

CASE STUDY STRATEGIC PARTNERSHIPS

EDUCATIONAL COLLABORATION BETWEEN SALESFORCE AND INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES (IU)

CHALLENGE:

Salesforce is the global leader in CRM, bringing companies and customers together in the digital age. The Talent Ecosystem in Central Europe is a team that creates, launches and develops scalable programs and initiatives to attract and enable diverse talent. It addresses the Digital Skills & Talent Gap and builds a unique platform for social change. The aim is to expand the Salesforce Ecosystem (made up of Salesforce, as well as its Customers and Partners) by increasing its capacity with net new talents and advancing talent capabilities with Salesforce credentials. The Talent Ecosystem team builds a diverse and everlasting pipeline of net new talents. Trailblazer are pioneers, innovators, and lifelong learners who innovate with Salesforce and use our platform to transform their organisations.

As a result they establish a strong Ecosystem Community and work together with Salesforce partners, customers, universities, institutions and communities.

SOLUTION:

That's why IU International University of Applied Sciences (IU) and Salesforce are working together in an education cooperation. In 6 IU Bachelor and Master programmes Salesforce modules can be chosen as an elective module now. IU offers two elective modules in the Bachelor and Master programmes: Salesforce Platform Management and Salesforce Platform Development in the Bachelor programme and Salesforce Consultant and Salesforce Developer Specialisation in the Master programme.

The learning for these specializations takes place at the official Salesforce Training Platform Trailhead, in order to ensure students can gain direct practical experience. Upon completion of each module, participants are prepared for the official Salesforce certification which they can then be completed voluntarily with Salesforce directly. Salesforce modules are already integrated into IU degree programmes as electives. Because of the format, you can attend from anywhere to gain relevant academic and Salesforce skills. There are no space or time restrictions for students. The advantage of IU is the high flexibility and low costs of tuition fees. These are lower compared to other education providers due to the digital scalability of the programmes.

SUCCESS:

Alumni report their successes so far:

"The content and especially the examples are practical, which enabled me to actively use what I learned in my job as a 'Salesforce Consultant'. Trailhead offers an almost infinite amount of learning content, which is why providing your own trail for this module was very helpful in order not to get lost in the abundance of content. I highly recommend this course to anyone who is interested in entering the world of Salesforce, as well as wanting to deepen existing knowledge. " – Christina Prassl, IU Student Medieninformatik (B.SC.).

Salesforce is also pleased about this forward-looking cooperation:



Education is anchored in our corporate philosophy and is part of attracting and promoting employees. That is why theory and practice must go hand in hand. With the Master's programme, we guarantee state-of-the-art education coupled with the excellence of the IU International University.

Florian Michel, Director COO Office Central Europe of Salesforce