Postgraduate Diploma

AI, Project Management and Data Analysis in Salesforce

tech global university

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Postgraduate Diploma

AI, Project Management and Data Analysis in Salesforce

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Global University**
- Accreditation: **18 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-ai-project-management-data-analysis-salesforce**

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01

Introduction to the Program

The convergence of Artificial Intelligence, project management and data analysis has revolutionized the way organizations optimize their processes and make strategic decisions. According to a report by the MIT Sloan Management Review, 87% of companies that implement AI in their business strategy have reported significant improvements in decision making. Taking this innovation into account, TECH has developed this Postgraduate Diploma that will provide the most advanced knowledge to automate processes, interpret key information and lead digital transformation projects successfully. Using a 100% online methodology, specialists will prepare to stand out in the job market with a highly specialized profile that can be adapted to the needs of the business world.

Master project management and AI applied in Salesforce. With TECH and its 100% online methodology, you will study at your own pace and acquire the skills that companies are looking for. Enroll now!"

Artificial Intelligence has transformed the way companies manage projects and analyze data, optimizing processes and improving decision making. In this context, Salesforce has positioned itself as a key platform for integrating these technologies, allowing organizations to automate tasks, personalize experiences and improve their performance. Therefore, having advanced knowledge of AI, project management and data analysis within this ecosystem is essential to lead the digital transformation in any sector.

To respond to this demand, TECH has designed the Postgraduate Diploma in AI, Project Management and Data Analysis in Salesforce, an innovative program that will provide a comprehensive view of these key areas. Throughout a specialized and optimized syllabus, professionals will delve into topics such as the use of Machine Learning algorithms in process optimization, predictive analysis applied to customer management and strategies for implementing agile methodologies in project management.

Based on this, the program will not only broaden technical skills, but will also boost professional development, opening up new job opportunities in strategic sectors such as consulting, banking or digital commerce. In fact, specialization in the use of advanced tools within Salesforce will allow access to highly competitive positions with great prospects, as companies are looking for professionals capable of maximizing the potential of AI and data analytics.

Furthermore, the 100% online format of this program will offer great flexibility, allowing students to balance their learning with other responsibilities. Thanks to the Relearning methodology, based on the reiteration of key concepts, the assimilation of knowledge will be facilitated in a progressive and effective way. In turn, the materials will be available at all times, ensuring constant access to academic resources from any device with an Internet connection.

This **Postgraduate Diploma in AI, Project Management and Data Analysis in Salesforce** 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 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 AI, Project Management and Data Analysis in Salesforce
- 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 how to integrate AI and data analysis in Salesforce to optimize processes and lead digital strategies. Here you will have access to an innovative, flexible program based on Relearning"

You will have access to a 100% online program, with an innovative syllabus and the latest Salesforce trends. Enroll now and take your career to the next level!"

You will benefit from expert teachers, up-to-date content and a flexible methodology based on Relearning. Become a leader in AI, project management and data analysis in Salesforce!

With this Postgraduate Diploma you will not only be able to study from anywhere, but you will also develop skills that will open the door to new job opportunities.

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.

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.

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.

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

Throughout a well-rounded syllabus, professionals will acquire a comprehensive view of the most advanced tools in AI, Project Management and Data Analysis in Salesforce. In addition, they will address key topics such as the use of Machine Learning algorithms for process optimization, the implementation of predictive analysis strategies and the development of agile methodologies for efficient project management. Besides, they will delve into intelligent automation within Salesforce, which will allow them to lead digital transformation initiatives in various sectors.

With a carefully structured syllabus, you will develop a deep understanding and real-world application of all related concepts, preparing you for the challenges of the business environment"

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 Transcactions

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. Application Lifecycle Management (ALM) in Salesforce

2.1. Salesforce Development Models
- 2.1.1. Declarative Development Model
- 2.1.2. Org-Based Development Model
- 2.1.3. Source Code Based Development Model
- 2.1.4. Package-Based Development Model

2.2. Branching Strategy
- 2.2.1. GitFlow and Its Evolution Adapted to Salesforce
- 2.2.2. Branching Strategy Limited to User Stories
- 2.2.3. Branch Strategy Based on Releases and Major Releases
- 2.2.4. Copyleft Approach

2.3. Source Code Repositories (VCS)
- 2.3.1. Source Code Repositories (VCS)
- 2.3.2. Roles and Responsibilities
- 2.3.3. Git Configuration and Command Execution

2.4. Salesforce DX
- 2.4.1. Command Console
- 2.4.2. Orgs Connection and Configuration
- 2.4.3. Plugins Configuration and Management
- 2.4.4. Creating Your Own SFDX Plugin

2.5. Programming Based on Metadata
- 2.5.1. Salesforce Metadata
- 2.5.2. Metadata Coverage in Salesforce
- 2.5.3. Deployments Based on Manifest File

2.6. Scratch Orgs
- 2.6.1. Scratch Orgs
- 2.6.2. Scratch Orgs Configuration
- 2.6.3. Org Shapes Generation
- 2.6.4. Programming Based on Scratch Orgs

2.7. Package Generation and Distribution
- 2.7.1. Package Structure in Salesforce
- 2.7.2. Package Distribution
- 2.7.3. First and Second Generation Packages

2.8. CI/CD Tools
- 2.8.1. Continuous Integration in Salesforce
- 2.8.2. Phases of a Continuous Integration Process in Salesforce
- 2.8.3. Static Code Analysis Tools
- 2.8.4. Automation Tools

2.9. DevOps Center
- 2.9.1. DevOps Center in Salesforce
- 2.9.2. Salesforce DevOps Center Deployment Methodology
- 2.9.3. Configuration and Execution of Deployments with Salesforce DevOps Center

2.10. Publishing Packages on the AppExchange
- 2.10.1. Namespace Management in Salesforce
- 2.10.2. Package Publishing Process on the AppExchange
- 2.10.3. Salesforce Security Review

Module 3. Salesforce Security

3.1. Security in Apex
- 3.1.1. Security in Apex
- 3.1.2. Best Practices for Secure and Attack Protected Code
- 3.1.3. Data Encryption in Transit and at Rest

3.2. Security in Visualforce
- 3.2.1. Security in Visualforce
- 3.2.2. Security in Visualforce Framework
- 3.2.3. Best Practices for Secure Code in Visualforce

3.3. Security in Aura
- 3.3.1. Security in Aura Framework
- 3.3.2. Practical Examples of Protection and Security Evidences in Aura
- 3.3.3. Best Practices for Secure Code in Aura

3.4. Security in Lightning Web Components
- 3.4.1. Security in LWC Framework
- 3.4.2. Practical Examples of Protection and Security Evidences in LWC
- 3.4.3. Best Practices for Secure Code in LWC

3.5. User Access Management
- 3.5.1. User Profiling and Licensing (Profiles & Custom Permission)
- 3.5.2. Role Hierarchy and Territory Model
- 3.5.3. Team Management (Case, Account and Opportunity)
- 3.5.4. Queues and User Groups
- 3.5.5. Best Practices for External User Access

3.6. Security at the Registry Level
- 3.6.1. OWD, Sharing Rules, ARSDR and Manual Sharing. Best Practices
- 3.6.2. Blocking of Registries
- 3.6.3. Implicit Sharing and Apex Sharing Reasons
- 3.6.4. Data Masking

3.7. Security at the Field Level
- 3.7.1. Advanced Profiling Modeling
- 3.7.2. Best Practices for Dynamic Forms
- 3.7.3. FLS Control and Record Visibility in Apex and SOQL

3.8. User Authentication and Salesforce Access Authorization
- 3.8.1. Authentication Methods (U/P, SSO and Delegated Authentication)
- 3.8.2. Login Flows Best Practices
- 3.8.3. Best Practices for Internal and External Access (Experience Cloud)
- 3.8.4. Setting Up Secure Access for External Applications to Salesforce
- 3.8.5. Best Practices in OAuth Flows for Access Authorization

3.9. Monitoring and Security Policies
- 3.9.1. Salesforce Shield. Advanced Use Cases
- 3.9.2. Salesforce Shield. Field Audit Trail
- 3.9.3. Salesforce Shield. Transaction Security Policies

3.10. Security at the Network Level
- 3.10.1. HTTPS & TLS - Advanced Configuration in Salesforce
- 3.10.2. 1-Way & 2-Way SSL Flow. Configuration and Applicability
- 3.10.3. Network Configuration Best Practices

Thanks to this comprehensive Postgraduate Diploma, you will make a difference in the digital world. What are you waiting for to enroll?" Do it now and boost your career with AI and data analysis on Salesforce"

04

Teaching Objectives

The main goal of this Postgraduate Diploma is to provide professionals with the necessary skills to lead the digital transformation in their organizations. To this end, a syllabus has been designed to provide an in-depth understanding of the impact of Artificial Intelligence on project management, as well as the application of advanced data analysis techniques within the Salesforce ecosystem. In this way, graduates will not only understand the key concepts, but will also know how to implement them in specific business scenarios, ensuring a solid and practice-oriented preparation.

You will progress at your own pace, assimilating the content effectively and applying the knowledge acquired in your professional environment immediately"

General Objectives

- Implement artificial intelligence in Salesforce to optimize business decision making
- Manage digital transformation projects with agile methodologies and Salesforce tools
- Analyze strategic data in Salesforce to improve business performance and competitiveness
- Automate business processes by integrating AI and CRM in Salesforce
- Design data-driven marketing strategies based on predictive models and advanced analytics
- Optimize the customer experience with artificial intelligence and personalized interactions
- Apply machine learning techniques to customer segmentation and loyalty programs
- Develop interactive dashboards for real-time monitoring
- of key metrics
- Improve operational efficiency by automating workflows in Salesforce
- Integrate AI tools into project management to boost productivity and results

Specific Objectives

Module 1. Declarative Programming in Salesforce

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

Module 2. Application Lifecycle Management (ALM) in Salesforce

- Delve into the complete life cycle of Salesforce applications, from planning to implementation
- Optimize solution implementation and launch processes using ALM tools and strategies

Module 3. Salesforce Security

- Implement and manage security controls in Salesforce to protect sensitive company data
- Manage user authentication and platform security settings

Be part of the future of project management with TECH! Take the opportunity to learn with this Postgraduate Diploma and become the expert that companies need"

05

Career Opportunities

This Postgraduate Diploma will enable professionals to access strategic positions within organizations in different sectors, from technology and finance to retail and healthcare. Thanks to their solid preparation in agile methodologies, Machine Learning and advanced analytics, graduates will be able to work as Salesforce consultants, data analysts, project managers specializing in digital transformation or architects of solutions based on Artificial Intelligence. They will also have the ability to design and implement innovative strategies that optimize business management, improve the customer experience and enhance operational efficiency.

After completing this comprehensive and dynamic program, you will be prepared to assume leadership roles and bring differential value in the digital age"

Graduate Profile

Graduates will be capable of taking on strategic roles in companies that are looking to boost their digital transformation through innovative and data-based solutions. In this way, they will have a comprehensive vision of intelligent automation, agile project management and decision-making based on predictive models. In addition, they will be qualified to implement advanced tools within Salesforce, optimize business processes and improve the customer experience through the use of real-time data analysis. Thanks to this combination of skills, the expert will lead innovation initiatives in highly competitive and constantly evolving environments.

Your ability to interpret strategic data and apply AI-based solutions will make you a key player in any organization committed to the digitalization and optimization of its operations.

- **Analytical Thinking and Data-Driven Decision Making:** interpret large volumes of information, apply predictive models and use advanced analysis tools to optimize business management
- **Leadership and Project Management:** coordinate multidisciplinary teams, implement agile methodologies and lead digital transformation initiatives in dynamic and highly competitive environments
- **Adaptability and Technological Innovation:** integrating new technologies based on Artificial Intelligence, automation and data analysis, facilitating process optimization and improving the customer experience
- **Effective Communication and Collaborative Work:** presenting technical information clearly, interacting with different areas of an organization and promoting collaboration in strategic projects of digitalization and business optimization

After completing the program, you will be able to use your knowledge and skills in the following positions:

1. **Salesforce Administrator:** responsible for the Implementation and optimization of the Salesforce platform to improve operational efficiency and customer experience.
2. **Data Analyst:** responsible for collecting, processing and interpreting strategic data for business decision making and internal process optimization
3. **Project Manager in Digital Transformation:** leader of technology projects that oversee the integration of AI and data analysis in Salesforce to drive digitalization in organizations
4. **Salesforce Solutions Architect:** responsible for the design and development of Salesforce-based technology infrastructures, ensuring their scalability and alignment with business objectives
5. **Automation and Artificial Intelligence Specialist:** coordinator of the implementation of AI and Machine Learning tools to optimize workflows and improve service personalization
6. **Innovation and Technology Manager:** responsible for leading digital strategies and implementing emerging technologies in data-driven business environments
7. **Salesforce Administrator:** manager of the configuration, security and operability of Salesforce platforms to guarantee optimal performance and functionality
8. **Business Intelligence Consultant:** advisor specialized in the extraction and analysis of key information for the development of data-based business strategies within Salesforce

With the most complete and up-to-date program on the educational market, you will master key topics such as Machine Learning, predictive analytics and automation in Salesforce"

06

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.

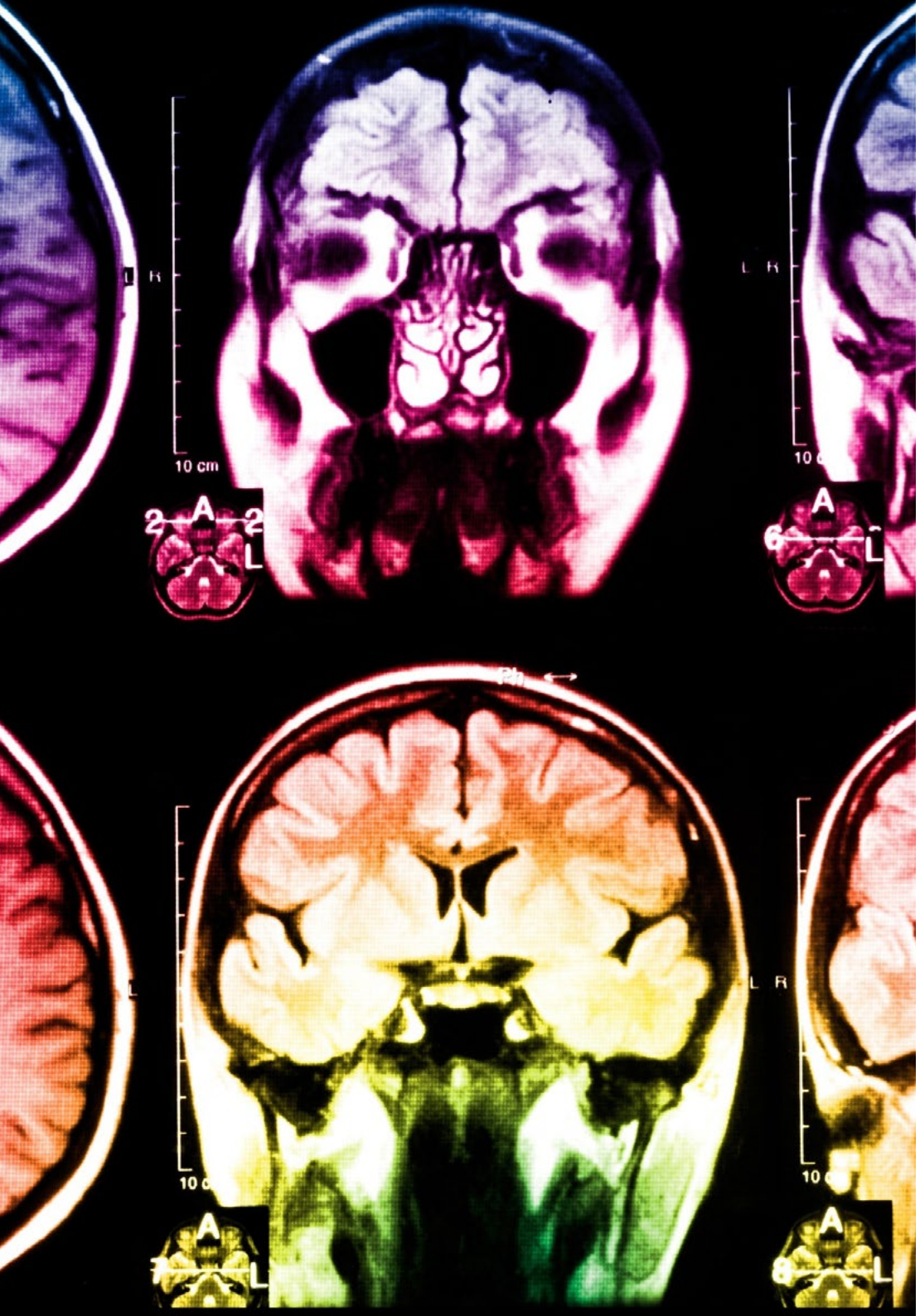
In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

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.

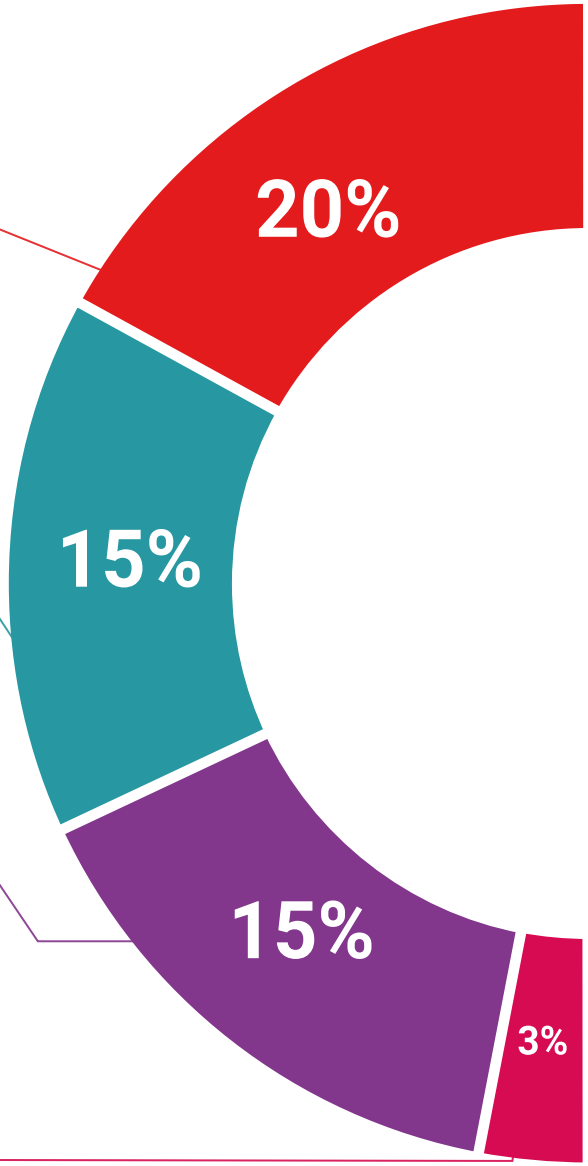
Interactive Summaries

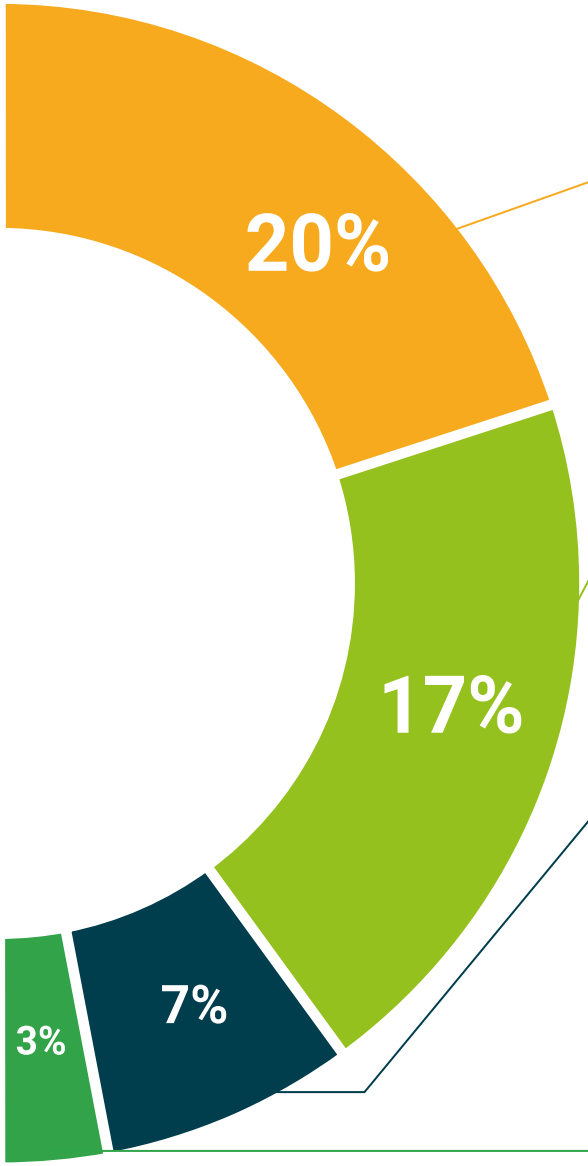
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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.





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.

07

Teaching Staff

This academic itinerary includes a teaching staff made up of professionals of renowned prestige in the field of Artificial Intelligence, project management and data analysis. Thanks to their experience in leading companies and their participation in digital transformation projects, the lecturers will offer an up-to-date and practical vision on the implementation of advanced technologies in Salesforce. In this way, students will have the opportunity to learn directly from experts who have developed innovative strategies in key sectors such as banking, telecommunications, retail and healthcare.

Thanks to the combination of academic excellence and professional experience, this program will guarantee cutting-edge preparation, providing the knowledge and strategies necessary to excel in this field"

Management

Ms. Carrillo Pineda, Carmen

- Expert in Salesforce
- 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
- Diploma in Outbound Marketing from the Business School (Madrid)
- Course in Business Intelligence (Power BI and Tableau) from the Center for Financial Studies

Professors

Ms. Guillem Doménech, Ana

- Expert in Digital Marketing from the University of Nebrija

Mr. Téllez Luna, Jesús Eduardo

- 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

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Certificate

This Postgraduate Diploma in AI, Project Management and Data Analysis in Salesforce guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Diploma 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 Diploma in AI, Project Management and Data Analysis in Salesforce** 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.

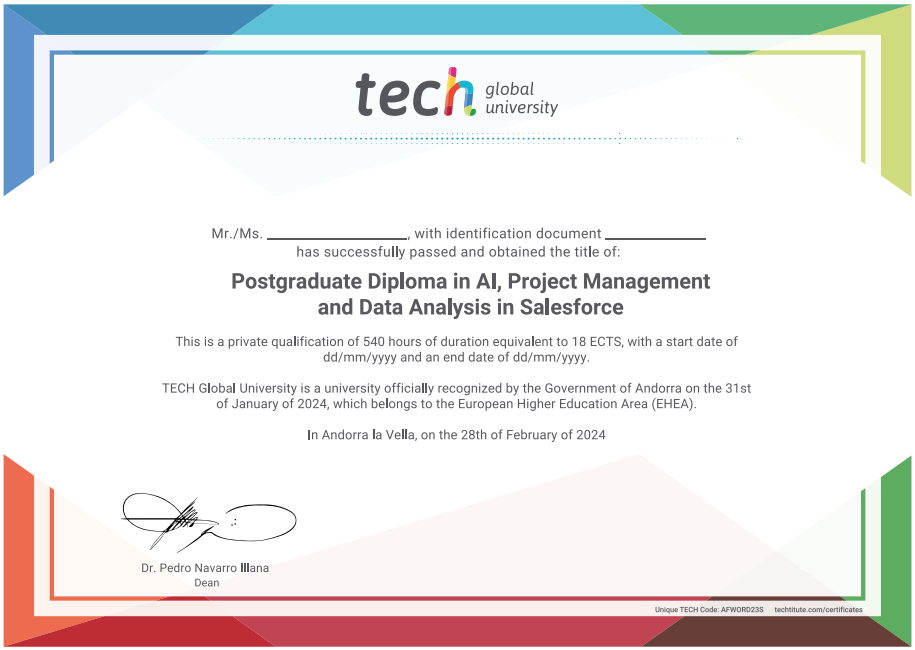
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in AI, Project Management and Data Analysis in Salesforce**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**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Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in AI, Project Management and Data Analysis in Salesforce

This is a private qualification of 540 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

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

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates

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

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Postgraduate Diploma

AI, Project Management and Data Analysis in Salesforce

- Modality: **online**
- Duration: **6 months**
- Certificate: **TECH Global University**
- Accreditation: **18 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Postgraduate Diploma

AI, Project Management and Data Analysis in Salesforce

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