Offered by ALX Foundation, the Salesforce Administrator Overview course provides a comprehensive learning experience in using Salesforce, a leading customer relationship management (CRM) tool. This 6-month program, consisting of 30-40 hours per week, aims to prepare individuals for careers in Salesforce Systems Administrator, Customer Relationship Manager, Business Analyst, and General Manager.

### What is Salesforce Administrator?

- Offers individuals the opportunity to acquire essential skills and knowledge in using Salesforce, a leading 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

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.
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

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