

# Introduction of Bobcat University and user manual

CD/ Training Team  
JUL 2025



# Bobcat

ALAO TRAINING CENTER

## Course Objective

Getting information about ALAO Bobcat University,  
Learning how to use and utilize learning system.



30 minutes

After finishing this course, you should:

- Know ALAO Bobcat University and how to utilize it.
- Know how to access Bobcat University.
- Take online training course by yourself both PC and mobile interface.

# Contents

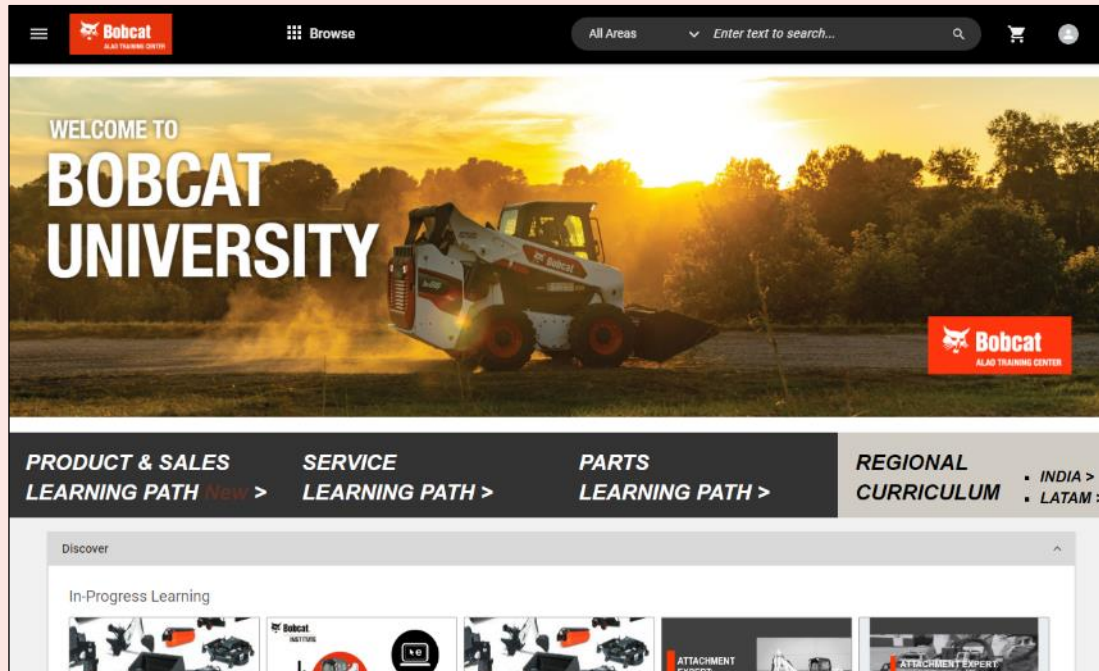
1. Introduction of Bobcat University
2. Bobcat Training Level System
3. Manual for Bobcat University
4. FAQ

# 1. Introduction of Bobcat University



## What is Bobcat University?

An online training platform  
for Compact Product & Service training contents



Easy to find training contents  
and take the courses whenever, wherever  
you need



## What is Bobcat University?

- ✓ Providing various training contents such as **basic knowledge of Compact equipment, Application, Features and Benefits.**
- ✓ **Service fundamentals** of Compact and **specialized training by product & models.**
- ✓ Available registering for video/ offline training in the system.



### Basic knowledge

- Product knowledge
- Understanding of Compact Market & Business



### Specialized contents by model

- Sales point, comparison
- Schematics, training by model
- Bobcat process and soft skills




### Register for video/ offline training

- Pre-notice for video/ offline training so that trainee can manage their own schedule




Course Catalogue – What Contents the Bobcat University provides

You can check every course in the Bobcat University.  
Discover and make a learning plan by yourself.



**Bobcat University**  
**COURSE CATALOGUE**  
  
DEC 2024

**Bobcat**  
ALAO TRAINING CENTER

**Bobcat Product & Sales training level system**

**Bobcat Product & Sales Specialist path**  
Bobcat ALAO Training center provides 3-level product training system for 7 product groups of Compact Equipment.  
Follow our training journey and improve your product knowledge and sales skill.  
We support your growth!

Loader

Mini Excavator

Backhoe Loader

Telehandler

CWL\*

GME\*\*

Attachment

Bronze

Silver

Gold

General product knowledge  
Basic concept of product  
"Deliver basic product explanation."

Practical product sales knowledge  
Basic point by product sales  
"Consulting and secure customer."

Understanding business & application  
"Discover potential partner."

Be a **Bobcat Product & Sales Specialist**  
There are 7 Product & Sales Specialists in Bobcat.  
You should follow each product learning path to get it.

**Bobcat Service training level system**

**Bobcat Service Specialist path**  
Bobcat ALAO Training center provides 4-level system of service training.  
Follow our training journey and be a **Bobcat Service Specialist** in your fields.  
We are together with you!

Bronze

Silver

Gold

Platinum

Bobcat Basic Service  
Basic theory/knowledge of models  
"Securing basic knowledge"

Applying service technique based on the basic theory  
"Performing maintenance"

Advanced theory & troubleshooting  
"Able to troubleshooting of frequently occurring cases"

Hands-on Deep dive to models  
"Able to give a solution to complicated trouble cases"

Bobcat Service Specialist

**[Product] Loader**

**[Product] Loader Bronze**  
Available course: 10  
updated Nov 2024

Introduction to Compact

Compact Loader Basic

EARTHFORCE Introduction

EARTHFORCE Concepts and basic principles

Loader Basic Online – Module 1 of 3

Loader Basic Online – Module 2 of 3

Loader Basic Online – Module 3 of 3

Course ID

Description

Language

A2422101

This course will give you comprehend the history and overall business of Compact Equipment (Compact, CP).

EN

A2422102

You can learn about the basic design concepts and fundamental concepts of compact loaders.

EN

ALAO-EF001-EN

This course will give you an introduction to Bobcat Earthforce Skid-steer Loader. You'll learn the loader types, terminology and key transmission information so that you have a foundation to build off for future Earthforce courses.

EN

ALAO-EF002-EN

This course will expand your knowledge of Bobcat Earthforce Skid-steer Loader.

EN

ALAO-WBTP\_BLDL\_1

This course will give you and general introduction of SSLCTL.

EN

ALAO-WBTP\_BLDL\_2

This course will give you and general introduction of SSLCTL.

EN


ALAO-WBTP\_BLDL\_3

This course will give you and general introduction of SSLCTL.

EN

**ALAO Training Center Location**

**ALAO Training Center**



Korea | Incheon

China | Suzhou

India | Chennai

**DOOSAN**

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## 2. Bobcat Training Level System





## Bobcat Product & Sales training level system

- ✓ Level based training contents.
- ✓ Each product group has their own training level.

(7 product groups for CP)



**Product  
Bronze**

- ✓ Essential product knowledge to start sales in Bobcat
- ✓ General market, business information
- ✓ Sales key point, how to approach



**Product  
Silver**

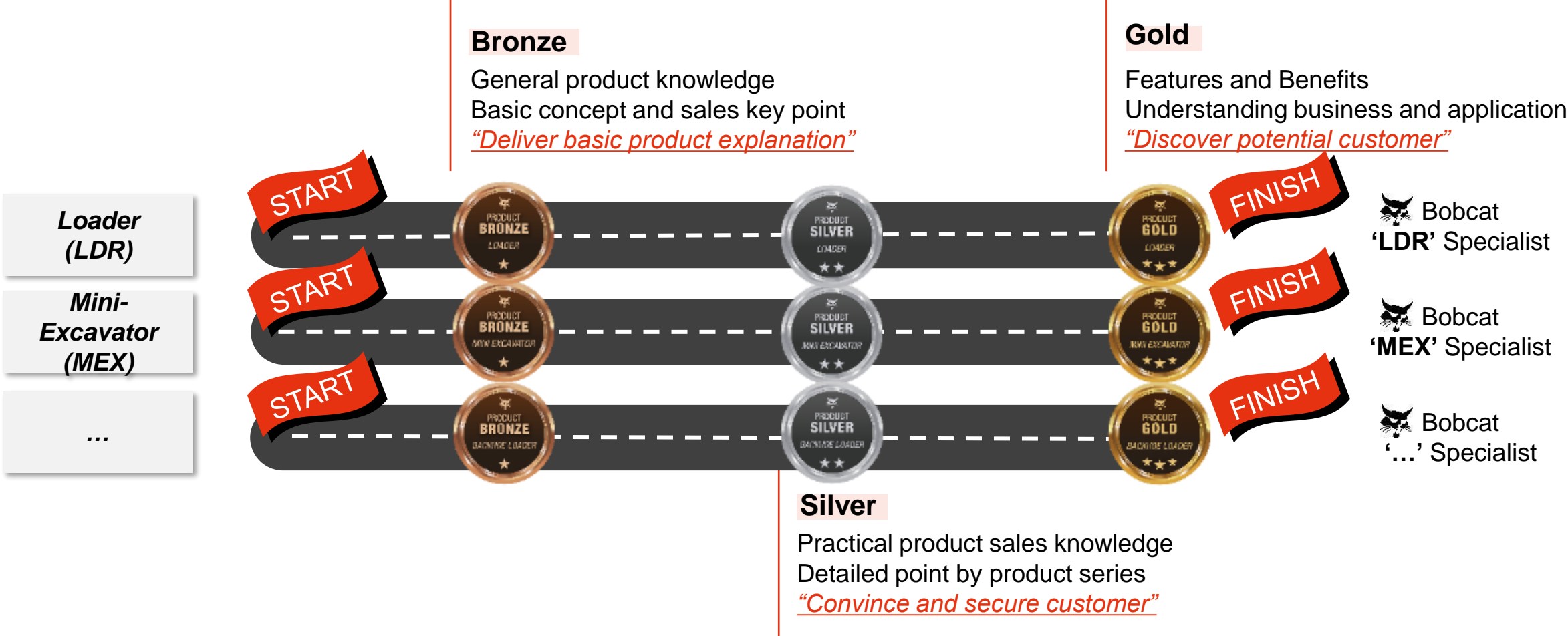
- ✓ Advanced knowledge about Bobcat products
- ✓ Comparing product series in Bobcat lineup
- ✓ Recommendation and persuading point by model series



**Product  
Gold**

- ✓ Features and Benefits
- ✓ Comparing with competitors
- ✓ Business understanding and application

Bobcat Product & Sales Specialist Path



## Bobcat Service training level system

- ✓ Level based training contents.
- ✓ Bronze, Silver, Gold levels are commonly applying regardless of models.
- ✓ **Platinum is dedicated by model groups.**  
(6 product groups for CP)



**Service  
Bronze**



**Service  
Silver**



**Service  
Gold**



**Service  
Platinum**

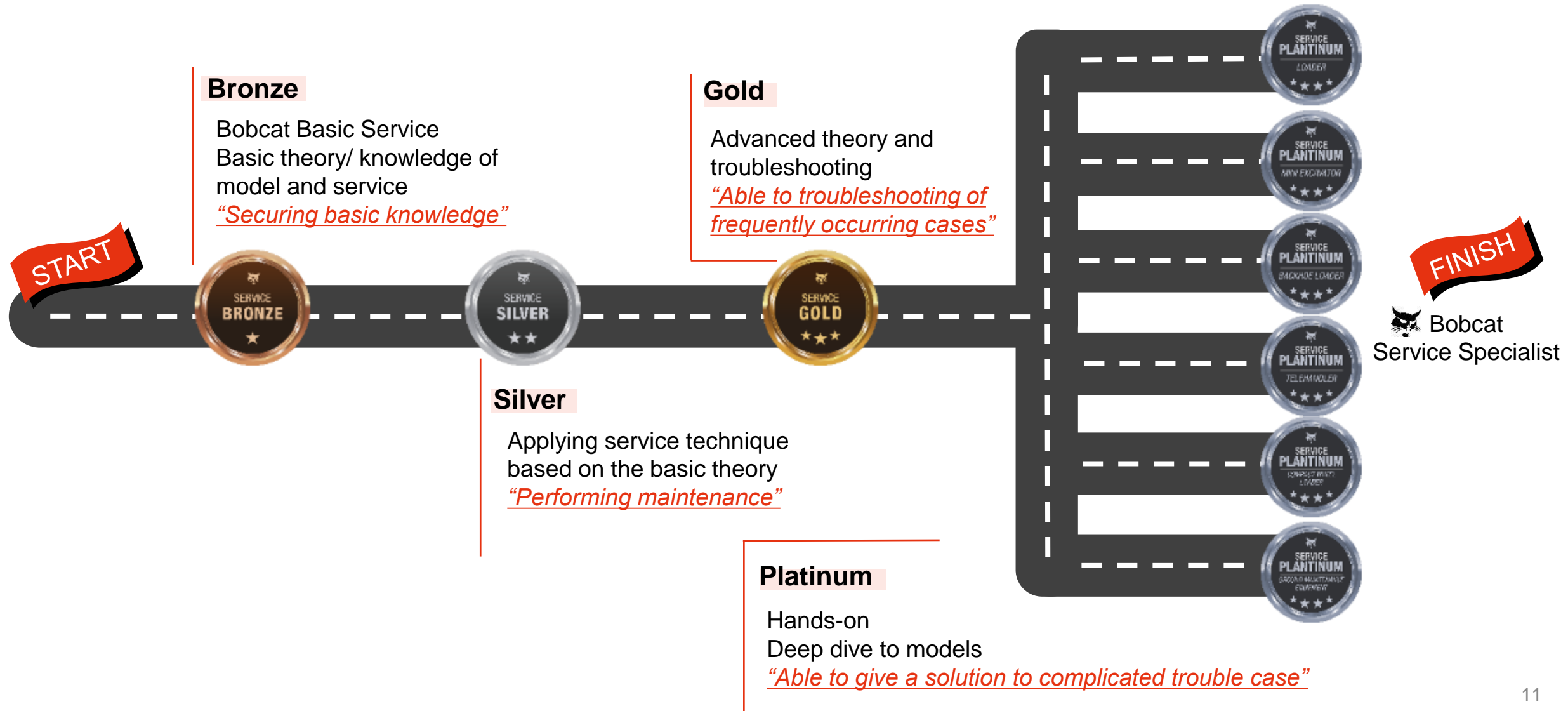
- ✓ Service training by models
- ✓ Hands-on

- ✓ Advanced theory
- ✓ Engine assemble/ disassembly
- ✓ Schematics

- ✓ Maintenance
- ✓ General knowledge for using system/ diagnostic tools
- ✓ System (Engine/ Hydraulic/ Electric)

- ✓ Background knowledge of product
- ✓ General market info, regulations
- ✓ Response to customer & claim

## Bobcat Service Specialist Path



## Bobcat Soft skill training Level

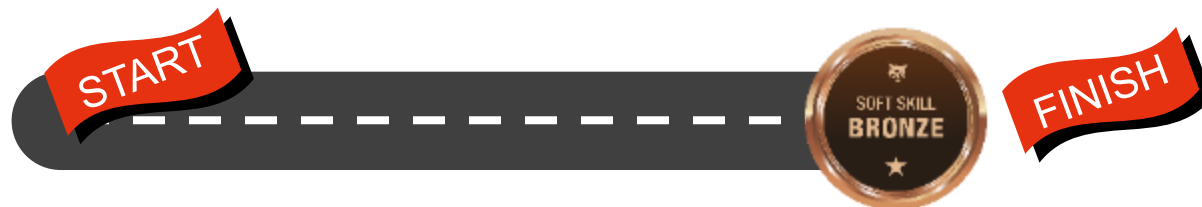
- ✓ Single level with Bronze



### Soft skill Bronze

- ✓ Bobcat company introduction
- ✓ Communication skill with customer
- ✓ Business manner

## Bobcat Soft skill Specialist Path



### Bronze

Understanding Bobcat Company  
Developing a business mindset

*"Securing basic capability as Bobcat dealer"*

# 3. Manual for Bobcat University





Access

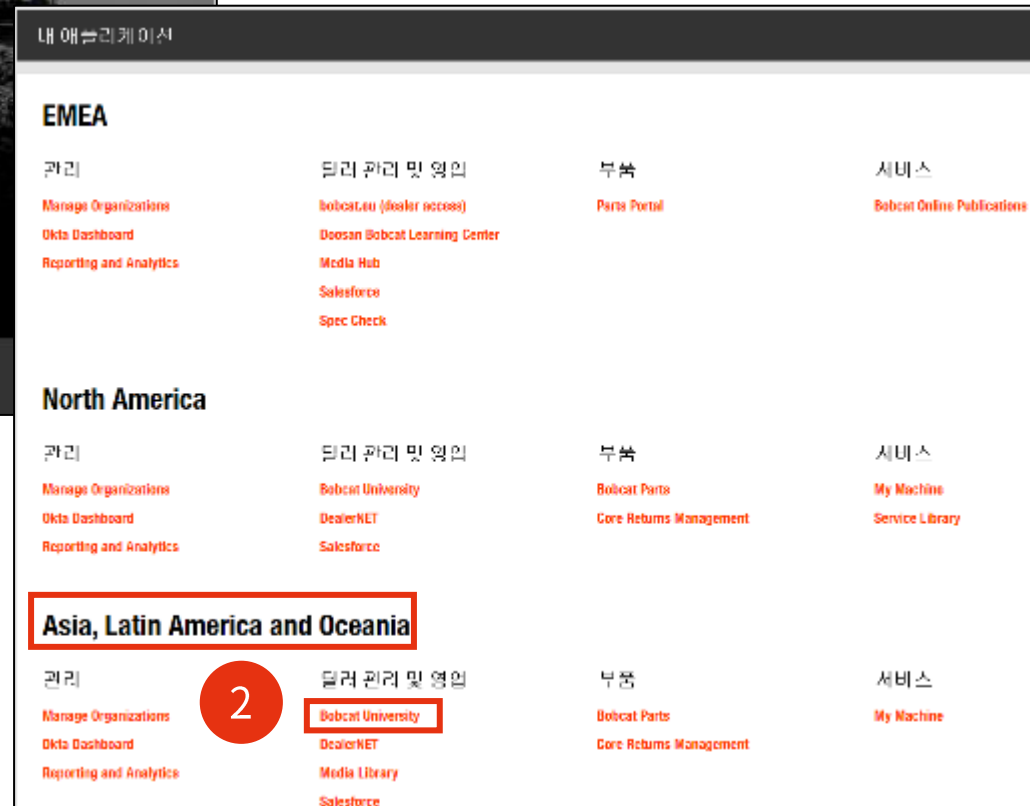
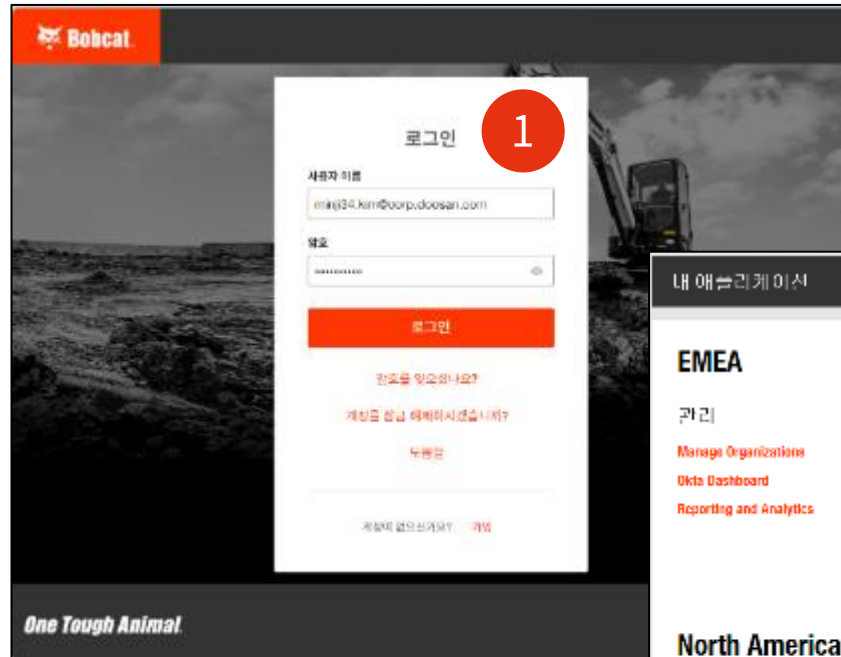
Site map

How to  
learning

Complete  
learning

Status

## 1. Access to the learning site



Bobcat University

① Access to Bobcat dealer portal and sign in.

※ Bobcat dealer portal:

<https://dealer.bobcat.com/>

② In my application, Scroll down to the Asia, Latin America and Oceania and click “Bobcat University”

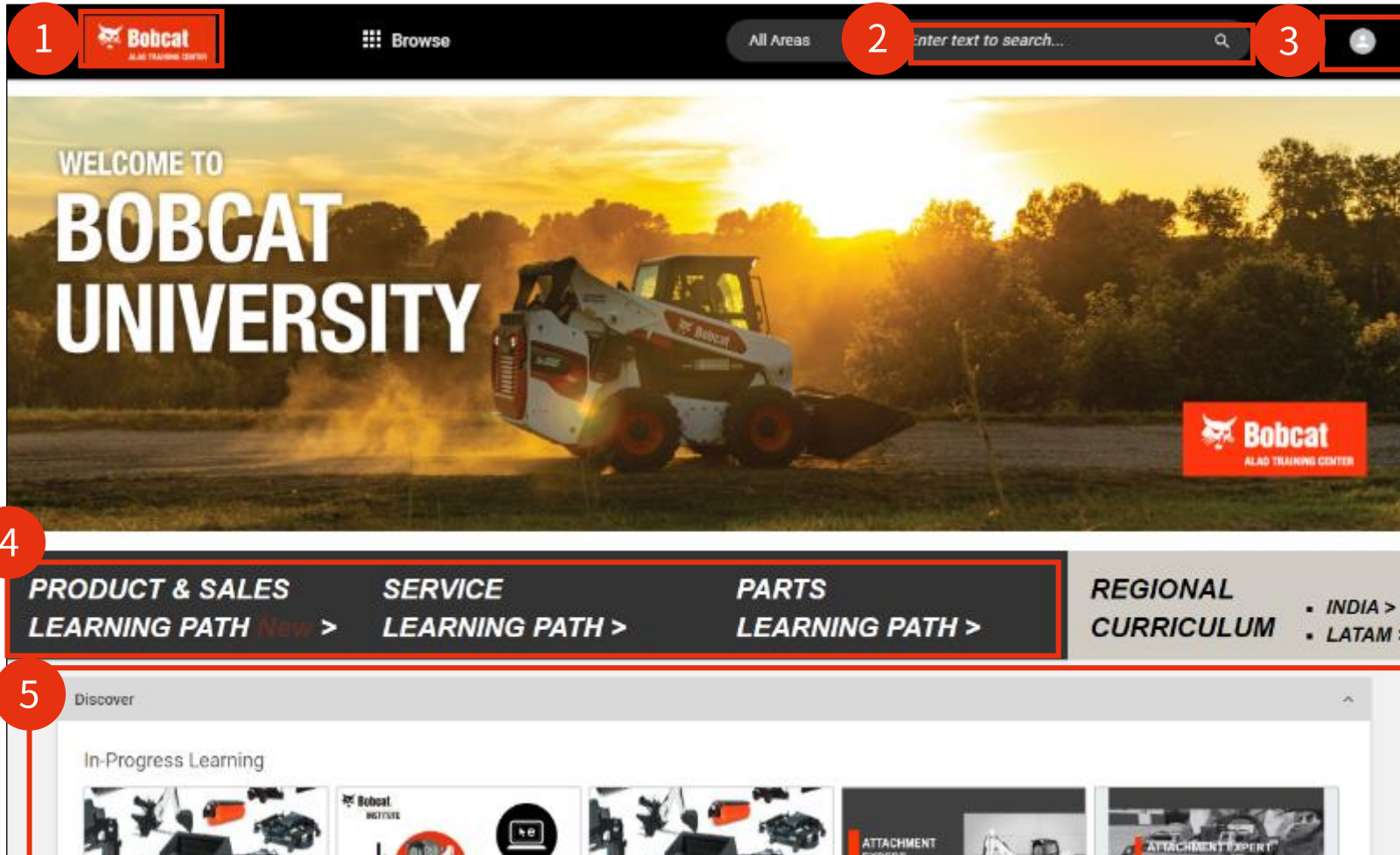
\*Bobcat University only can be accessed via Bobcat dealer portal.

\*\*You can access with your mobile device as well.

\*\*\*Training contents are free of charge.

[Access](#)[Site map](#)[How to  
learning](#)[Complete  
learning](#)[Status](#)

## 2. Site map



① Move to the main page when click this logo.

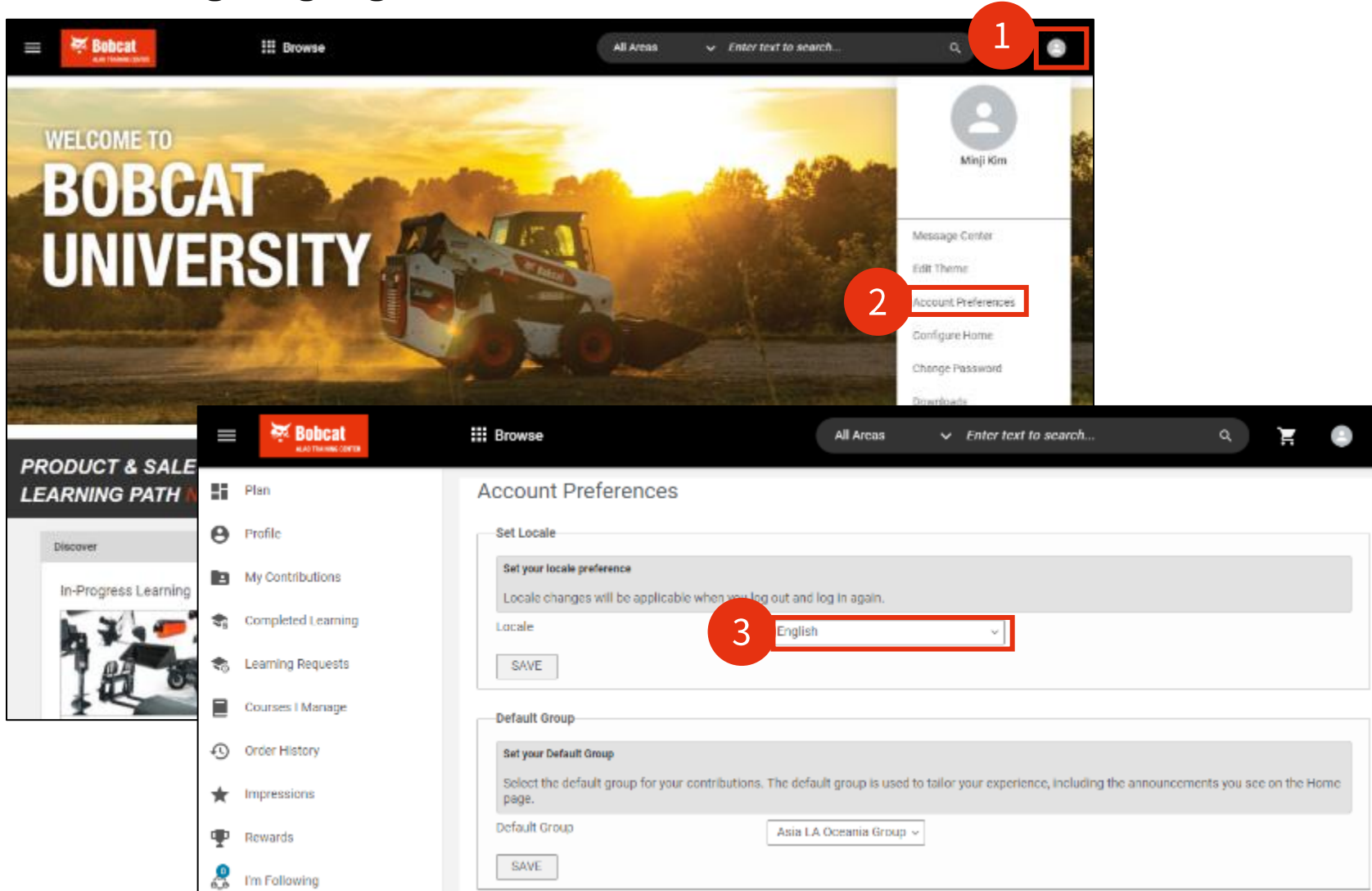
② Search : Use when find training contents and courses.

③ View my profile: Setting my language and site theme.

④ Recommended learning path:  
These are preset training curriculum for  
Product & sales/ Service/ Parts.

⑤ Check my learning status and courses.

## 2-1. Setting language



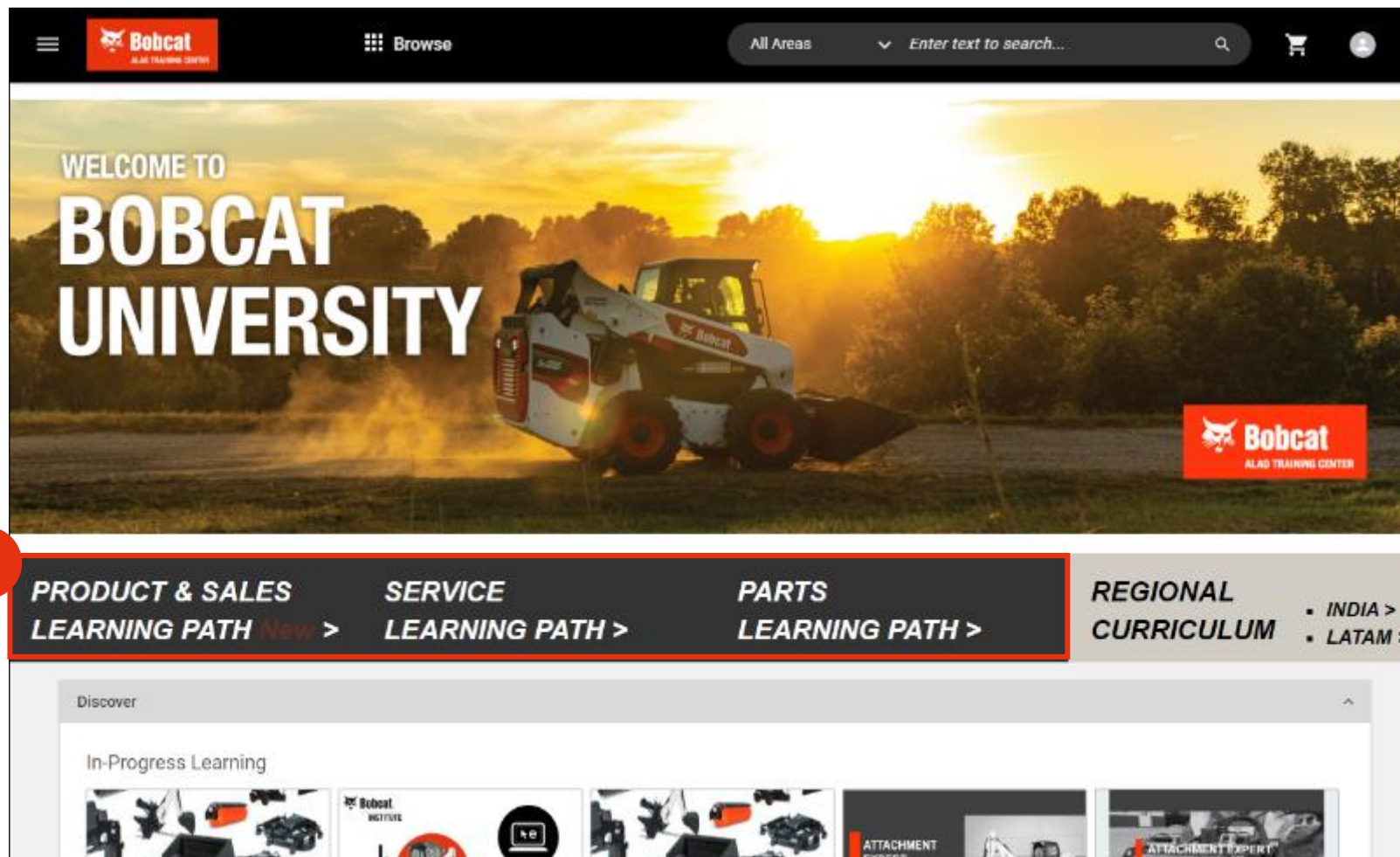
① Click profile icon at the right top

② Click Account Preferences

③ You can change your account language at the <Set Locale> menu.

\* It applies to the site. The contents language is depending on the course.

## 3. How to learning (1) Use learning path



### (1) Use learning path

① Click the <Learning Path> banner at the middle of the main page.

- i) Product & Sales learning path
- ii) Service learning path
- iii) Parts learning path

\*In case of Soft skill, it contains both Product & Sales and Service path.



3. How to learning (1) Use learning path

Bobcat

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1

↓

2

COMPACT LOADER

BRONZE SILVER GOLD

MINI EXCAVATOR

BRONZE SILVER GOLD

BACKHOE LOADER

BRONZE SILVER

TELEHANDLER

BRONZE SILVER

COMPACT WHEEL LOADER

BRONZE SILVER

GROUND MAINTENANCE EQUIPMENT

BRONZE SILVER GOLD

SOFT SKILL

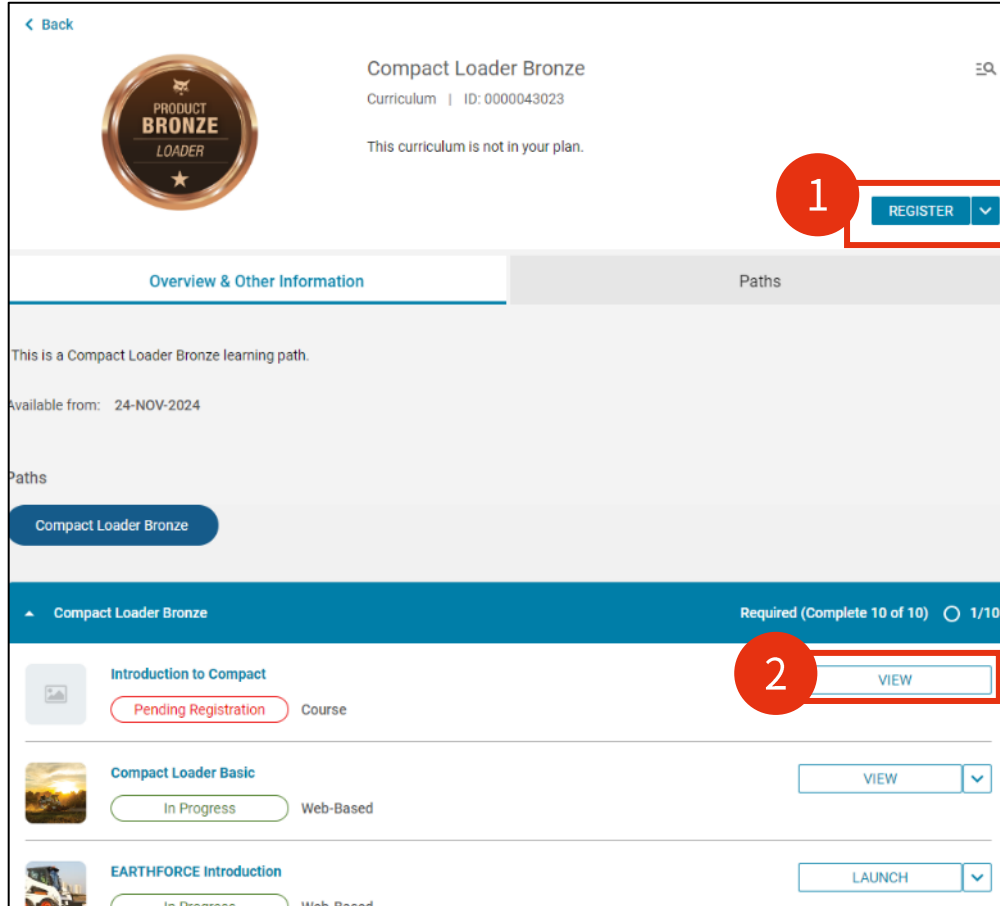
BRONZE

(1) Use learning path

- ① When you click the learning path, the introduction page will appear. Scroll down to the end of description.

② Then short cut button to the curriculum at the bottom.

## 3. How to learning (1) Use learning path



Compact Loader Bronze  
Curriculum | ID: 0000043023  
This curriculum is not in your plan.

Overview & Other Information | Paths

This is a Compact Loader Bronze learning path.

Available from: 24-NOV-2024

Paths

Compact Loader Bronze

Compact Loader Bronze Required (Complete 10 of 10) 0/10

Introduction to Compact Pending Registration Course VIEW

Compact Loader Basic In Progress Web-Based VIEW

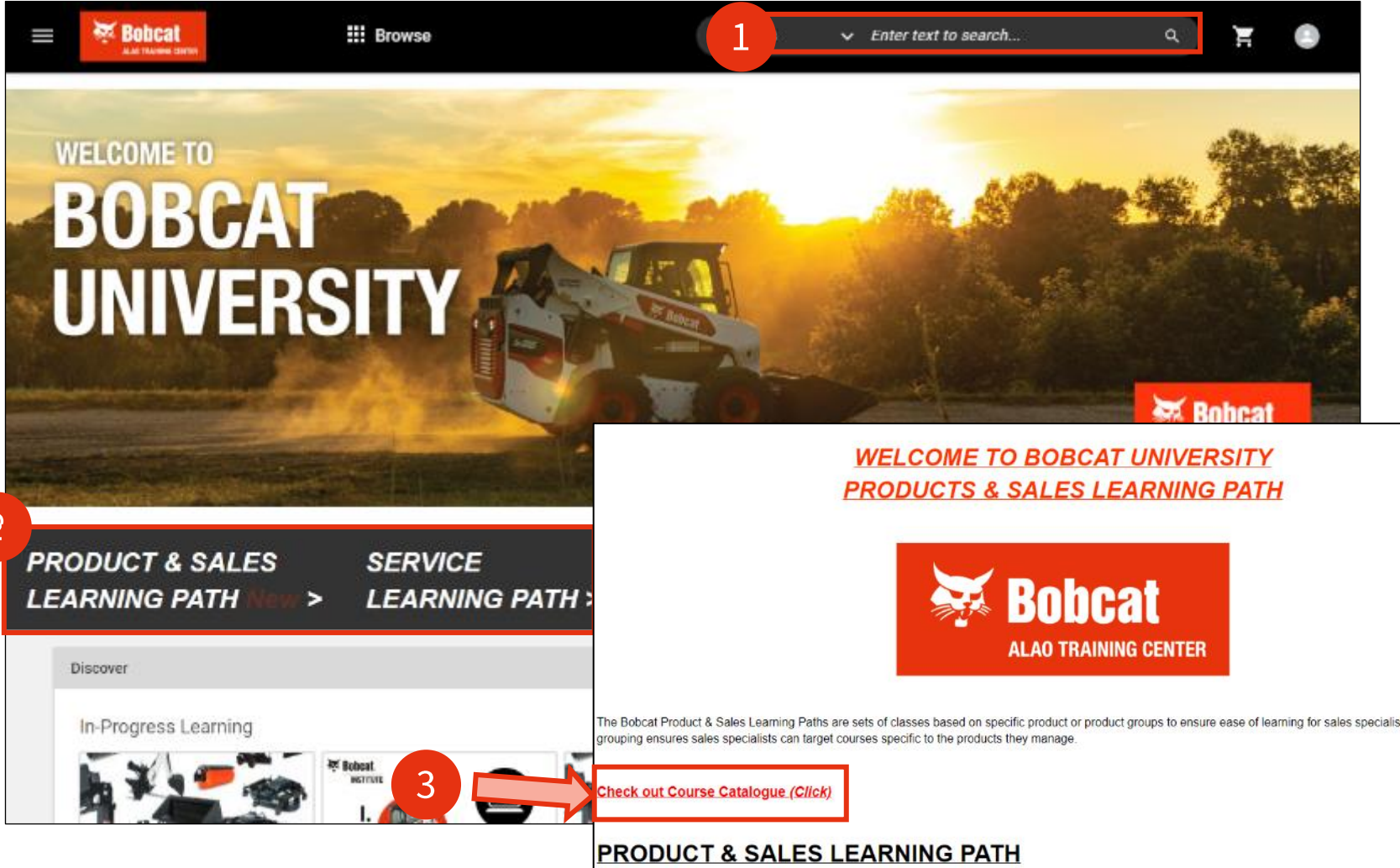
EARTHFORCE Introduction In Progress Web-Based LAUNCH

### (1) Use learning path

- ① If you click the curriculum, the curriculum page will be linked. When click the [REGISTER], you will automatically enroll the all courses in the curriculum.
- ② Or you can also register a course in the curriculum separately.
- ③ You can easily check how many courses in the curriculum/ is this courses are required or suggested.



## 3. How to learning (2) Search course directly



The screenshot shows the Bobcat University website. At the top, there is a search bar with a magnifying glass icon and the text 'Enter text to search...'. Below the search bar, there is a large banner image of a Bobcat skid steer loader. To the left of the banner, the text 'WELCOME TO BOBCAT UNIVERSITY' is displayed. Below the banner, there is a navigation bar with two main sections: 'PRODUCT & SALES LEARNING PATH' and 'SERVICE LEARNING PATH'. The 'PRODUCT & SALES LEARNING PATH' section is highlighted with a red box and a red circle containing the number 2. Below this section, there is a 'Discover' section with a 'In-Progress Learning' subsection. A red circle containing the number 3 is placed over a link that says 'Check out Course Catalogue (Click)'. A red arrow points from this link to a larger, detailed view of the 'PRODUCT & SALES LEARNING PATH' section, which includes the Bobcat logo and a description of the learning paths.

1

2

3

Check out Course Catalogue (Click)

WELCOME TO BOBCAT UNIVERSITY  
PRODUCTS & SALES LEARNING PATH

Bobcat  
ALAO TRAINING CENTER

The Bobcat Product & Sales Learning Paths are sets of classes based on specific product or product groups to ensure ease of learning for sales specialists grouping ensures sales specialists can target courses specific to the products they manage.

PRODUCT & SALES LEARNING PATH

### (2) Search course directly

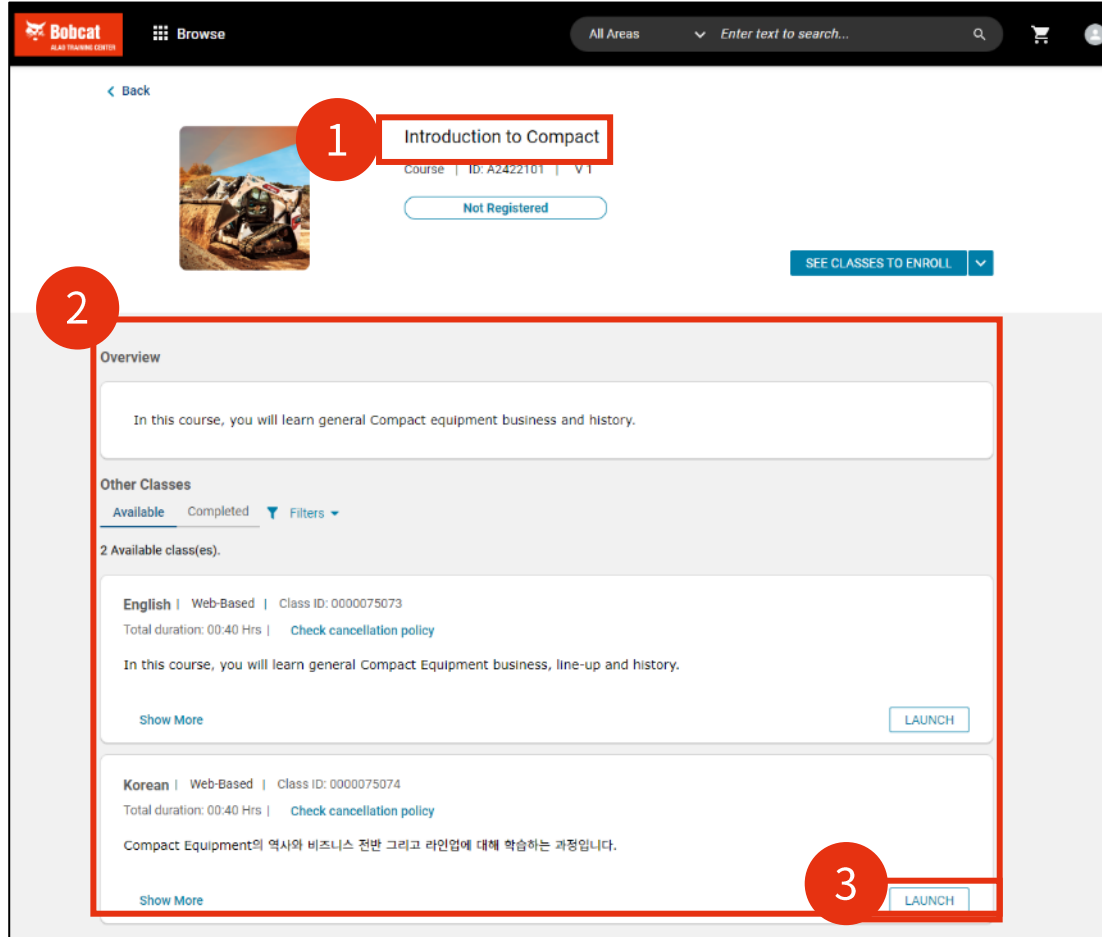
① Use search menu at the top right of the main page.

\* Put keyword or course ID retrieved from course catalogue.

② The course catalogue is in the learning path description page.

③ You can check out and download the catalogue with the link.

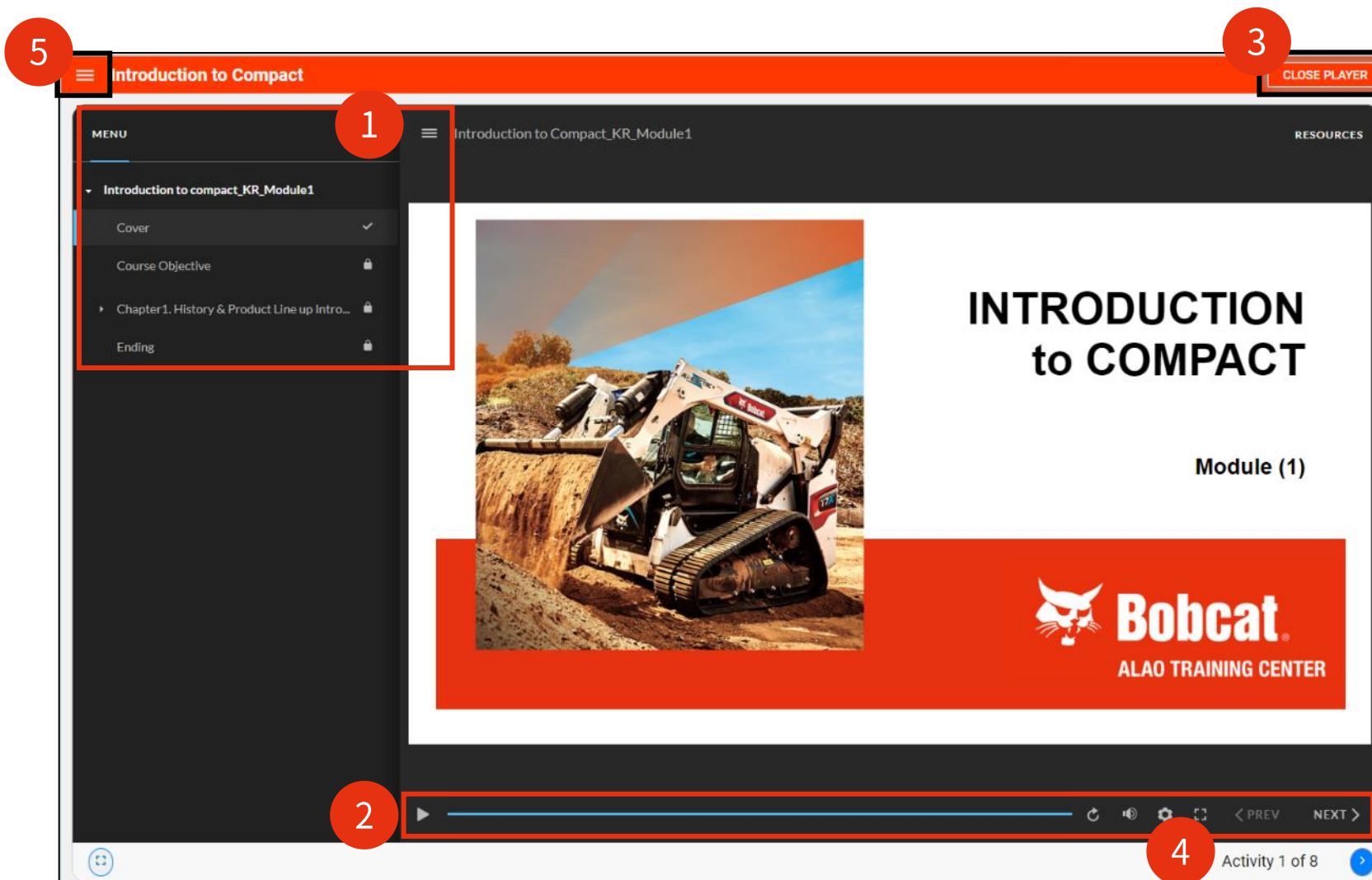
## 3. How to learning (3) How to take course




### (3) How to take course

- ① Click the course title what you want to take.
- ② You can see the course description and check available language options.
- ③ Click [LAUNCH] at the class of language you want to take, then the player window will appear.

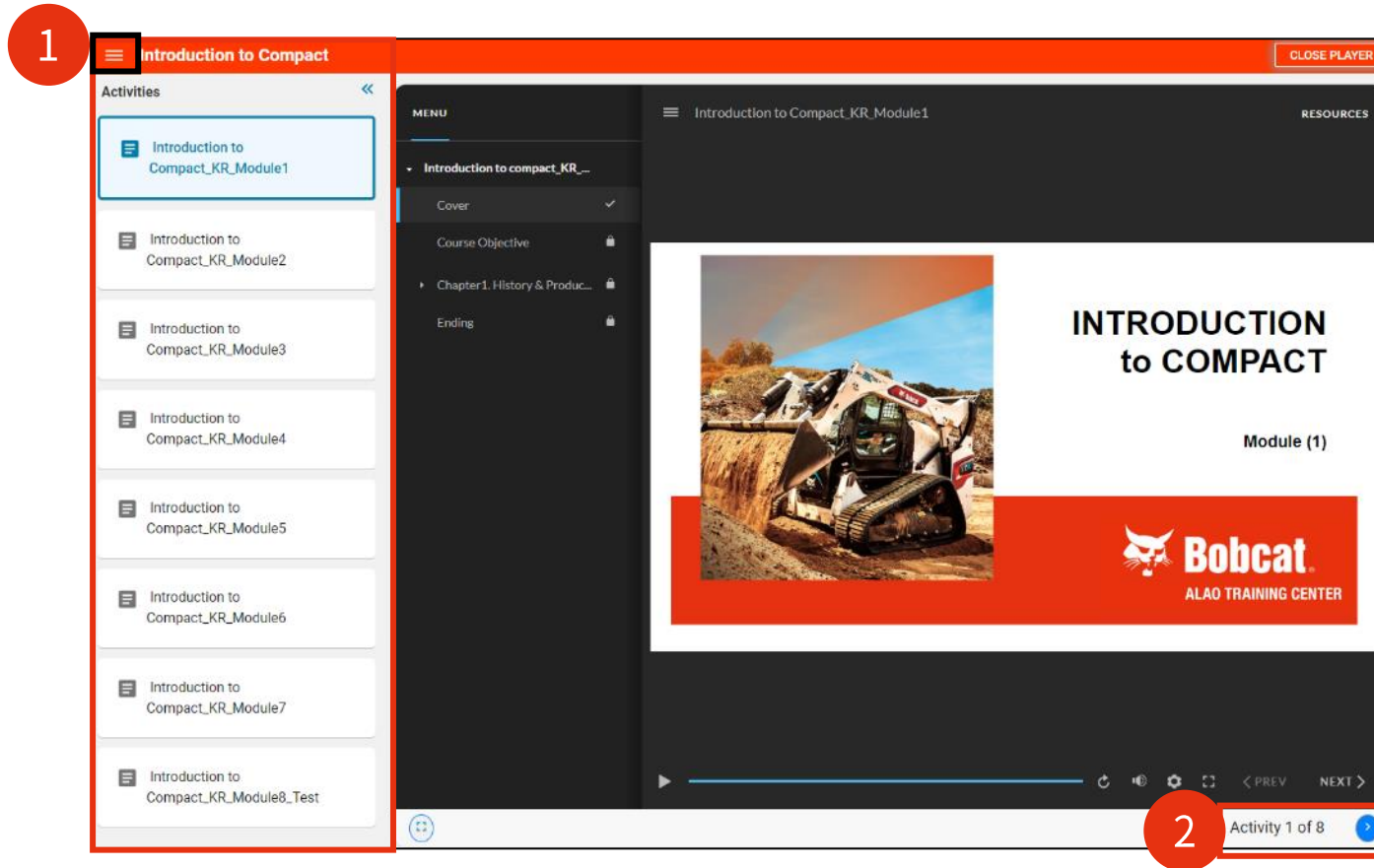
## 3. How to learning (4) Player window



### (4) Player window

- ① Check your training status. If you click the menu icon , you can hide and view the list of contents.
- ② Play/ pause, full screen, subtitle menu.
- ③ If you click [CLOSE PLAYER], then the course will stop and close the player.
- ④ If you complete the current module, you can proceed to next module.
- ⑤ You can check all activities of this course. You need to take in orders. To mark this course complete, you need to complete every activity in a course.

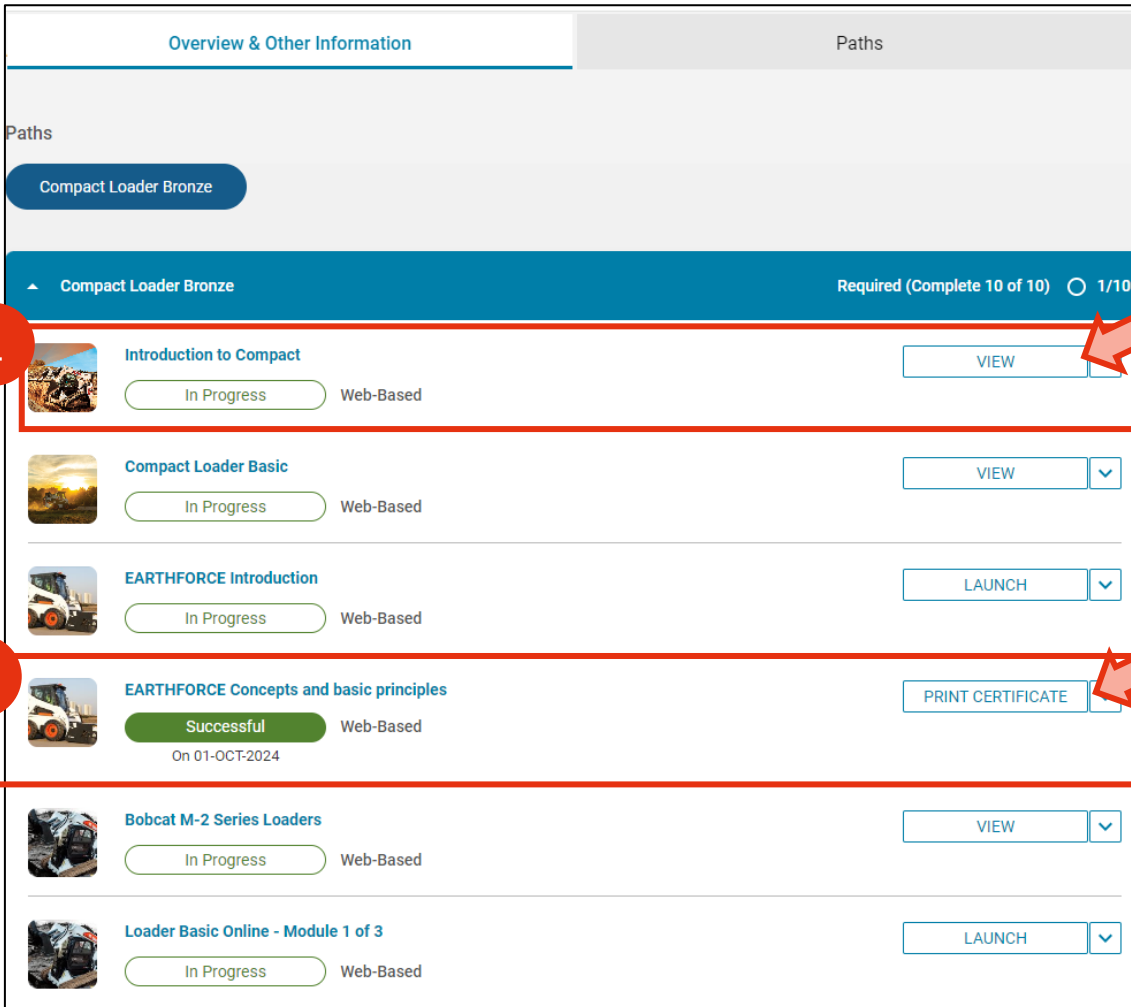
## 3. How to learning (4) Player window



### (4) Player window

- ① A list of Activities
- ② Menu for moving between activities

## 4. Complete learning (1) Complete course



Overview & Other Information | Paths

Paths

Compact Loader Bronze

Compact Loader Bronze Required (Complete 10 of 10) 0 1/10

1 Introduction to Compact In Progress Web-Based VIEW

Compact Loader Basic In Progress Web-Based VIEW

EARTHFORCE Introduction In Progress Web-Based LAUNCH

2 EARTHFORCE Concepts and basic principles Successful On 01-OCT-2024 Web-Based PRINT CERTIFICATE

Bobcat M-2 Series Loaders In Progress Web-Based VIEW

Loader Basic Online - Module 1 of 3 In Progress Web-Based LAUNCH

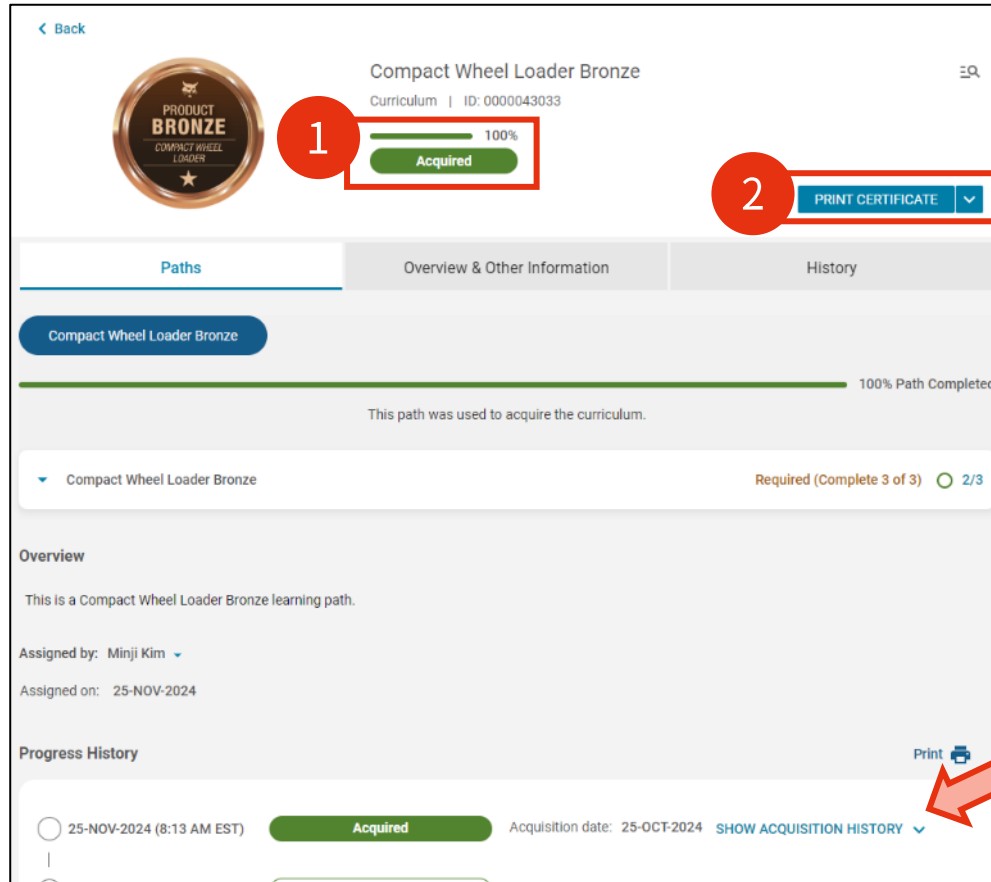
### (1) Complete course

① If you are in the middle of taking the course, the course status will be appeared as [In Progress]. If you click the [VIEW], you can resume the course.

② If you complete the course, the status will be appeared as [Successful].

Course Certificate is not issued. Even though you click the [PRINT CERTIFICATE], there is no contents.

## 4. Complete learning (2) Complete curriculum

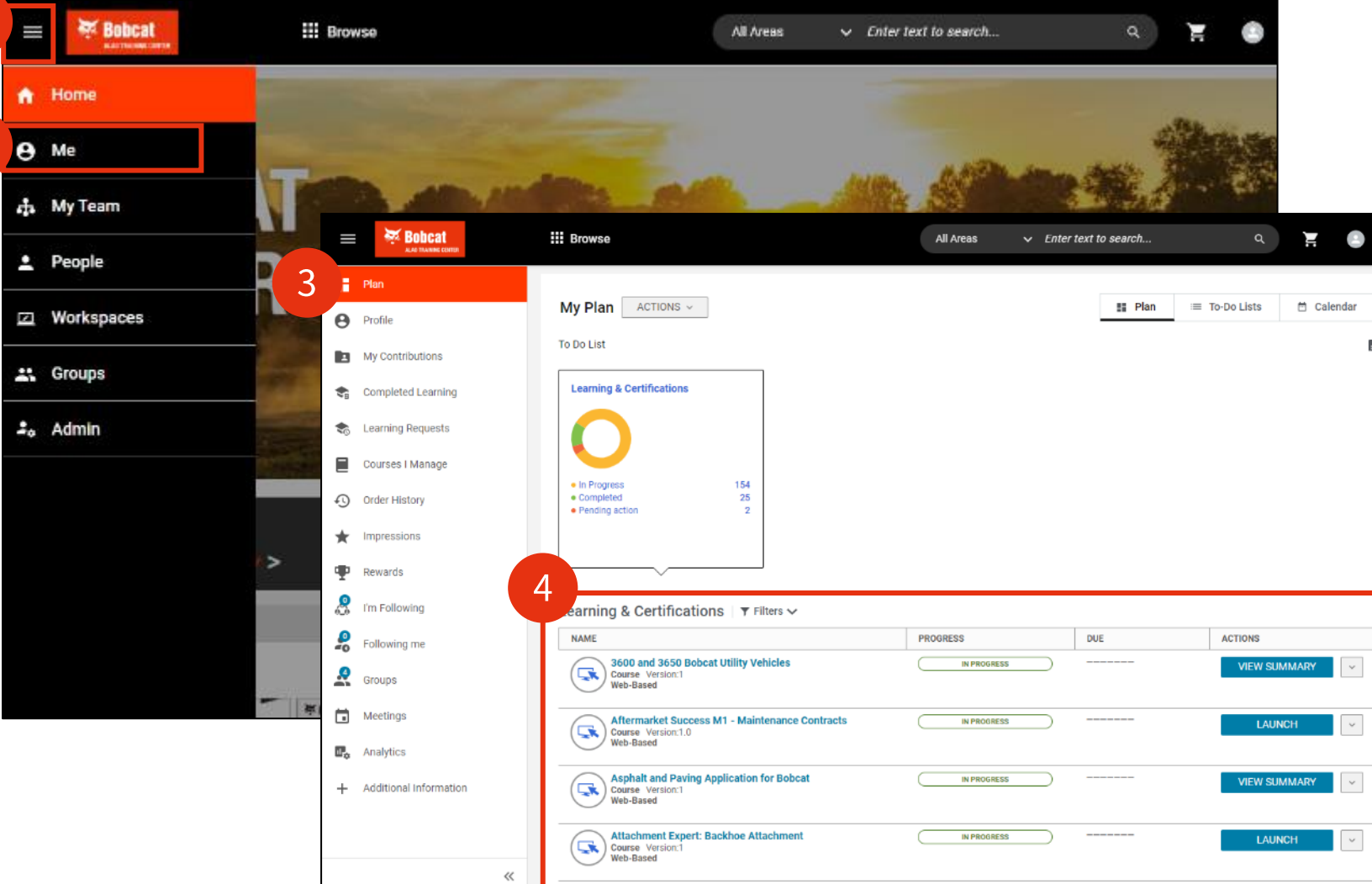


### (2) Complete curriculum

- ① If you fulfill the conditions for completing curriculum, your curriculum status will be appeared as [Acquired] in green.
- ② If you click [PRINT CERTIFICATE], you can check certificate for the curriculum.
- ③ You can see your learning history.



## 5. Learning status



The screenshot shows the Bobcat University interface. On the left, a dark sidebar contains a menu icon (1) and a list of items: Home, Me (2), My Team, People, Workspaces, Groups, and Admin. The 'Me' item is highlighted. The main content area shows the 'My Plan' section (3) with a 'To Do List' and a 'Learning & Certifications' donut chart. The chart shows 154 In Progress, 25 Completed, and 2 Pending action. Below the chart is a table (4) titled 'Learning & Certifications' with columns: NAME, PROGRESS, DUE, and ACTIONS. The table lists four courses, all with 'IN PROGRESS' status.

NAME	PROGRESS	DUE	ACTIONS
3600 and 3650 Bobcat Utility Vehicles Course Version:1 Web-Based	IN PROGRESS		VIEW SUMMARY
Aftermarket Success M1 - Maintenance Contracts Course Version:1.0 Web-Based	IN PROGRESS		LAUNCH
Asphalt and Paving Application for Bobcat Course Version:1 Web-Based	IN PROGRESS		VIEW SUMMARY
Attachment Expert: Backhoe Attachment Course Version:1 Web-Based	IN PROGRESS		LAUNCH

- ① Click menu icon on the left top.
- ② Click [ME] at the left list.
- ③ Then you can see [Plan] tap.
- ④ You can check your training status in the list.

# 4. FAQ



**Q. I don't have an account in Bobcat dealer portal. How can I sign-up?**

A. Please contact to your Helpdesk to generate new account in Dealer Portal. Bobcat University use dealer portal as a gate.

- Asia & Oceania: [Click to Chat](#)
- Latin America: [Click to Chat](#)

**Q. What if I need some help about Bobcat University?**

A. Please contact to [alao.training@doosan.com](mailto:alao.training@doosan.com) for queries about Bobcat University.

**Q. Can I check all the courses in Bobcat University?**

A. Yes, please look <Course Catalogue> in the learning path description.  
It will be updated regularly.

**Q. I have trouble with playing contents.**

A. Training contents are video or interactive type.

It takes few seconds up to the user's network environment.

If you have still trouble with loading contents over 1 minute waiting, ① Close your browser and try again,

② Still no contents or error message popped out, please capture your screen and send it to [alao.training@doosan.com](mailto:alao.training@doosan.com)

**Q. Can I download the lecture or training material?**

A. No, the online training contents are also assets of Doosan Bobcat.  
Please study repeatedly by using this online training system whenever you need.

**Q. I am from service network/ parts dealer. Can I take the courses, too?**

A. Training contents are provided for Bobcat dealers.

# Enjoy Learning!

