

Postgraduate Certificate Einstein. Salesforce AI



Postgraduate Certificate Einstein. Salesforce AI

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

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/einstein-salesforce-ai

Index

01

Introduction to the Program

p. 4

02

Why Study at TECH?

p. 8

03

Syllabus

p. 12

04

Teaching Objectives

p. 16

05

Study Methodology

p. 20

06

Teaching Staff

p. 30

07

Certificate

p. 34

01

Introduction to the Program

Einstein AI from Salesforce has positioned itself as one of the most advanced solutions in the field of Customer Relationship Management (CRM), integrating machine learning models to offer accurate predictions and automate workflows. According to a Gartner report, more than 60% of companies that implement AI in their CRM strategies have significantly improved operational efficiency and customer loyalty. Faced with this innovation, TECH has designed this Postgraduate Certificate as a unique opportunity to specialize in one of the most advanced Artificial Intelligence solutions on the market. Using a 100% online methodology, specialists will be able to differentiate themselves in a highly competitive environment and gain access to strategic positions in companies with a global reach.



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You will master AI in Salesforce with Einstein AI and become an expert in automation and predictive analytics. Access this 100% online program and train at your own pace with the innovative Relearning methodology”

Artificial Intelligence has transformed the way companies manage data, automate processes and optimize the customer experience. In this sense, Einstein AI from Salesforce has established itself as an essential tool for analyzing information in real time, predicting trends and personalizing business strategies. In this way, its integration with CRM allows companies to improve decision making and enhance their competitiveness in an increasingly demanding market.

Aware of the growing demand for professionals specializing in this technology, TECH has developed this Postgraduate Certificate in Einstein Salesforce AI, which will offer in-depth and up-to-date knowledge on the most relevant aspects of this field. Through a comprehensive syllabus, it will cover the use of predictive models, the automation of customer interactions and advanced data analysis to optimize business strategies. It will also delve into the configuration of Machine Learning models without the need for programming knowledge, the use of AI-driven virtual assistants to improve the customer experience and the personalization of marketing campaigns based on data analysis.

Based on this, professionals will be ready to access strategic positions in technology companies and multinationals, where they will be able to participate in the implementation of intelligent solutions that improve operational efficiency and maximize profitability. As such, their knowledge of AI applied to CRM will make them highly valued profiles in the corporate environment, being able to excel in sectors such as digital marketing, business analytics and sales management.

In addition, TECH will offer this program 100% online, allowing students to balance their learning with other personal or work responsibilities. In turn, the Relearning method, based on the reiteration of key concepts, will promote the assimilation of content in a more effective and dynamic way. Thanks to these benefits, graduates will have access to flexible education that is accessible from any device connected to the Internet.

This **Postgraduate Certificate in Einstein. Salesforce AI** 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
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in the management of audiovisual industries
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



With TECH you will benefit from a practical and up-to-date approach that will transform your career. You will learn how to use Einstein Salesforce AI to optimize decisions, predict trends and automate key processes"

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This program will give you access to a high-level teaching staff, with active professionals who will guide you in the advanced use of Einstein AI”

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.

With TECH you will obtain practical and up-to-date knowledge to stand out in the digital world. Enroll now and benefit from the revolutionary technique of Relearning. A better future starts today!

Flexibility, innovation and cutting-edge content! With this Postgraduate Certificate you will master everything from predictive models to intelligent automation, all with a 100% online methodology.



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.



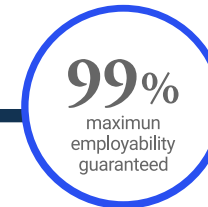
Google Premier Partner

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 has been designed to provide in-depth knowledge about the integration of Artificial Intelligence in this powerful CRM platform. In this way, professionals will address fundamental aspects such as sales prediction using Machine Learning models, task automation with intelligent bots and advanced data analysis for decision making. They will also emphasize the capabilities of Einstein Analytics, its predictive models and its application in improving business efficiency, among others.





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Take your Salesforce knowledge to the next level with Einstein AI. You will discover how Artificial Intelligence transforms automation, predictive analytics and personalization of the customer experience”

Module 1. Application Lifecycle Management (ALM) in Salesforce

- 1.1. Salesforce Development Models
 - 1.1.1. Declarative Development Model
 - 1.1.2. Org-Based Development Model
 - 1.1.3. Source Code Based Development Model
 - 1.1.4. Package-Based Development Model
- 1.2. Branching Strategy
 - 1.2.1. GitFlow and Its Evolution Adapted to Salesforce
 - 1.2.2. Branching Strategy Limited to User Stories
 - 1.2.3. Branch Strategy Based on Releases and Major Releases
 - 1.2.4. Copyleft Approach
- 1.3. Source Code Repositories (VCS)
 - 1.3.1. Source Code Repositories (VCS)
 - 1.3.2. Roles and Responsibilities
 - 1.3.3. Git Configuration and Command Execution
- 1.4. Salesforce DX
 - 1.4.1. Command Console
 - 1.4.2. Orgs Connection and Configuration
 - 1.4.3. Plugins Configuration and Management
 - 1.4.4. Creating Your Own SFDX Plugin
- 1.5. Programming Based on Metadata
 - 1.5.1. Salesforce Metadata
 - 1.5.2. Metadata Coverage in Salesforce
 - 1.5.3. Deployments Based on Manifest File
- 1.6. Scratch Orgs
 - 1.6.1. Scratch Orgs
 - 1.6.2. Scratch Orgs Configuration
 - 1.6.3. Org Shapes Generation
 - 1.6.4. Programming Based on Scratch Orgs
- 1.7. Package Generation and Distribution
 - 1.7.1. Package Structure in Salesforce
 - 1.7.2. Package Distribution
 - 1.7.3. First and Second Generation Packages





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

“ You will study at your own pace, with updated content and dynamic resources. What are you waiting for to boost your professional future? Join the world's largest online university according to Forbes now”

04

Teaching Objectives

The main objective of this Postgraduate Certificate is to enable professionals in the advanced use of Artificial Intelligence within the Salesforce ecosystem, optimizing decision-making and the automation of business processes. Through a theoretical-practical approach, they will acquire essential knowledge about predictive analysis, Machine Learning and the personalization of customer interactions, all driven by Einstein AI's innovative tools. In this way, graduates will become experts in the sector, boosting their growth in the technological field and acquiring a highly competitive profile in the labor market.



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This Postgraduate Certificate will offer you a practical approach with real cases and impact studies. By joining, you will obtain the necessary tools to transform your career in the Salesforce field”



General Objectives

- ♦ Implement artificial intelligence solutions in Salesforce with Einstein AI
- ♦ Automate business processes using advanced predictive models
- ♦ Configure virtual assistants to improve the customer experience
- ♦ Optimize decision making with AI-driven data analysis
- ♦ Personalize product and service recommendations based on behavior patterns
- ♦ Develop machine learning models to improve customer segmentation
- ♦ Integrate Einstein AI with different applications and workflows in Salesforce
- ♦ Analyze trends and forecast results with real-time AI tools
- ♦ Improve operational efficiency by automating repetitive tasks
- ♦ Ensure ethics and transparency in the use of artificial intelligence in Salesforce





Specific Objectives

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



Are you ready to take the next step and become a leader in Salesforce Einstein AI? You will have access to a program with innovative content, complemented by Relearning and the guidance of experts"

05 Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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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.

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*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.

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TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

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

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

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

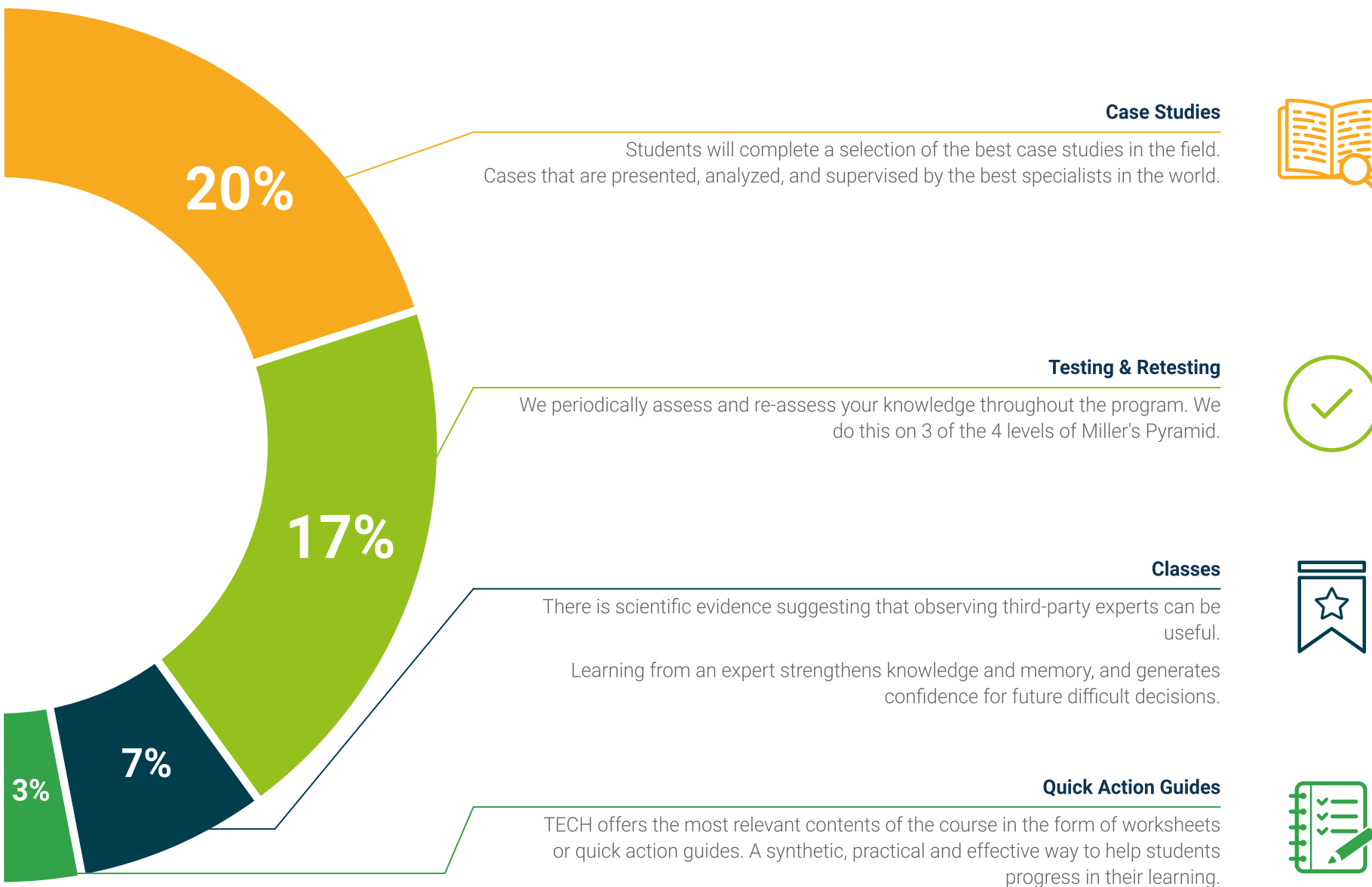
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





06

Teaching Staff

This qualification benefits from a world-class teaching staff, made up of experts in Artificial Intelligence, data analysis and Salesforce consultancy. The faculty is distinguished by its innovative approach and its mastery of tools such as Einstein Analytics, Machine Learning and business process automation. In addition, the professionals have a solid track record in the technology sector, having worked in leading companies and participated in large-scale digital transformation projects, which allows them to offer high-level education based on the practical application of the knowledge acquired.



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The excellence and commitment of the teaching staff guarantee a high-quality academic experience, providing you with a strategic vision to lead the implementation of Einstein AI in Salesforce”

Management



Ms. Carrillo Pineda, Carmen

- ♦ CDP Data Specialist at Boehringer Ingelheim
- ♦ 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

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



07 Certificate

This Postgraduate Certificate in Einstein. Salesforce AI guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



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

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Einstein. Salesforce AI** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

Title: **Postgraduate Certificate in Einstein. Salesforce AI**

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Accreditation: **6 ECTS**





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Postgraduate Certificate Einstein. Salesforce AI

