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From May 2016, the Singapore Management University will be offering the Salesforce Academic Alliance Programme as part of its School of Information Systems' (SIS) enrichment courses.

Under the programme, SIS students will learn how to manage customer accounts using Salesforce Sales Cloud. Through examples and scenarios built into the cloud-based training platform, students will learn how a Sales Manager analyses and improves sales processes, from lead assignment to deal closure.

Students will also gain hands-on experience using the Salesforce application for running sales reports, forecasting with real-time data, tracking quota attainment, and using productivity tools to successfully manage sales teams. These sessions will be combined with discussions and interactive question and answer sessions through the enrichment course offered to all SIS students.

"Employers are struggling to find qualified candidates to fill the increasing number of jobs requiring Salesforce skills. The Salesforce Academic Alliance Programme [aims to fill that gap by] offering practical, hands-on training that equips students in business and IT programmes with the skills they need to leverage the full power of Salesforce," said Simon Tate, Salesforce Area Vice President of Asia.

Echoing Tate, Professor Steven Miller, SMU's Vice Provost (Research) and Dean (SIS) said: "The addition of the Salesforce Academic Alliance Programme to our enrichment course will further enhance the employability of our SIS students, and give them even more options for what they can choose to pursue when they graduate from our programme."

Held during vacation breaks, SIS enrichment courses are intensive courses conducted by SIS instructors, faculty members or guests from various industries for SMU students. Even though students do not gain academic credits or course exemptions by completing an enrichment course, they will gain marketable and industry-relevant job skills, and prepare them for professional certifications.