



Salesforce Administrator Overview

6 months (20–30 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

08 Weeks (20–30hrs / 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.

8 Key Meta Skills

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

Weekly Content

Week 01

- Values & Community
- Grand Challenges and Grand Opportunities for Africa

Week 02

- Self Awareness & Emotional Intelligence
- Growth Mindset & Grit
- Self Regulation & Improvement
- Time Management

Week 03

- Problem Solving
- Research Methodology & Ethics
- Goal Setting

Week 04

- Creating Presentations & Technical Writing
- Communication in Tech Teams
- Design Thinking
- Work Planning

Week 05

- Working in Technology Teams
- Data Research & Visualization
- Understanding the Market

Week 06

- Wireframes & Prototypes
- Human Centered Design
- Conflict Management & Negotiation

Week 07

- Identifying Opportunities
- Professional Career Skills

Week 08

- Resume Writing
- Cover Letters
- Interview Skills
- Job Seeking Skills

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

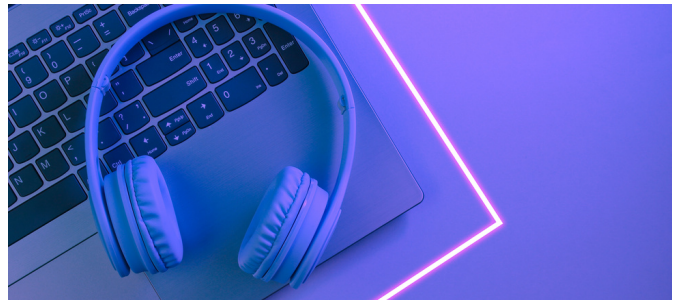
Week 04 - Analytics Foundation & Associate Exam Preparation

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

