

Executive Master's Degree Salesforce Consulting



Executive Master's Degree Salesforce Consulting

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/school-of-business/executive-master-degree/master-salesforce-consulting

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01

Introduction to the Program

In recent years, Salesforce has emerged as a vital and innovative element that contributes to the digital transformation of companies globally. According to a report by the United Nations, Salesforce Consulting services are projected to grow by 15.3% over the next few years. This highlights the need to implement solutions to optimize sales processes, marketing and more effective customer relations. With this idea in mind, TECH has created a pioneering university degree focused on the latest trends in the field of Salesforce Consulting. In addition, it is based on a convenient fully online modality that provides students with the freedom to plan their schedules individually.



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With this 100% online Executive Master's Degree, you will implement innovative Salesforce projects that will optimize sales processes and customer services. What are you waiting for to enroll?”

Salesforce Consulting has managed to meet the needs of companies by developing a strategy with a global impact and adapting to the digital changes of the last decade. In this sense, this platform helps sales teams to manage opportunities with potential customers by optimizing marketing campaigns. At the same time, by providing communication and productivity tools, it creates a global ecosystem with an impact on employment, opportunities and the economy. For this reason, it is essential that specialists develop advanced skills to get the most out of this system.

In this context, TECH has developed a revolutionary Executive Master's Degree in Salesforce Consulting. Designed by leaders in the field, the academic program will provide professionals with the keys to implementing and optimizing customized solutions through data management and the creation of strategies and implementation of different markets for their proper alignment. Thanks to this, graduates will gain advanced skills in data analysis that will enable them to make highly informed strategic decisions. At the same time, the syllabus will delve into the application of technical solutions to clients in real time.

On the other hand, with regard to the methodology, TECH offers a 100% online academic environment without on-site classes or fixed schedules. In this way, students have complete freedom to plan their own pace of study. Likewise, the only thing that experts will need is an electronic device with an Internet connection to access the Virtual Campus. There they will have access to a wide range of multimedia support in formats such as explanatory videos, real case studies and interactive summaries. Furthermore, the Relearning system guarantees that specialists reinforce the key concepts of the syllabus in a progressive and natural way, without having to resort to costly techniques such as traditional memorization.

This **Executive Master's Degree in Salesforce Consulting** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Salesforce Consulting
- ♦ 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 Salesforce Consulting
- ♦ 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



Thanks to this qualification, you will use Salesforce to effectively manage customer relationships, improving their experience and achieving long-term loyalty"

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Extensive flexibility, unlimited access to content and an innovative methodology that will optimize your learning: that's what this complete program is all about. Make the most of this opportunity and enroll now!”

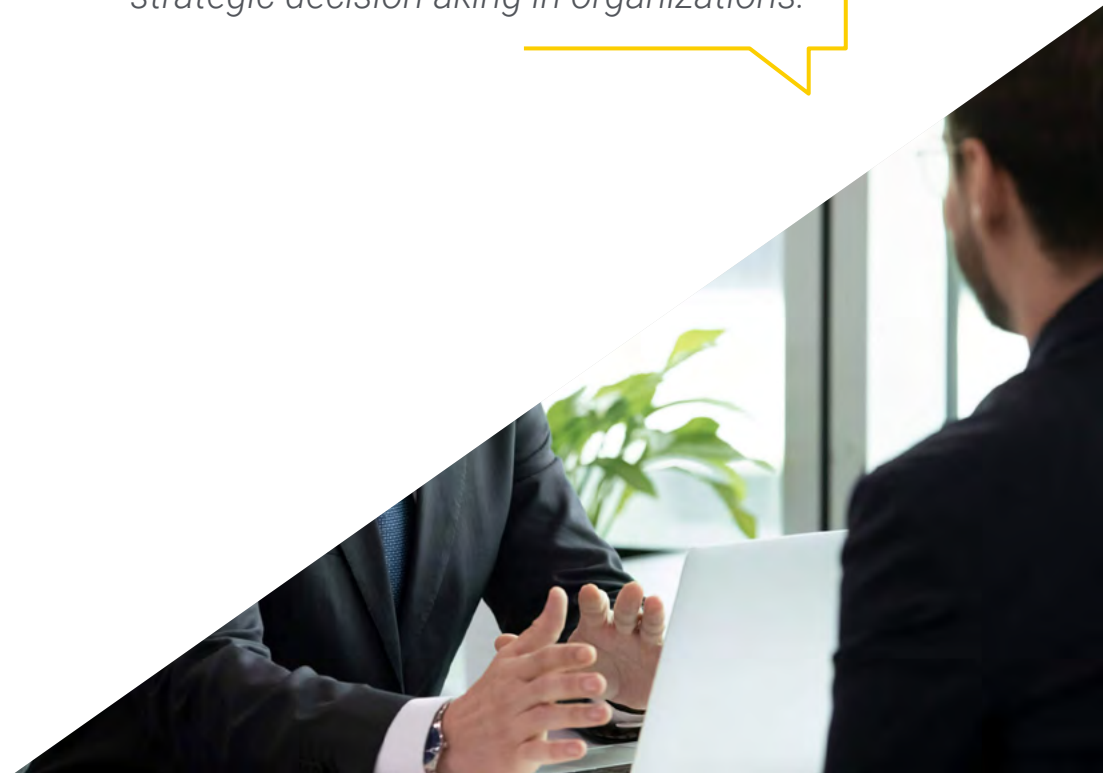
Its teaching staff includes professionals from the Salesforce field, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

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.

In the Virtual Campus you will find specialized readings that will encourage you to further expand the rigorous information provided in this university program.

You will have comprehensive knowledge of the technical architecture of Salesforce, which will enable you to support informed strategic decision making in organizations.



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 relies on an enormous faculty of more than 6,000 professors of the highest international renown.



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*Study at the world's largest online university
and guarantee your professional success.
The future starts 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.



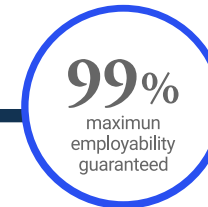
Google Premier Partner

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

This academic program will provide a complete education that will enable professionals to master this leading CRM platform and optimize the business processes of any organization. Throughout the syllabus, specialists will acquire in-depth knowledge of Salesforce administration, customization and automation. In addition, they will address key topics such as data analytics, integration with other platforms and the development of customized applications, thereby guaranteeing a comprehensive preparation aligned with market demands.



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Thanks to this innovative program, you will master the implementation of Salesforce solutions using agile methodologies, which will ensure the delivery of solutions within the planned deadlines”

Module 1. Salesforce Programming

- 1.1. Salesforce Software as a Service Model
 - 1.1.1. Salesforce Licensing Model
 - 1.1.2. Governor Limits
 - 1.1.3. Types of Existing Environments
- 1.2. Salesforce Programming Model
 - 1.2.1. Metadata-based Model
 - 1.2.2. Execution Contexts
 - 1.2.3. Salesforce RESTful API Model
- 1.3. Multilanguage and Localization in Salesforce
 - 1.3.1. Localization
 - 1.3.2. Multilanguage Management in Salesforce
 - 1.3.3. Using Custom Labels in Salesforce
 - 1.3.4. Translation Workbench
- 1.4. Access and Permissions Management in Salesforce
 - 1.4.1. Profile Management in Salesforce
 - 1.4.2. Permission Sets Management in Salesforce
 - 1.4.3. Permission Sets Groups Management in Salesforce
- 1.5. Record Visibility Model in Salesforce
 - 1.5.1. Types of Data Access
 - 1.5.2. Salesforce Visibility Model
 - 1.5.3. Record Sharing in the Visibility Model
- 1.6. Multitenant Architecture
 - 1.6.1. Multitenant Architecture in Salesforce
 - 1.6.2. Development of Applications on Multitenant Architecture
 - 1.6.3. Internal Request Processing
- 1.7. Database Architecture in Salesforce
 - 1.7.1. Platform Data Layer
 - 1.7.2. Database Partitioning by Tenant
 - 1.7.3. Structure of Databases
 - 1.7.4. Management of Indexes and Relationships in Databases

- 1.8. Experience Cloud and Communities for External Users
 - 1.8.1. Experience Cloud Site Administration
 - 1.8.2. Permissions and Visibility Management for External Users
 - 1.8.3. Digital Experience Platform (DXP)
 - 1.8.4. Lightning Web Runtime (LWR)
- 1.9. AppExchange
 - 1.9.1. Salesforce Partner Ecosystem
 - 1.9.2. Types of Packages
 - 1.9.3. Independent Software Vendor (ISV)
- 1.10. Salesforce Infrastructure
 - 1.10.1. Domain Management in Salesforce
 - 1.10.2. Hyperforce Model
 - 1.10.3. Edge Network Model

Module 2. Data Modeling in Salesforce

- 2.1. Data Model
 - 2.1.1. Data Modeling
 - 2.2.2. Object-Entity-Relationship Model
 - 2.2.3. Best Practices in the Design and Modeling of Information: Logical and Physical Level
- 2.2. Object Typology
 - 2.2.1. Objects - Standard, Custom and Record Types
 - 2.2.2. Event Modeling in Salesforce using Platform Events
 - 2.2.3. Salesforce Configuration and Parameterization Objects
 - 2.2.4. Other Special Objects
- 2.3. Document Management in Salesforce
 - 2.3.1. DMS and ECM
 - 2.3.2. Types of Documents in Salesforce
 - 2.3.3. Advanced Knowledge Management with Knowledge Base
 - 2.3.4. Best Practices in Document Management Modeling

- 2.4. Creating Objects in Salesforce
 - 2.4.1. Best Practices for Generation from UI
 - 2.4.2. Advanced Use of Schema Builder
 - 2.4.3. API for Object Creation
- 2.5. Data Quality
 - 2.5.1. Best Practices for Attribute Configuration and Validation Rules
 - 2.5.2. Control of Duplicate Records
 - 2.5.3. Reports and Other Tools for Measuring and Monitoring Quality
- 2.6. Data Query
 - 2.6.1. Best Practices for Querying Data with SOQL
 - 2.6.2. Best Practices for Data Searching with SOSL
 - 2.6.3. Dynamic SOQL & SOSL Configuration
- 2.7. Database Change Management using DML Operations
 - 2.7.1. Data Manipulation Language
 - 2.7.2. Dynamic DML
 - 2.7.3. Best Practices for Bulk DML
 - 2.7.4. DML Exception Handling
 - 2.7.5. APIs Available for Data Management
- 2.8. Treatment of Large Data Volumes (LDV)
 - 2.8.1. Table Index Management: Standard and Customized
 - 2.8.2. Skinny Tables
 - 2.8.3. How to Avoid Data Skew
 - 2.8.4. Advanced Optimization using Data Archiving and the Query Plan Tool
- 2.9. Information Privacy
 - 2.9.1. Information Privacy
 - 2.9.2. Information Privacy Management
 - 2.9.3. Best Practices to Ensure Data Protection Compliance
- 2.10. Security Copy Management
 - 2.10.1. Management of Backups
 - 2.10.2. Backup of Information
 - 2.10.3. Best Practices in the Design of Data Backup Solutions

Module 3. Declarative Programming in Salesforce

- 3.1. Declarative Programming
 - 3.1.1. Declarative Construction Tools
 - 3.1.2. Formulas and Functions
 - 3.1.3. Functionalities for E-mail Templates
- 3.2. Declarative Page Design
 - 3.2.1. Page Layout, Lightning App Builder and List Views
 - 3.2.2. Buttons, Links and Actions Configuration
 - 3.2.3. In-App Guidance
- 3.3. Flow Builder
 - 3.3.1. Flow Management
 - 3.3.2. Flow Life Cycle
 - 3.3.3. Reuse with Subflows
 - 3.3.4. Flow Interview: Paused Flows
 - 3.3.5. Flow Bulkification in Transactions
- 3.4. Screen Flow
 - 3.4.1. Fields in Screen Flow
 - 3.4.2. Flow with Stages
 - 3.4.3. Reactive Screen Flows
- 3.5. Declarative Automation Tools
 - 3.5.1. Autolaunched Flows - Non Triggered
 - 3.5.2. Record Triggered Flows
 - 3.5.3. Platform Event Triggered Flows
- 3.6. Flow Orchestration
 - 3.6.1. Flow Orchestration
 - 3.6.2. Autolaunched Orchestration - Non Triggered
 - 3.6.3. Record-Triggered Orchestration
- 3.7. Management of Exceptions in Flows
 - 3.7.1. Testing with Flow Builder
 - 3.7.2. Debugging Errors
 - 3.7.3. Monitoring Capabilities
 - 3.7.4. Exception Management Framework

- 3.8. Approval Processes
 - 3.8.1. Approval Process Wizard and Required Configuration
 - 3.8.2. Configuration of the Approval Phases
 - 3.8.3. Limits and Considerations
- 3.9. External Services and Outbound Message
 - 3.9.1. External Service & Flow Action Configuration
 - 3.9.2. Outbound Message: Configuration, Notification and Monitoring
 - 3.9.3. External Services and Outbound Message
- 3.10. Declarative Analytical Tools
 - 3.10.1. Custom Record Types
 - 3.10.2. Reports Construction
 - 3.10.3. Dashboard Construction
 - 3.10.4. Reports and Dashboard Limitations

Module 4. APEX Programming for Salesforce

- 4.1. Development Tools
 - 4.1.1. Developer Console
 - 4.1.2. Recommended IDE for Apex Programming
 - 4.1.3. Salesforce Extensions for vs. Code
 - 4.1.4. Code Builder
- 4.2. Programming with Apex
 - 4.2.1. Apex Programming
 - 4.2.2. Apex Transaction, Methods and Static Variables
 - 4.2.3. Exception Handling in Apex
- 4.3. Data Access from Apex
 - 4.3.1. SOQL Structures and Fundamentals in Apex
 - 4.3.2. Apex Variables in SOQL and SOSL
 - 4.3.3. DML Statements against Methods of the System Database Class
- 4.4. Apex Triggers
 - 4.4.1. Triggers and Execution Order
 - 4.4.2. Context Variables
 - 4.4.3. Bulk Triggers and Best Practices
- 4.5. Asynchronous Apex
 - 4.5.1. Future Apex
 - 4.5.2. Queueable Apex and Execution Chaining
 - 4.5.3. Apex Scheduler
- 4.6. Batch Apex
 - 4.6.1. Batch Apex Architecture
 - 4.6.2. Batch Jobs
 - 4.6.3. Limitations of Batch Apex
- 4.7. Security in Apex
 - 4.7.1. Apex Applications: Security Methods
 - 4.7.2. Digital Experiences: Methods for Web Sites
 - 4.7.3. Crypto Layer of Apex
- 4.8. Record Sharing using Apex
 - 4.8.1. Sharing Managed by Apex
 - 4.8.2. Sharing Recalculation with Apex
 - 4.8.3. Assignment of Territories to Opportunities
- 4.9. Apex Callouts
 - 4.9.1. SOAP Service: Proxy Classes Generated via WSDL
 - 4.9.2. HTTP Requests: Methods of the HTTP Class
 - 4.9.3. Limitations of Apex Callouts
- 4.10. Execution of Unit Tests
 - 4.10.1. Unit Test Execution Patterns
 - 4.10.2. Test Data Isolation
 - 4.10.3. Simulated and Auxiliary Objects: System.StubProvider Interface
 - 4.10.4. Best Practices in the Development of Test Classes



Module 5. User Interface Programming in Salesforce

- 5.1. Visualforce
 - 5.1.1. VF Page Creation and Most Common Tags
 - 5.1.2. Standard Controller and Standard List Controller
 - 5.1.3. Custom Controller
 - 5.1.4. Error Handling
 - 5.1.5. Best Practices
- 5.2. Aura Component
 - 5.2.1. Creating Aura Components and Tags
 - 5.2.2. Lightning Data Service
 - 5.2.3. Communication with Apex Server
 - 5.2.4. Composition and Communication between Components
 - 5.2.5. Error Handling
 - 5.2.6. Best Practices
- 5.3. Lightning Web Components
 - 5.3.1. LWC Creation and Most Common Tags
 - 5.3.2. Event Management and Lifecycle Hooks
 - 5.3.3. Communication with Apex Server
 - 5.3.4. Composition of Pages and Communication between Components
 - 5.3.5. Shadow DOM
 - 5.3.6. Use of Cell Phone Capabilities
 - 5.3.7. Error Handling and Debugging
 - 5.3.8. Best Practices
- 5.4. Lightning Message Service
 - 5.4.1. Message Channel Creation and Scope Configuration
 - 5.4.2. Publishing a Message in a Message Channel
 - 5.4.3. Subscription to a Message Channel
 - 5.4.4. Limitations

- 5.5. UI Frameworks Coexistence
 - 5.5.1. Visualforce - Aura Component Interoperability
 - 5.5.2. Visualforce - LWC Interaoperability
 - 5.5.3. LWC - Aura Component Interoperability
- 5.6. Lightning Design System
 - 5.6.1. Platforms
 - 5.6.2. Lightning Design System
 - 5.6.3. Best Practices
- 5.7. UI Testing
 - 5.7.1. Jasmine
 - 5.7.2. Jest
 - 5.7.3. UTAM
 - 5.7.4. Selenium
- 5.8. Code Quality
 - 5.8.1. Settings
 - 5.8.2. Linter
 - 5.8.3. RetireJS
- 5.9. Troubleshooting
 - 5.9.1. Chrome Developer Console
 - 5.9.2. Identify Performance Problems
 - 5.9.3. Identify Network Problems
- 5.10. Mobile SDK
 - 5.10.1. Development Modes
 - 5.10.2. Hybrid Application Development
 - 5.10.3. Native Application Development (Android)





Module 6. OmniStudio Framework

- 6.1. OmniStudio Architecture
 - 6.1.1. OmniStudio Architecture
 - 6.1.2. OmniStudio Component Layers
 - 6.1.3. OmniStudio Version Types
- 6.2. System Administration and Configuration
 - 6.2.1. Installing and Upgrading OmniStudio
 - 6.2.2. Licenses and Permissions in OmniStudio
 - 6.2.3. Configuring Interfaces and Deployments
- 6.3. DataRaptors
 - 6.3.1. DataRaptor
 - 6.3.2. Types of Dataraptors
 - 6.3.3. Types of Data Returned by Dataraptors
 - 6.3.4. Caching and Security in Dataraptors
 - 6.3.5. Dataraptors Invocation Methods
 - 6.3.6. Best Practices for Dataraptors
- 6.4. Integration Procedures
 - 6.4.1. Integration Procedures
 - 6.4.2. Types of Actions in Integration Procedures
 - 6.4.3. Caching and Security in Integration Procedures
 - 6.4.4. Integration Procedures Invocation Methods
 - 6.4.5. Error Handling in Integration Procedures
 - 6.4.6. Best Practices for Integration Procedures
- 6.5. Flexcards
 - 6.5.1. Flexcards
 - 6.5.2. Elements for Flexcards
 - 6.5.3. Flexcard Management
 - 6.5.4. Flexcard Designer
 - 6.5.5. Debugging and Testing Flexcards
 - 6.5.6. Best Practices for Flexcards

- 6.6. Omniscripts
 - 6.6.1. Omniscripts
 - 6.6.2. Elements for Omniscripts
 - 6.6.3. Omniscripts Management
 - 6.6.4. Omniscripts Designer
 - 6.6.5. Debugging and Testing in Omniscripts
 - 6.6.6. Best Practices for Omniscripts
- 6.7. Business Rules Engine
 - 6.7.1. Business Rules Engine
 - 6.7.2. Matrix Decision
 - 6.7.3. Decision Tables
 - 6.7.4. Expression Sets
 - 6.7.5. Business Rules Integrations
 - 6.7.6. Migration of Calculation Matrix and Calculation Procedures
- 6.8. Tracking Service
 - 6.8.1. Tracking Service
 - 6.8.2. Tracking Service Usage Configuration
 - 6.8.3. Elements for Using Tracking Service
- 6.9. Omni Analytics Overview
 - 6.9.1. OmniAnalytics
 - 6.9.2. Usage Configurations for Omni Analytics
 - 6.9.3. Omni Analytics Results for Google Analytics
- 6.10. IDX Workbench (Deployment Tool)
 - 6.10.1. Installing IDX Workbench
 - 6.10.2. Metadata Configuration and Migration
 - 6.10.3. Metadata Migration Validation

Module 7. APIs and Integrations in Salesforce

- 7.1. Salesforce Integration
 - 7.1.1. Outbound Integrations from Salesforce
 - 7.1.2. Inbound Integrations to Salesforce
 - 7.1.3. Salesforce to Salesforce Integrations
 - 7.1.4. Salesforce API Libraries
- 7.2. External Services
 - 7.2.1. Open AP Standard Specification
 - 7.2.2. External Credentials
 - 7.2.3. Named Credentials
- 7.3. Connected Apps
 - 7.3.1. Connected Apps
 - 7.3.2. Integration Scopes
 - 7.3.3. Integration Authorization and Identity Management
 - 7.3.4. Connected Apps Security Policies
- 7.4. SOAP API
 - 7.4.1. Enterprise WSDL
 - 7.4.2. Partner WSDL
 - 7.4.3. Apex WSDL
 - 7.4.4. Metadata WSDL
- 7.5. Synchronous REST Integrations
 - 7.5.1. REST API in Salesforce
 - 7.5.2. Connect REST API in Salesforce
 - 7.5.3. Document Management in Salesforce by API
- 7.6. API for Data Migration
 - 7.6.1. Bulk API
 - 7.6.2. Configuration and Execution of Bulk Data Migration by Bulk API
 - 7.6.3. Data Processing in Bulk Loads
 - 7.6.4. Bulk API 1.0. vs. Bulk API 2.0.

- 7.7. Event-Driven Integration.
 - 7.7.1. Platform Event Bus
 - 7.7.2. Streaming API in Salesforce
 - 7.7.3. Pub/Sub API in Salesforce
 - 7.7.4. Change Data Capture
 - 7.7.5. Subscription to Events from External Systems with cometD Framework
- 7.8. Integration for Configuration and Development
 - 7.8.1. Tooling API
 - 7.8.2. Metadata API
 - 7.8.3. Dynamic Organization Management based on Tooling API
- 7.9. Data Synchronization between Orgs
 - 7.9.1. Data Synchronization Patterns between Orgs
 - 7.9.2. Salesforce Connect with Cross-Org Adapter
 - 7.9.3. Open Data Protocol (oData)
 - 7.9.4. GraphQL with oData
- 7.10. Integration Patterns
 - 7.10.1. Remote Process Invocation-Request and Reply
 - 7.10.2. Remote Process Invocation-Fire and Forget
 - 7.10.3. Batch Data Synchronization
 - 7.10.4. Remote Call-In
 - 7.10.5. UI Update Based on Data Changes
 - 7.10.6. Data Virtualization

Module 8. Advanced Programming in Salesforce

- 8.1. Dynamic Apex
 - 8.1.1. Dynamic Access to Objects and Fields Definition
 - 8.1.2. Dynamic SOQL
 - 8.1.3. Dynamic DML
- 8.2. Platform Cache
 - 8.2.1. Platform Cache. Uses
 - 8.2.2. Org Cache
 - 8.2.3. Session Cache
 - 8.2.4. Best Practices
- 8.3. Platform Event Bus
 - 8.3.1. Platform Event Bus. Uses
 - 8.3.2. Publication of an Event
 - 8.3.3. Subscription to an Event
- 8.4. SOLID Principles
 - 8.4.1. Single Responsibility
 - 8.4.2. Open-Closed
 - 8.4.3. Liskov Substitution
 - 8.4.4. Interface Segregation
 - 8.4.5. Dependency Investment
- 8.5. Apex Enterprise Pattern
 - 8.5.1. Separation of Concerns (SOC)
 - 8.5.2. Selector Layer
 - 8.5.3. Domain Layer
 - 8.5.4. Service Layer
- 8.6. Trigger Framework
 - 8.6.1. Trigger Framework
 - 8.6.2. O'Hara
 - 8.6.3. Dan Appleman
 - 8.6.4. Hari Krishnan
 - 8.6.5. Scot Wells

- 8.7. Error Framework
 - 8.7.1. Error Framework
 - 8.7.2. Error Capture
 - 8.7.3. Platform Event to Register the Error
- 8.8. Framework Automations
 - 8.8.1. Automation Tools
 - 8.8.2. Design of Automation Framework
 - 8.8.3. Technical Aspects
- 8.9. Development Tools
 - 8.9.1. Code Analyzer
 - 8.9.2. Apex Replay
 - 8.9.3. Apex Log Analyzer
 - 8.9.4. Explain Plan
- 8.10. Troubleshooting Limits in Apex
 - 8.10.1. CPU Time
 - 8.10.2. Too Many SOQL
 - 8.10.3. Heap Size

Module 9. Salesforce Security

- 9.1. Security in Apex
 - 9.1.1. Security in Apex
 - 9.1.2. Best Practices for Secure and Attack Protected Code
 - 9.1.3. Data Encryption in Transit and at Rest
- 9.2. Security in Visualforce
 - 9.2.1. Security in Visualforce
 - 9.2.2. Security in Visualforce Framework
 - 9.2.3. Best Practices for Secure Code in Visualforce
- 9.3. Security in Aura
 - 9.3.1. Security in Aura Framework
 - 9.3.2. Practical Examples of Protection and Security Evidences in Aura
 - 9.3.3. Best Practices for Secure Code in Aura

- 9.4. Security in Lightning Web Components
 - 9.4.1. Security in LWC Framework
 - 9.4.2. Practical Examples of Protection and Security Evidences in LWC
 - 9.4.3. Best Practices for Secure Code in LWC
- 9.5. User Access Management
 - 9.5.1. User Profiling and Licensing (Profiles & Custom Permission)
 - 9.5.2. Role Hierarchy and Territory Model
 - 9.5.3. Team Management (Case, Account and Opportunity)
 - 9.5.4. Queues and User Groups
 - 9.5.5. Best Practices for External User Access
- 9.6. Security at the Registry Level
 - 9.6.1. OWD, Sharing Rules, ARSDR and Manual Sharing. Best Practices
 - 9.6.2. Blocking of Registries
 - 9.6.3. Implicit Sharing and Apex Sharing Reasons
 - 9.6.4. Data Masking
- 9.7. Security at the Field Level
 - 9.7.1. Advanced Profiling Modeling
 - 9.7.2. Best Practices for Dynamic Forms
 - 9.7.3. FLS Control and Record Visibility in Apex and SOQL
- 9.8. User Authentication and Salesforce Access Authorization
 - 9.8.1. Authentication Methods (U/P, SSO and Delegated Authentication)
 - 9.8.2. Login Flows Best Practices
 - 9.8.3. Best Practices for Internal and External Access (Experience Cloud)
 - 9.8.4. Setting Up Secure Access for External Applications to Salesforce
 - 9.8.5. Best Practices in OAuth Flows for Access Authorization
- 9.9. Monitoring and Security Policies
 - 9.9.1. Salesforce Shield. Advanced Use Cases
 - 9.9.2. Salesforce Shield. Field Audit Trail
 - 9.9.3. Salesforce Shield. Transaction Security Policies
- 9.10. Security at the Network Level
 - 9.10.1. HTTPS & TLS - Advanced Configuration in Salesforce
 - 9.10.2. 1-Way & 2-Way SSL Flow. Configuration and Applicability
 - 9.10.3. Network Configuration Best Practices

Module 10. Application Lifecycle Management (ALM) in Salesforce

- 10.1. Salesforce Development Models
 - 10.1.1. Declarative Development Model
 - 10.1.2. Org-Based Development Model
 - 10.1.3. Source Code Based Development Model
 - 10.1.4. Package-Based Development Model
- 10.2. Branching Strategy
 - 10.2.1. GitFlow and Its Evolution Adapted to Salesforce
 - 10.2.2. Branching Strategy Limited to User Stories
 - 10.2.3. Branch Strategy Based on Releases and Major Releases
 - 10.2.4. Copyleft Approach
- 10.3. Source Code Repositories (VCS)
 - 10.3.1. Source Code Repositories (VCS)
 - 10.3.2. Roles and Responsibilities
 - 10.3.3. Git Configuration and Command Execution
- 10.4. Salesforce DX
 - 10.4.1. Command Console
 - 10.4.2. Orgs Connection and Configuration
 - 10.4.3. Plugins Configuration and Management
 - 10.4.4. Creating Your Own SFDX Plugin
- 10.5. Programming Based on Metadata
 - 10.5.1. Salesforce Metadata
 - 10.5.2. Metadata Coverage in Salesforce
 - 10.5.3. Deployments Based on Manifest File
- 10.6. Scratch Orgs
 - 10.6.1. Scratch Orgs
 - 10.6.2. Scratch Orgs Configuration
 - 10.6.3. Org Shapes Generation
 - 10.6.4. Programming Based on Scratch Orgs
- 10.7. Package Generation and Distribution
 - 10.7.1. Package Structure in Salesforce
 - 10.7.2. Package Distribution
 - 10.7.3. First and Second Generation Packages
- 10.8. CI/CD Tools
 - 10.8.1. Continuous Integration in Salesforce
 - 10.8.2. Phases of a Continuous Integration Process in Salesforce
 - 10.8.3. Static Code Analysis Tools
 - 10.8.4. Automation Tools
- 10.9. DevOps Center
 - 10.9.1. DevOps Center in Salesforce
 - 10.9.2. Salesforce DevOps Center Deployment Methodology
 - 10.9.3. Configuration and Execution of Deployments with Salesforce DevOps Center
- 10.10. Publishing Packages on the AppExchange
 - 10.10.1. Namespace Management in Salesforce
 - 10.10.2. Package Publishing Process on the AppExchange
 - 10.10.3. Salesforce Security Review



You will develop skills in the creation of reports and personalized control panels that provide relevant information for business decision-making”

04

Teaching Objectives

This TECH university program is designed to provide professionals with the most sophisticated tools to integrate and apply Salesforce in business management. In this way, professionals will develop advanced skills to efficiently manage sales, marketing and customer service processes within the Salesforce platform, improving the user experience and optimizing the organization's resources. Likewise, graduates will be capable of implementing personalized and automated solutions that favor strategic decision-making, promoting competitiveness and business innovation.



“

You will be prepared to personalize Salesforce by creating personalized objects, business rules and process automation with tools such as Apex”



General Objectives

- ♦ Develop advanced knowledge of Salesforce, understanding its impact and potential in the optimization of business processes
- ♦ Identify Salesforce applications in commercial and operational management, improving the quality and efficiency of strategic decision-making
- ♦ Implement automation and data analysis tools to optimize the customer experience and increase business productivity
- ♦ Use CRM and digital marketing solutions in Salesforce for customer tracking and loyalty in various sectors
- ♦ Design and customize automated workflows and analytical dashboards, facilitating decision-making based on real-time data
- ♦ Promote continuous updating of Salesforce tools and their implementation in corporate environments, ensuring that specialists are aligned with the latest innovations



Practical exercises based on real cases and videos in detail elaborated by the professors themselves will be the key to your success in this academic itinerary





Specific Objectives

Module 1. Salesforce Programming

- ♦ Develop skills to create basic solutions in Salesforce using programming tools
- ♦ Implement workflows and validation rules using the Salesforce platform

Module 2. Data Modeling in Salesforce

- ♦ Design and administer an efficient data model to satisfy business needs
- ♦ Implement relations between objects using foreign keys and master relations

Module 3. Declarative Programming in Salesforce

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

Module 4. APEX Programming for Salesforce

- ♦ Create and manage classes and triggers in Apex to handle business logic in Salesforce
- ♦ Develop solutions that integrate effectively with other platforms using Apex

Module 5. User Interface Programming in Salesforce

- ♦ Design and develop personalized user interfaces using Visualforce
- ♦ Build adaptive solutions for end users using Salesforce UI development tools

Module 6. OmniStudio Framework

- ♦ Delve into the OmniStudio framework to create customized solutions in Salesforce
- ♦ Use OmniStudio to create and manage workflows and personalized pages

Module 7. APIs and Integrations in Salesforce

- ♦ Understand the different Salesforce APIs and their use in integrations with other systems
- ♦ Apply secure and efficient integration strategies in Salesforce

Module 8. Advanced Programming in Salesforce

- ♦ Develop advanced skills in the use of Apex to solve complex and personalized problems in Salesforce
- ♦ Manage advanced development techniques such as exception handling, asynchronous programming and query optimization

Module 9. Salesforce Security

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

Module 10. 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

05

Career Opportunities

This degree will open the door to endless job opportunities in the fields of strategic management, business consultancy and digital transformation. Thanks to their mastery of this leading CRM platform, graduates will be prepared to advise companies on process automation, improving the customer experience and data-driven decision-making. In addition, they will be able to take on high-impact roles such as Salesforce consultants, digital project managers or technology transformation directors in companies in any sector.





“

You will stand out for your holistic understanding of Salesforce functionalities and applications, which will allow you to use the platform to solve complex business needs”

Graduate Profile

Graduates will be specialists highly skilled in integrating advanced technologies of this platform in companies from different sectors, optimizing customer management and internal processes. They will also have the skills to design, implement and customize CRM solutions, improving operational efficiency and business profitability. All of this will allow specialists to experience a notable leap in the quality of their professional careers, thereby accessing more relevant positions.

You will lead digitalization and business optimization projects, using Salesforce to maximize results.

- ♦ **Technological Adaptation in Business Environments:** incorporating advanced technological solutions in the business environment, improving operational efficiency and optimizing business processes through the customization and automation of the Salesforce platform
- ♦ **Ethical Commitment and Data Security:** applying ethical principles and privacy regulations, guaranteeing the protection of sensitive customer data and the integrity of the information managed within Salesforce
- ♦ **Business Challenge Resolution:** use critical thinking to identify and resolve challenges within organizations, applying Salesforce as a key tool to improve customer management and strategic decision-making
- ♦ **Interdisciplinary Collaboration:** working effectively with multidisciplinary teams, both technical and non-technical, facilitating the implementation and optimization of Salesforce in different areas of the organization



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

1. **Consultant Specialized in Salesforce:** Responsible for the implementation, customization and optimization of CRM solutions in companies from different sectors
2. **CRM Project Manager:** Responsible for leading the integration of Salesforce in organizations, ensuring efficiency in the management of clients and internal processes
3. **Marketing Automation Specialist with Salesforce Marketing Cloud:** Designer of automated campaigns and customer loyalty strategies
4. **Salesforce Administrator:** Responsible for the configuration and advanced management of the platform, ensuring its correct functioning in the company
5. **Customer Experience Manager:** Manages customer relations through the personalization and segmentation of data in Salesforce
6. **Salesforce Application Developer:** Creates personalized solutions within the Salesforce ecosystem, optimizing CRM functionality
7. **Salesforce Security and Regulatory Consultant:** Responsible for implementing security and data protection policies on the platform

“

You will offer personalized advice to companies on the implementation of Digital Transformation processes through the use of 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

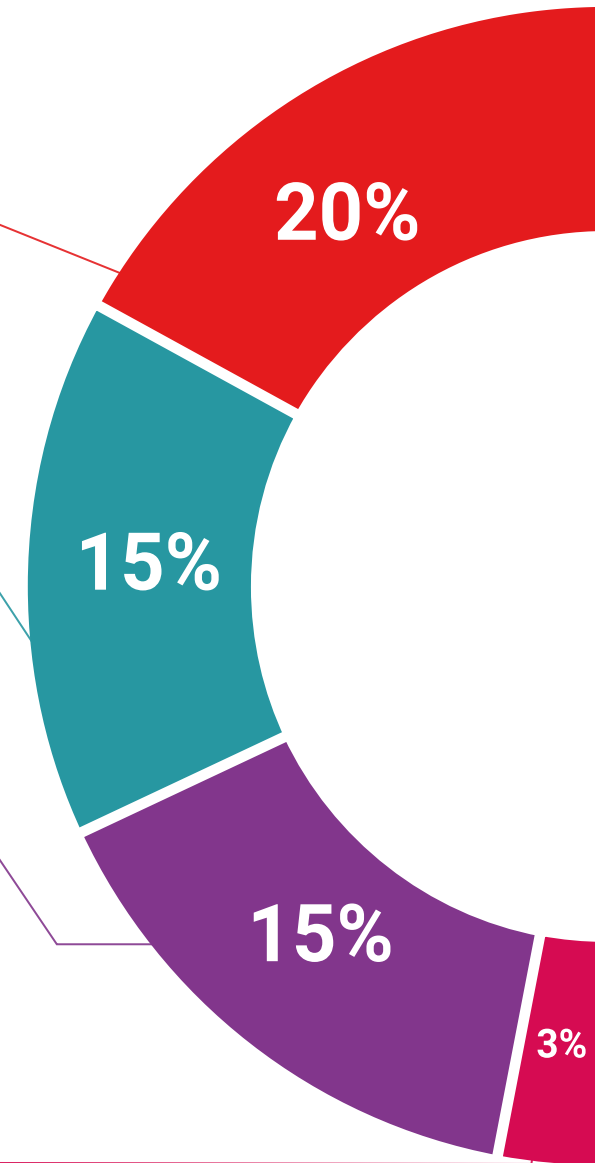
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

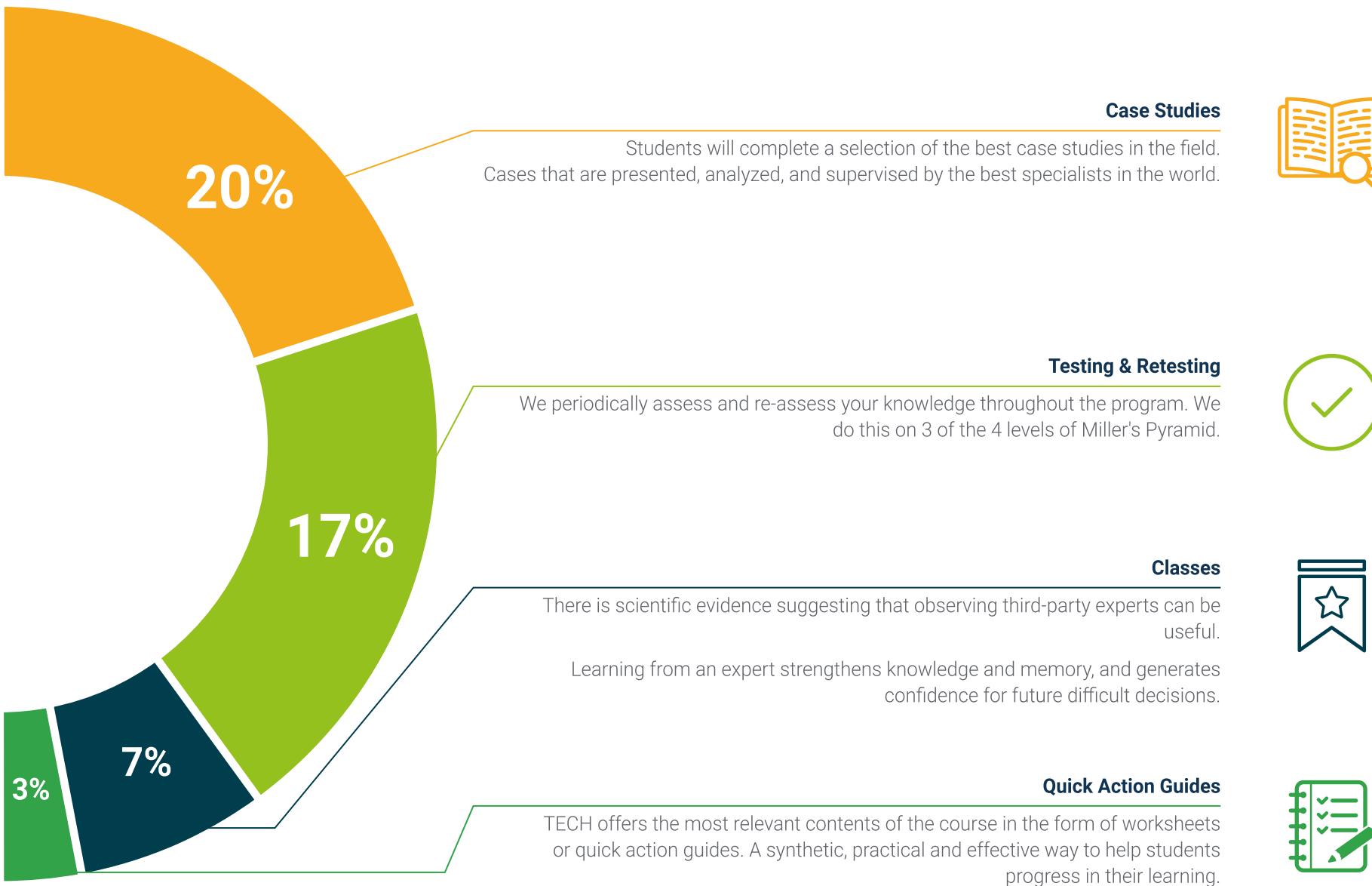
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

Teaching Staff

For the design and delivery of this Executive Master's Degree, TECH is guided by renowned specialists in the field of Salesforce Consulting. These professionals have extensive professional experience, where they have contributed to optimizing the operations of companies through cutting-edge technology tools. In this way, they have developed a variety of teaching materials that stand out for their high quality and applicability to the demands of the modern labor market. Thanks to this, students will enter an immersive experience that will allow them to significantly increase their job prospects.



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You will be guided at all times by a highly qualified teaching staff, made up of true leaders in the Salesforce Consulting sector. Go for it and be part of TECH!”

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. Higuera del Río, Eulalia

- ♦ Master's Degree in Marketing Automation Salesforce Marketing Cloud from Jakala
- ♦ Graduate in Business Administration and Management from the University of Castilla
- ♦ Specialist in Digital Marketing and E-commerce from ThePower Business School

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 the Anáhuac University

Mr. Sánchez García, Javier

- ♦ Degree in Computer Engineering from the Rey Juan Carlos University in Madrid
- ♦ Specialist in User Acceptance Testing at Accenture
- ♦ Specialist in Loyalty Programs and Digital Marketing at LeadClic-WAM
- ♦ Expert in Digital Marketing

Ms. Fernández Jiménez, Elena

- ♦ Fullstack Developer
- ♦ Degree in Software Engineering from the Complutense University of Madrid
- ♦ Expert in B2C Commerce Projects with SFCC
- ♦ Specialist in Front-end and Back-end Development

Ms. Durán Olazábal, Sofía

- ♦ Digital Marketing Specialist at The Valley Digital Business School
- ♦ Digital Business Specialist at the Digital Innovation Centre
- ♦ Degree in Communication from IE University

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

Mr. Ruiz Bellido, Jorge

- ♦ CDP/DMP Consultant at Jakala Iberia
- ♦ CDP & RTIM Cloud Consultant at Omega CRM
- ♦ Master's Degree in Big Data and Business Analytics from EAE Business School
- ♦ Degree in Economics from the Complutense University
- ♦ Expert in CDP Technologies

08 Certificate

The Executive Master's Degree in Salesforce Consulting guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Master's Degree 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 **Executive Master's Degree in Salesforce Consulting** 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: **Executive Master's Degree in Salesforce Consulting**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**





Executive Master's Degree Salesforce Consulting

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Executive Master's Degree Salesforce Consulting

