



In partnership with



Salesforce Administrator Programme

ALX now provides more for those who want more. Access the full ALX ecosystem for just \$5 a month, for the duration of your chosen programme:

- World-class career development programmes, valued up to \$12,500 each
- A thriving community of peers and professionals
- State-of-the-art Tech Hubs to enhance your journey
- Career services and community support

Professional Foundations Programme

(your first 3 months)

What is Professional Foundations?

Professional Foundations is a foundational programme that helps young professionals develop the essential skills needed to excel in their careers.

Over 3 months, learners engage in a programme designed around practical skills and knowledge, specifically tailored to the modern tech workplace. Through a mix of individual projects, team-based challenges, and real-world applications, this programme builds a solid foundation for professional success.

Why is this Programme Important?

In today's job market, technical skills alone are not enough for a successful career. Employers seek well-rounded professionals who possess both technical know-how and soft skills—like communication, problem-solving, and leadership.

The Professional Foundations programme bridges this gap, empowering learners to navigate complex work environments with competence and confidence. This programme provides a complete toolkit for building the vital skills professionals need to succeed in a career in any industry.

Career Readiness

Learners gain critical professional skills that help them stand out in the workforce and succeed in tech-focused roles.

Collaborative Learning

Learners work in squads, encouraging peer-to-peer learning, teamwork, and a culture of continuous growth. This experience also helps build a strong professional network that will help learners grow their future careers.

Practical Application

The programme features hands-on exercises and deliverables that allow learners to immediately apply their newly acquired skills, making learning both engaging and relevant to the real world.

Key Components of the Programme

Professional Foundations emphasises 8 key Meta-Skills across Leadership, Analysis, and Execution—essential skill sets for thriving in today's workplace.

Leading Self

Leading Others

Communicating for Impact

Quantitative Reasoning

Entrepreneurial Thinking

Critical Thinking

Managing Complex Tasks

Tech Skills

9 Months (20–30 hrs per week)

What is Salesforce Administrator?

The programme offers essential skills and knowledge in utilising Salesforce, a leading customer relationship management (CRM) tool. It prepares individuals for careers as Salesforce Systems Administrators, Customer Relationship Managers, Business Analysts, and General Managers.

Why Salesforce Administrator?

In today's industry, Salesforce Administration is pivotal due to its status as one of the most in-demand CRM tools globally. It empowers businesses to efficiently manage customer relationships, streamline operations, and harness data-driven insights, leading to revenue growth and enhanced customer satisfaction.

Programme Objectives

- Offer specialised training in Salesforce, enabling learners to master the intricacies of the platform and excel in roles such as Salesforce Associate and Administrator.
- Prepare individuals to meet industry standards and requirements by providing pathways to attain Salesforce certifications.
- Enhance learners' professional profiles and increase their chances of career advancement by obtaining recognised Salesforce certifications.
- Through their newly acquired skills and certifications, empower learners to secure employment opportunities in various sectors that demand Salesforce expertise.

9 Months (30–40 per week)

What is Salesforce Administrator?

The programme offers essential skills and knowledge in utilising Salesforce, a leading customer relationship management (CRM) tool. It prepares individuals for careers as Salesforce Systems Administrators, Customer Relationship Managers, Business Analysts, and General Managers.

Why Salesforce Administrator?

In today's industry, Salesforce Administration is pivotal due to its status as one of the most in-demand CRM tools globally. It empowers businesses to efficiently manage customer relationships, streamline operations, and harness data-driven insights, leading to revenue growth and enhanced customer satisfaction.

Programme Objectives

- Offer specialised training in Salesforce, enabling learners to master the intricacies of the platform and excel in roles such as Salesforce Associate and Administrator.
- Prepare individuals to meet industry standards and requirements by providing pathways to attain Salesforce certifications.
- Enhance learners' professional profiles and increase their chances of career advancement by obtaining recognised Salesforce certifications.
- Through their newly acquired skills and certifications, empower learners to secure employment opportunities in various sectors that demand Salesforce expertise.

Why Choose Us?

Professional Foundations

Before starting the Salesforce Administrator programme, learners complete our 3-month foundational training, where they acquire vital skills such as self-awareness, teamwork, communication, and critical thinking—essential for success in tech.

Global Relevance

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

Certification Opportunity

In partnership with Salesforce, this programme offers learners the chance to earn Salesforce Associate and Administrator Certifications, boosting their credentials and employability.

Tools Learners Get to Use



LMS
(Trailhead)

9-Month

Programme

Community

To drive collaborated learning and sharing

30-40 hrs

Per Week

100%

Digital (Online)
Learning programme

Specialisation Breakdown

- **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

Content Breakdown

Salesforce Associate

Part 01: Introduction to Salesforce

Part 02: Navigation and objects

Part 03: Data Model

Part 04: Analytics Foundation & Associate Exam Preparation

Part 05: Associate Exam

Salesforce Administrator

Part 01: Company Settings & Permissions

Part 02: Security Model

Part 03: Customising Salesforce

Part 04: Managing Sandboxes and Data

Part 05: Automating Salesforce

Part 06: Creating Flows

Part 07: Reporting & Additional Applications

Part 08: Exam Preparation & Finale