

Postgraduate Certificate Salesforce Project Manager





Postgraduate Certificate Salesforce Project Manager

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

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/salesforce-project-manager

Index

01

Introduction to the Program

p. 4

02

Why Study at TECH?

p. 8

03

Syllabus

p. 12

04

Teaching Objectives

p. 16

05

Study Methodology

p. 20

06

Teaching Staff

p. 30

07

Certificate

p. 34

01

Introduction to the Program

In the dynamic modern business environment, efficient project management has become a fundamental pillar for organizational success. According to data published by Salesforce, companies that implement its data management tools have experienced a 20% reduction in IT costs and a 27% increase in the agility and flexibility of their IT systems and platforms. Taking into account this panorama of digital transformation, TECH has developed this Postgraduate Certificate that will provide all the aspects needed to lead projects on the number one CRM platform on the market. Using a 100% online methodology, specialists will develop an in-depth understanding of Salesforce's functionalities, process automation and workflow customization.



“

You will access an online program that will boost you in the digital world. With the innovative Relearning methodology, you will learn in an effective and dynamic way. Enroll and become an expert in the leading CRM platform!”

Project management in Salesforce has become an essential skill in the business world, allowing companies to optimize their processes and improve customer relations. In fact, this globally recognized ecosystem offers advanced tools for task automation, team supervision and real-time data integration. For this reason, having experts in project management on this platform is a competitive advantage that boosts operational efficiency and organizational success.

To respond to this growing need, TECH has developed the Postgraduate Certificate in Salesforce Project Manager, an innovative program that will provide the key tools to lead strategies in this environment. Through a comprehensive and optimized syllabus, fundamental aspects such as strategic planning in Salesforce, risk management, workflow optimization and process customization through automation will be addressed. In addition, agile methodologies will be explored in depth to maximize performance at each stage of the project.

Graduates will be prepared to take on key positions in companies that require experts in Salesforce project management. In this way, they will be able to actively participate in the digital transformation of various organizations. Likewise, the knowledge acquired will enable them to improve the efficiency of internal processes, optimize decision-making and increase their competitiveness in the global labor market.

In addition, this degree will be delivered in a 100% online environment, allowing students to access the content from anywhere and at any time. At the same time, the implementation of the innovative Relearning methodology, based on the reiteration of key concepts, will guarantee effective assimilation of knowledge. Thanks to these benefits, professionals will be able to advance in their education in a flexible way, adapting it to their personal and professional needs.

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

- ♦ The development of case studies presented by experts in Salesforce
- ♦ 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 self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in the management of audiovisual industries
- ♦ 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 learn to manage projects with the most advanced tools on the market, from anywhere and at your own pace. With a practical and dynamic approach, you will lead the digital future"

“

Do you want to lead projects with Salesforce? TECH will help you achieve your goals through this exclusive 100% online Postgraduate Certificate. Make up your mind and enroll now!”

Its teaching staff includes professionals from the Salesforce field, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

Its multimedia content, developed using the latest educational technology, will allow professionals to undertake situated and contextual learning, that is to say, a simulated environment that will provide an immersive study program to prepare them for real-life scenarios.

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.

You will access up-to-date content, delivered by industry experts. This will enable you to efficiently handle strategic planning, automation and agile methodologies in Salesforce.

You will prepare yourself with a syllabus designed for success: you will master data integration, workflow optimization and risk management on the market-leading platform.



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".

Forbes

The best online university in the world

The most complete
syllabus

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.

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.

TOP
international faculty

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.

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

The most effective methodology

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.



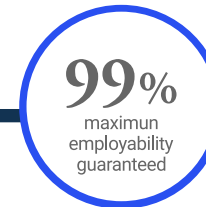
Google Premier Partner

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

TECH has developed a comprehensive syllabus that will strategically address the essential skills for managing projects in Salesforce. Throughout the program, specialists will delve into key areas such as project planning and execution, workflow customization using Process Builder and Flow, cloud risk management, and the application of agile methodologies such as Scrum and Kanban. Throughout the program, specialists will address advanced data analysis tools with Salesforce Reports and Dashboards, automation configuration with Apex and Lightning, and integration with other platforms through APIs, among others.





“

Thanks to an up-to-date syllabus in line with market trends, you will acquire the knowledge and skills necessary to lead digital transformation in the business world"

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

“With a 100% online program and the Relearning methodology, you will advance flexibly and effectively. Enroll now and take your career to the next level!”

04

Teaching Objectives

This Postgraduate Certificate will equip professionals with the skills necessary to lead projects in the digital environment with the most widely used CRM platform globally. Through a practical and specialized approach, graduates will develop key skills to optimize processes, automate tasks and improve team management in different sectors. In this way, they will be prepared to face the challenges of digital transformation and make the most of Salesforce's capabilities. With a strategic and practical vision, they will be ready to boost their career in a highly competitive market.



“

This qualification will enable you to acquire, at an early stage, key knowledge and specialized skills for your professional development in Salesforce Project Management"



General Objectives

- Understand the role of the project manager in Salesforce environments
- Plan and execute projects using agile and traditional methodologies
- Configure and administer Salesforce environments to optimize project management
- Coordinate teams and resources to guarantee the success of the project
- Manage risks and solve problems in the implementation of Salesforce solutions
- Analyze and improve business processes using Salesforce tools
- Implement automation strategies to optimize productivity
- Apply good governance and security practices in Salesforce
- Assess the impact of the solutions implemented in the organization
- Prepare for certifications in Salesforce project management





Specific Objectives

- ♦ Automate business processes without writing code through declarative programming
- ♦ Configure custom applications in Salesforce using visual tools



Thanks to this comprehensive program, designed by experts from the sector, you will learn how to optimize processes, manage teams and transform companies with the most powerful CRM platform in the world"

05 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.



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.

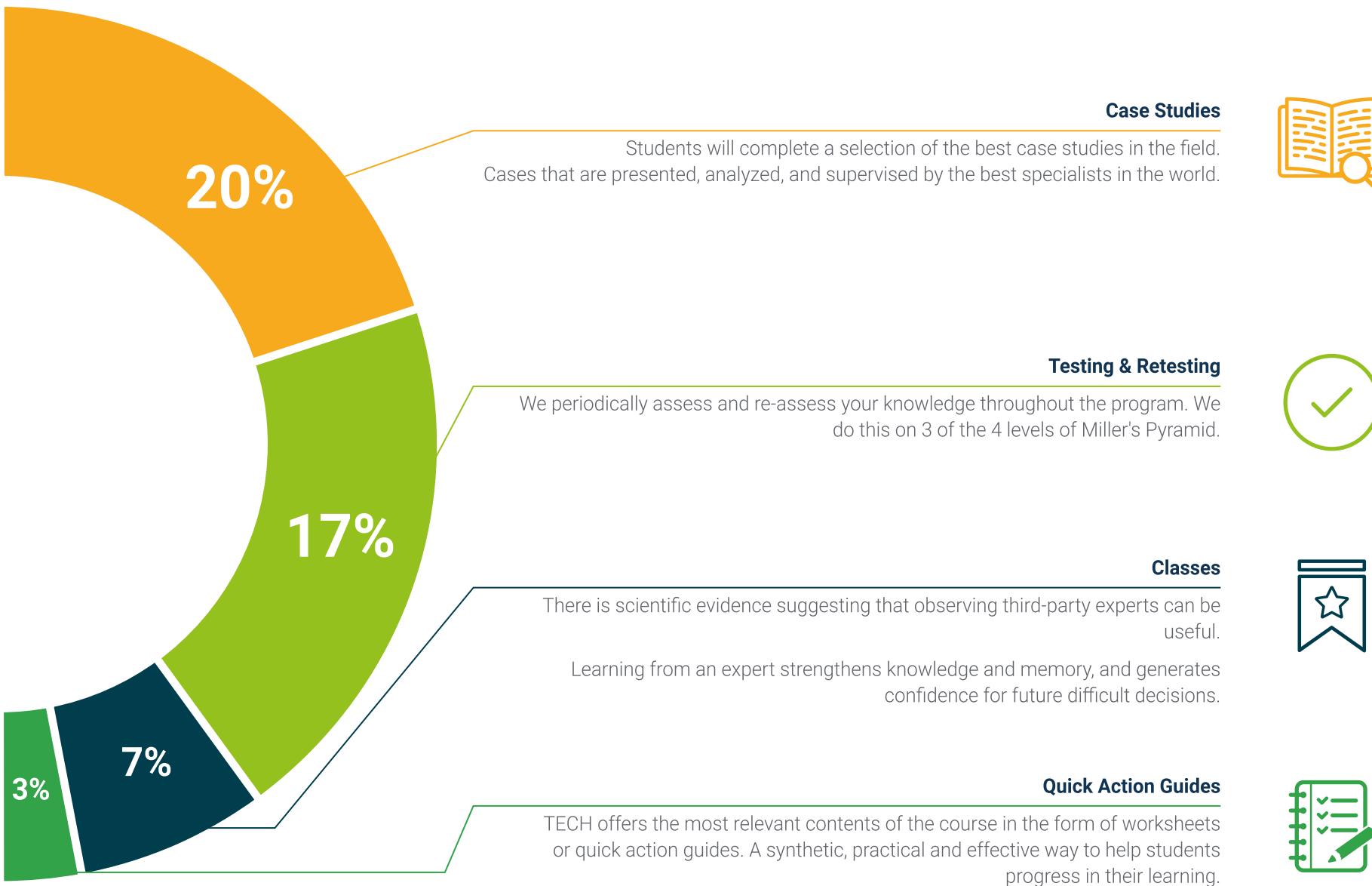
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





06

Teaching Staff

This qualification has a world-class teaching staff, made up of specialists with extensive experience in the management of technological projects and the implementation of advanced solutions in Salesforce. Thanks to their experience in leading companies and international projects, the lecturers will provide a strategic and practical vision, allowing students to acquire up-to-date knowledge aligned with the needs of the market. In short, TECH specialists not only stand out for their technical mastery of Salesforce, but also for their ability to transmit knowledge clearly and effectively.



“

With TECH you will have access to a program taught by the best professionals, thereby ensuring excellent preparation in Salesforce Project Management. What are you waiting for to enroll?”

Management



Ms. Carrillo Pineda, Carmen

- Degree in Journalism and Communication from the Universidad del Istmo
- Degree in Philosophy and Theology from the Pontifical 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

Ms. Guillem Doménech, Ana

- ♦ Account Executive Trainee at The & Partnership
- ♦ Expert in Digital Marketing from the University of Nebrija
- ♦ Specialist in Big Data and Marketing from the University of Nebrija
- ♦ Expert in Protocol from the Popular University of Alcobendas
- ♦ Specialist in Transversal Team Management
- ♦ Expert in Salesforce Associate

07 Certificate

This Postgraduate Certificate in Salesforce Project Manager guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the 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 diploma for the **Postgraduate Certificate in Salesforce Project Manager** 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 Project Manager**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Salesforce Project Manager

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

Postgraduate Certificate Salesforce Project Manager