



Salesforce Administrator Overview

6 months (30–40 hrs / week)

What is Salesforce Administrator?

- Offers individuals the opportunity to acquire essential skills and knowledge in using Salesforce, a leading customer relationship management (CRM) tool.
- You will get prepared for careers in Salesforce Systems Administrator, Customer Relationship Manager, Business Analyst, and General Manager.

Why Salesforce Administrator?

Salesforce Administration is crucial in today's industry because it is one of the world's most in-demand CRM tools, enabling businesses to effectively manage customer relationships, streamline operations, and leverage data-driven insights, ultimately driving revenue growth and customer satisfaction.

Programme Objectives

- Ensure you're well-prepared with sought-after professional skills for the present-day digital workforce in the prestigious 3-month ALX Foundations course.
- Enable learners to attain a Salesforce Associate and Administrator Certifications, enhancing their credentials.
- Offer access to The ROOM Fellowship, a talent community with exclusive events, perks, rewards, and lifelong learning opportunities.

What makes this programme unique?

Global Relevance

Learners are taught to use a globally recognised and highly sought-after CRM tool, ensuring relevance and opportunities worldwide.

Certification Opportunity

This programme was developed in partnership with Salesforce and offers a chance for learners to earn a Salesforce Associate and Salesforce Administrator Certifications to boost their credentials and employability.

Staying Relevant

Pursuing a Salesforce qualification ensures that individuals stay up-to-date with the latest CRM technology and industry trends.

Weekly Foundations Schedule

11-15 Weeks (30-40hrs / week)

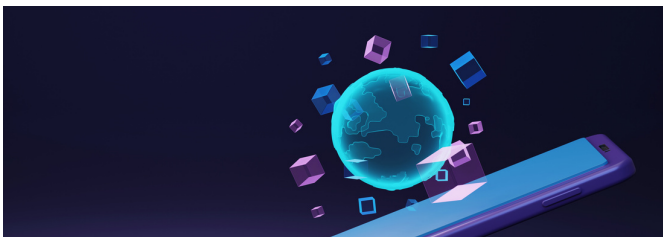
What is ALX Foundations?

- A career-readiness training module to kick-start your ALX learning journey before moving on to your chosen specialisation.
- Learn exceptional communication, teamwork, and leadership skills that make ALX graduates top picks in the job market.
- Be ready for a real-world career with soft skills that keep you ahead in the rapidly changing tech industry.
- Become a well-rounded professional by sharpening your strong points, developing growth areas, and connecting your career path with a purposeful mission.

8 Key Meta Skills

1. **Leading Self**
2. **Leading Others**
3. **Critical Thinking**
4. **Entrepreneurial Thinking**
5. **Quantitative Reasoning**
6. **Communicating for Impact**
7. **Managing Complex Tasks**
8. **Navigating Tech Ecosystems**

Weekly Content



Week 01 – 05: Self Improvement

- Google Suite
- Work Planning & Resource Allocation
- Ethics & Integrity
- Global Challenges/ Opportunities
- Problem Definition and Structuring
- Research & Authentic Enquiry

Week 06 – 10: Group Problem Solving

- Data Contextualisation
- Uncertainty & Modelling in the Real World
- Quantitative Problem Solving
- Understanding the User/Market
- Creating Solutions & Prototyping
- Data Based Decision Making

Weeks 11 – 15: The World of Tech

- Tech Specialisation Introductions
- Identifying Opportunities
- Tech Teams Structures
- Industry Specific Recruiting
- Bio, Website, Portfolio & Pitch

Week 16 onward: alongside – and for the same duration as – your tech track

- The Game of Employment
 - Career Readiness
 - Cover Letters | Resumes | LinkedIn
 - Interviewing & Negotiating
- Revamped Bio, Website and Portfolio
- Networking
- AI & The Future of Work
- Test Taking Strategies

Weekly Specialisation Schedule

- **Mondays & Tuesdays:** Instructor-led lecture sessions
- **Tuesdays:** Office Hours
- **Wednesday - Friday:** Playback Sessions. Led by Technical mentors. Learners are divided in groups and each group has a weekly scheduled date and time for their session.
- **Monday - Friday:** Self-paced learning on Trailhead

Weekly Content

Week 01 - Introduction to Salesforce

Week 02 - Navigation and objects

Week 03 - Data Model

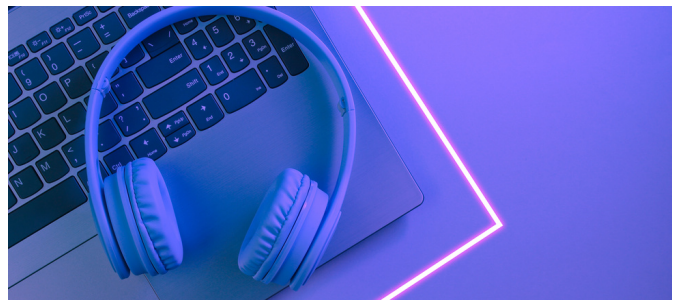
Week 04 - Analytics Foundation & Associate Exam Preparation

Week 05 - Catchup Week & Associate Exam

Week 06 - Recess Week

Week 07 - Company Settings & Permissions

Week 08 - Security Model



Week 09 - Customising Salesforce

Week 10 - Catchup Week

Week 11 - Managing Sandboxes and Data

Week 12 - Automating Salesforce

Week 13 - Creating Flows

Week 14 - Reporting & Additional Applications

Week 15 - Exam Preparation & Finale

