

Postgraduate Certificate

Salesforce Development Methodology



Postgraduate Certificate Salesforce Development Methodology

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/information-technology/postgraduate-certificate/salesforce-development-methodology

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01

Introduction

By adopting the Salesforce Development Methodology, organizations can streamline the development cycle, enabling faster delivery of customized solutions and iterative updates. In addition, by following agile development practices, such as the scrum approach and continuous collaboration with stakeholders, greater transparency and communication is fostered, leading to greater alignment between development teams and business needs. This methodology also facilitates adaptation to changes in customer and market requirements. In this context, TECH has designed a comprehensive program, 100% online and totally flexible, as students will only need an electronic device with an Internet connection to access all the contents.



“

This 100% online Postgraduate Certificate will provide you with the skills and knowledge necessary to develop, test and deploy Salesforce solutions in an efficient and collaborative way”

The Salesforce Development Methodology provides a structured and scalable framework for application development and customization, facilitating cross-team collaboration, project management, and timely delivery of solutions. In fact, by adopting this methodology, companies can experience faster development speed, better code quality, lower error rates and greater customizability.

This is how this Postgraduate Certificate was created, which will train computer scientists in the fundamental practices to efficiently develop and deploy solutions on the Salesforce platform. Therefore, one of the key aspects addressed will be the determination of the map of recommended environments for the development, testing and deployment of changes to productive environments. In addition, professionals will identify and configure suitable environments for each stage of the development lifecycle, ensuring optimal resource management and smooth implementation of solutions.

Furthermore, a comprehensive evaluation of the different source code repository branching strategies will be performed, highlighting their importance in the collaborative work of the development team. Effective branching strategies will also be selected and used, facilitating collaboration between developers, ensuring code consistency and efficient version management.

Finally, they will delve into the tools available in Salesforce DX for exchanging metadata and executing transactions against Salesforce environments. In this way, graduates will master tools such as Salesforce CLI and other Salesforce DX functionalities, enabling them to effectively manage metadata changes and automate development tasks. Likewise, they will generate command-driven development environments, using the fundamentals of Scratch Orgs.

In this sense, the methodology adopted by this university program, Relearning, focuses on the repetition of essential concepts, in order to solidify knowledge and facilitate the learning process. Therefore, the combination of flexibility and a solid educational approach makes this program a very accessible option.

This **Postgraduate Certificate in Salesforce Development Methodology** 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 Development Methodology
- ♦ 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
- ♦ 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



By leveraging the Salesforce Development Methodology, you'll foster alignment with industry best practices and promote maximizing the return on investment on the Salesforce platform"

“

You will explore tools and techniques to consistently manage releases, branches, and code merges in a consistent and controlled manner, promoting productivity and code integrity”

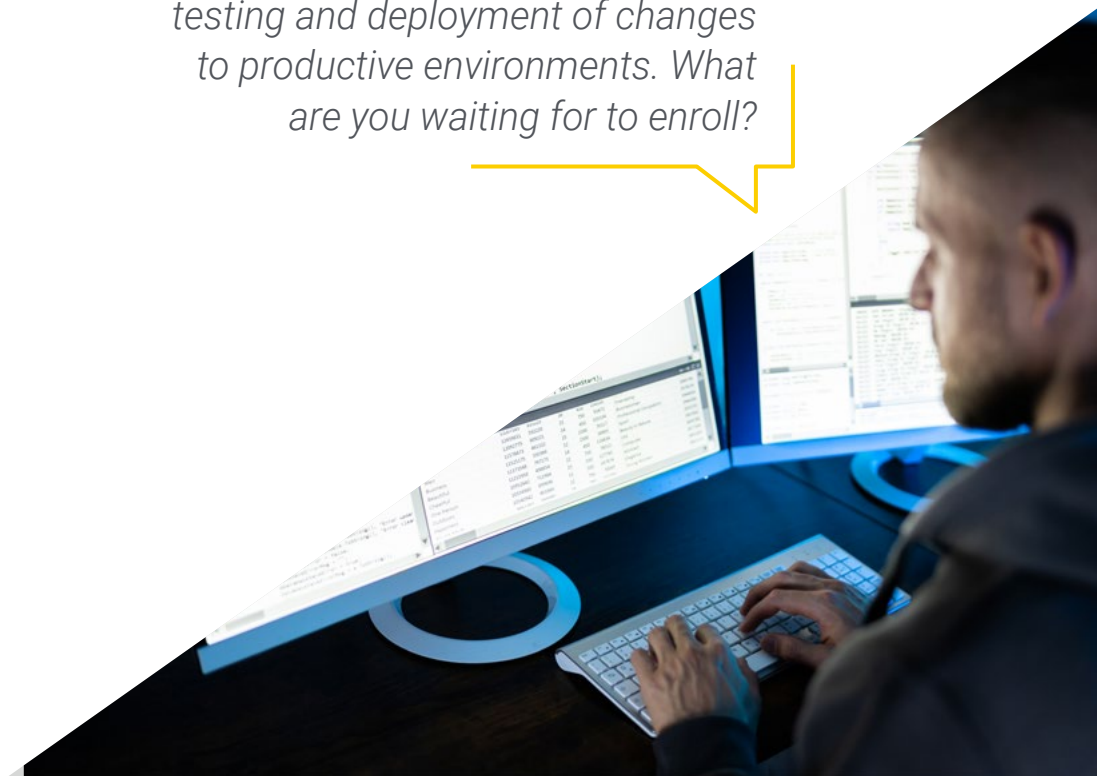
The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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 use the tools available in Salesforce DX to streamline development, facilitate cross-team collaboration, and ensure consistency in Salesforce configuration and customization.

You will analyze the importance of determining a map of recommended environments for development, testing and deployment of changes to productive environments. What are you waiting for to enroll?



02 Objectives

The Postgraduate Certificate will provide IT professionals with the knowledge and skills to effectively implement and manage solutions on the Salesforce platform. Therefore, throughout the program, they will become familiar with the best practices and strategies for developing, testing and deploying changes in Salesforce environments, thus optimizing the software development process. In addition, graduates will be trained in the use of tools such as Salesforce DX, to facilitate team collaboration, version management and configuration of development environments.



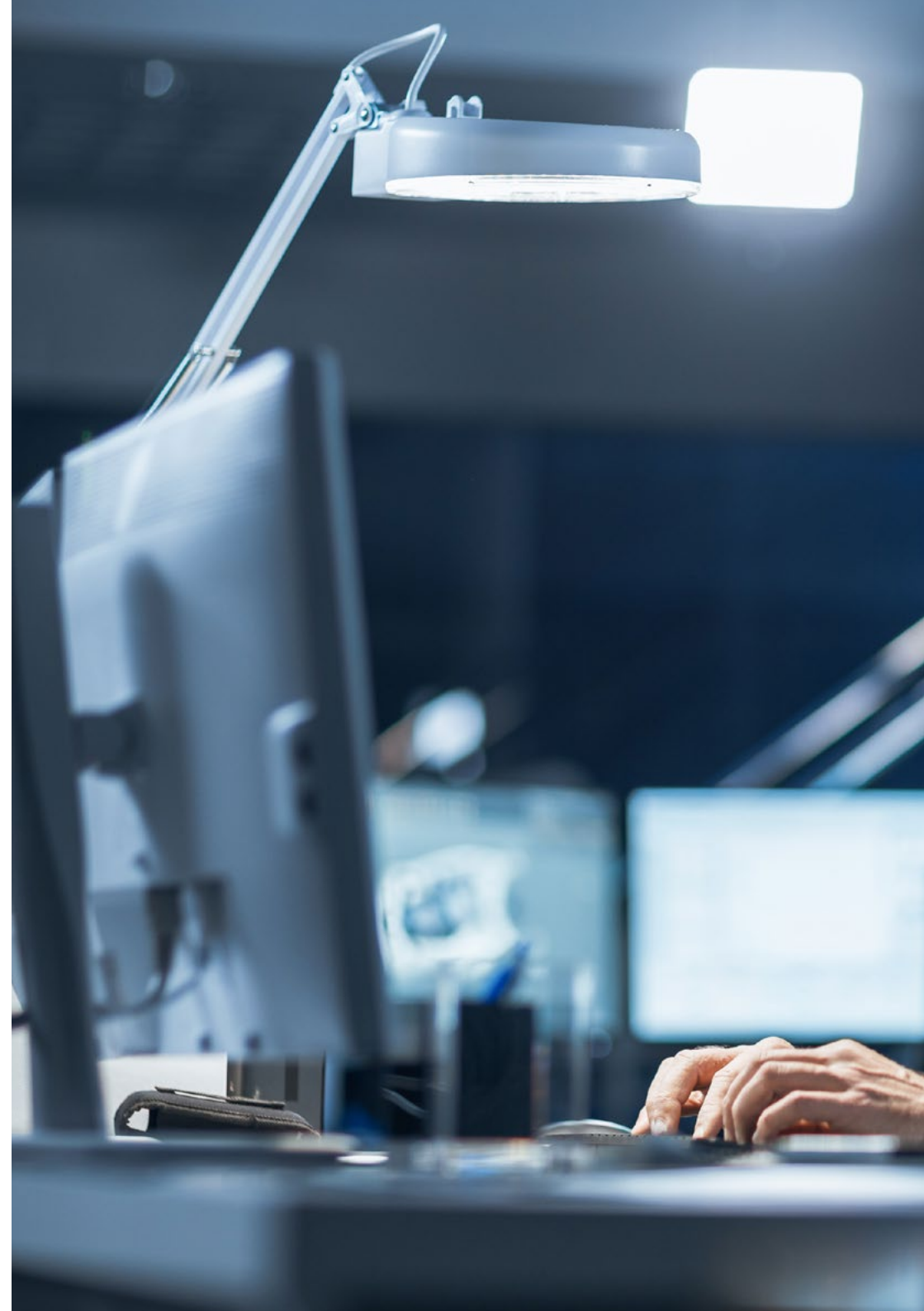
“

You will be able to determine and properly manage development, test and production environments, as well as to evaluate and implement collaborative source code repository branching strategies”



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
- ♦ Develop Salesforce database basics
- ♦ Analyze all the tools and advanced options for creating objects in Salesforce
- ♦ Promote the correct use of APIs and data manipulation tools
- ♦ Identify key tools and resources for Apex programming
- ♦ Introduce testing tools to ensure the proper functioning of the developed components
- ♦ Promote the use of good development practices aligned with Salesforce-defined standards





Specific Objectives

- ♦ Determine which is the recommended environment map for developing, testing and deploying changes to productive environments
- ♦ Evaluate the different source code repository branching strategies that the team can rely on to work in a collaborative environment
- ♦ Examine the tools available in Salesforce DX for exchanging metadata and executing operations against Salesforce environments
- ♦ Generate command-driven development environments based on the fundamentals of Scratch Orgs



The main objective of this Postgraduate Certificate will provide you with a comprehensive and practical understanding of the processes, tools and best practices to effectively develop and manage Salesforce solutions”

03

Course Management

The teaching team behind the Postgraduate Certificate is composed of highly qualified and experienced professionals in the field of the Salesforce platform.

Therefore, with a combination of theoretical knowledge and practical experience in real projects, these mentors will provide rigorous and up-to-date teaching, preparing graduates for the challenges of the working world. In addition, their commitment to academic excellence and continuous professional development will ensure that they receive quality and relevant training in a dynamic and stimulating learning environment.



“

The faculty of this Postgraduate Certificate combines deep technical knowledge with a solid understanding of agile methodologies and software development practices”

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. Nebra García, Sandra

- ♦ Salesforce Expert Engineer at NTT Data
- ♦ Salesforce Lead Engineer at Private Security Company
- ♦ Salesforce Engineer in the Brewing Industry
- ♦ Salesforce Engineer in the Construction Industry
- ♦ Salesforce Engineer in the Food Industry
- ♦ Front-End Developer and Full-Stack Developer at Hiberus Tecnología
- ♦ Salesforce Certified Administrator
- ♦ Salesforce Certified Associate
- ♦ Degree in Industrial Technical Engineering with specialization in Industrial Electronics from the University of Zaragoza (EINA)

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

```
+ sessions
+ storage
- ui
  .ch.js
  .contextMenus.js
  .dialog.js
  .keys.js
  .menus.js
  .palette.js
  .projectManager.js
  .readme.rst
  .searchbar.js
  .statusbar.js
  .theme.js
+ util
  .aceBindings.js
  .api.js
  .command.js
  .editor.js
  .fileManager.js
  .main.js
  .readme.rst
  .sequences.js
  .sessions.js
  .settings.js
  .tab.js
+ templates
  .editorconfig
  .gitignore
  .background.js

36
37
38 this.bindInput();
39 this.bindButtons();
40 };
41
42 Searchbar.prototype = {
43   bindInput: function() {
44     var input = this.input;
45     var hist = this.searchHistory;
46     var self = this;
47
48     input.on("keydown", function(e) {
49       //escape
50       if (e.keyCode == 27) {
51         // this is a new line
52         self.deactivate(true);
53         return; // this is a modified line
54       }
55       if (e.keyCode == 13) {
56         e.stopImmediatePropagation();
57         e.preventDefault();
58         self.search();
59         self.deactivate();
60         return;
61       }
62       //up/down
63       if (e.keyCode == 38 || e.keyCode == 40) {
64         e.preventDefault();
65         e.stopImmediatePropagation();
66         if (e.keyCode == 38) { // up
67           // show previous search query
68           if (hist.currentIndex == hist.history.length) {
69             hist.currentQuery = input.value;
70             // skip previous search if we're already showing the same query
71             if (hist.currentQuery == hist.history[hist.currentIndex - 1]) {
72               hist.currentIndex--;
73             }
74           }
75         }
76       }
77     });
78   }
79 };
80
```


04

Structure and Content

This Postgraduate Certificate will cover a wide range of topics designed to train IT professionals in the key aspects of developing solutions on the Salesforce platform. From mapping recommended environments for development and deployment, to evaluating branching strategies in source code repositories, professionals will explore agile methodologies and project management practices specific to Salesforce. In addition, you'll delve into the use of tools, such as Salesforce DX, to exchange metadata and execute transactions against Salesforce environments.



“

You will dive into the planning and management of development, test, and change deployment environments in production environments, as well as source code repository branching strategies”

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





- 1.7. Package Generation and Distribution
 - 1.7.1. Package Structure in Salesforce
 - 1.7.2. Package Distribution
 - 1.7.3. First and Second Generation Packages
- 1.8. CI/CD Tools
 - 1.8.1. Continuous Integration in Salesforce
 - 1.8.2. Phases of a Continuous Integration Process in Salesforce
 - 1.8.3. Static Code Analysis Tools
 - 1.8.4. Automation Tools
- 1.9. DevOps Center
 - 1.9.1. DevOps Center in Salesforce
 - 1.9.2. Salesforce DevOps Center Deployment Methodology
 - 1.9.3. Configuration and Execution of Deployments with Salesforce DevOps Center
- 1.10. Publishing Packages on the AppExchange
 - 1.10.1. Namespace Management in Salesforce
 - 1.10.2. Package Publishing Process on the AppExchange
 - 1.10.3. Salesforce Security Review



Through this academic TECH program, you will be prepared to meet the challenges of development in the Salesforce ecosystem with confidence and skill. Enroll now!"

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.



“

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.



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.

“*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.



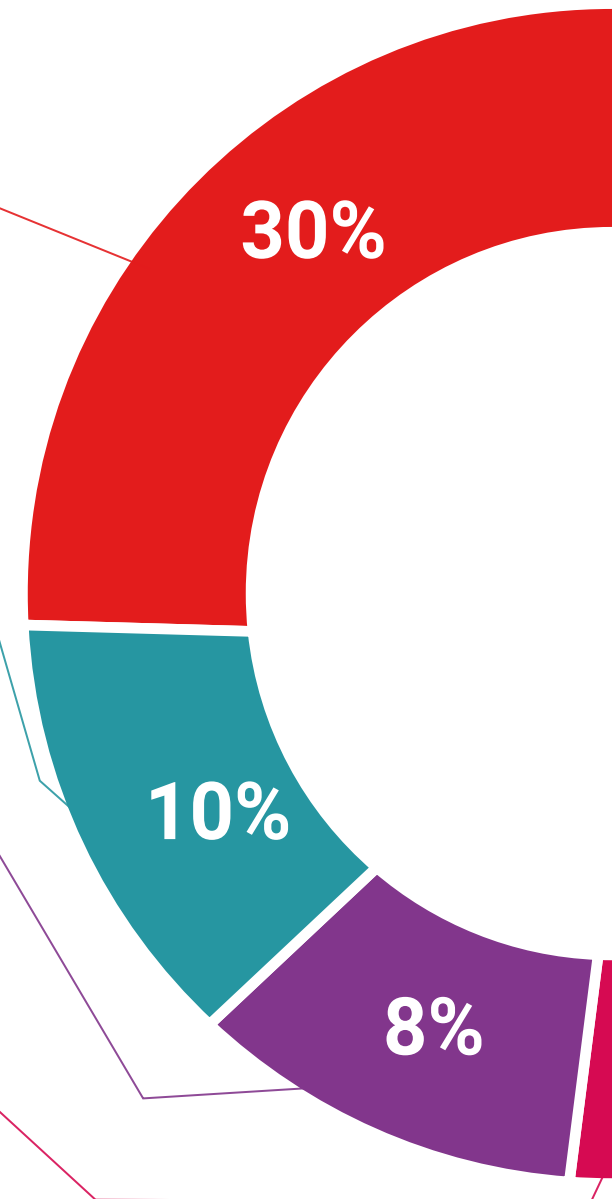
Practising Skills and Abilities

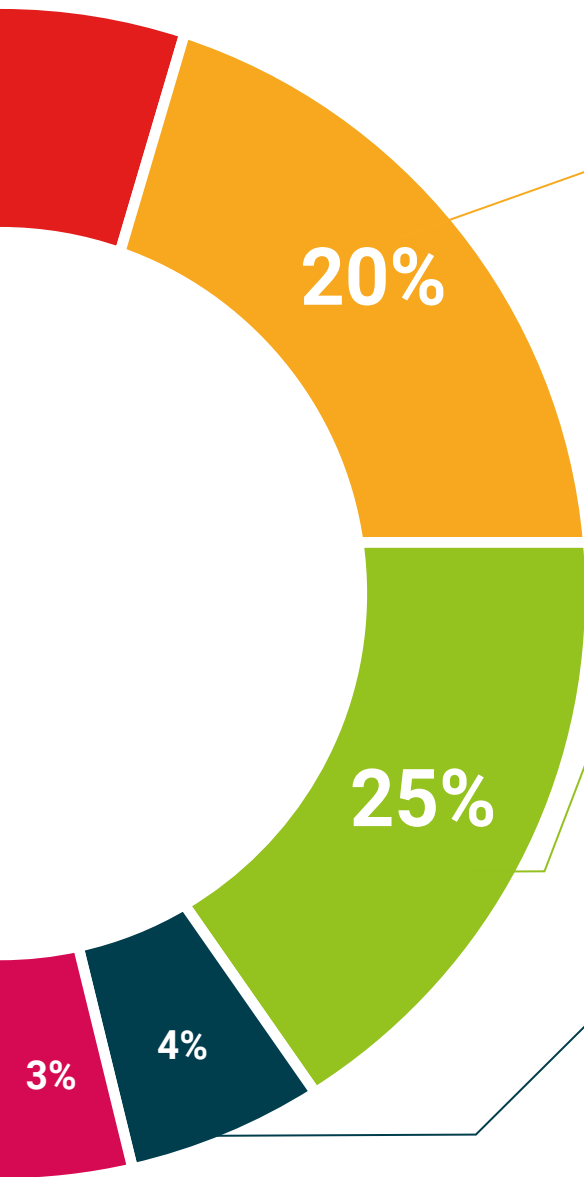
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Salesforce Development Methodology 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 Salesforce Development Methodology** 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 Salesforce Development Methodology**

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Postgraduate Certificate Salesforce Development Methodology

- » Modality: online
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Postgraduate Certificate

Salesforce Development Methodology

