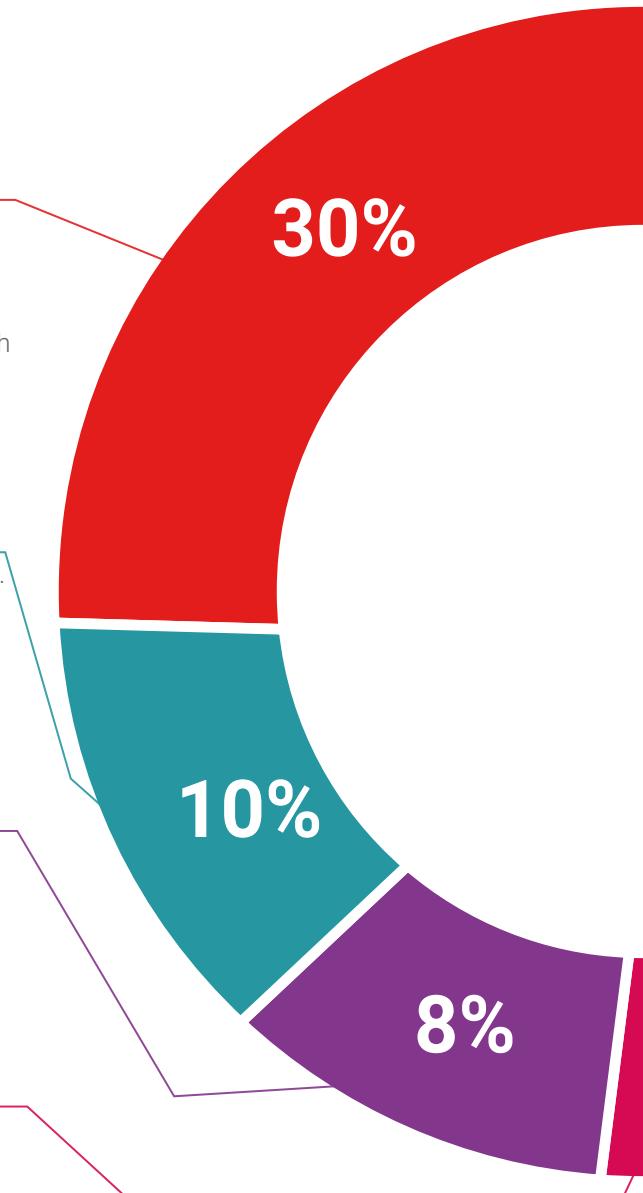
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

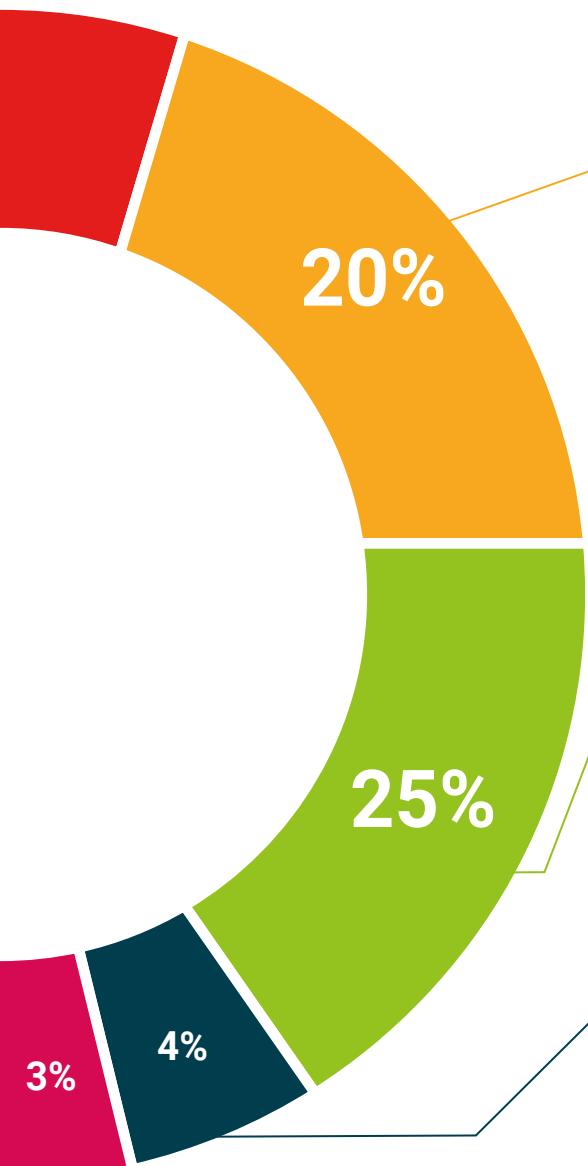


Additional Reading

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.





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.



06

Certificate

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



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

This **Postgraduate Certificate in Declarative Programming for Salesforce** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Declarative Programming for Salesforce**

Modality: **online**

Duration: **12 weeks**



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



Postgraduate Certificate Declarative Programming for Salesforce

- » Modality: online
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Postgraduate Certificate

Declarative Programming for Salesforce

