

Overview

Take this unique programme to gain the skills and insight to **support leaders, managers and organisations** from a practical, hands on point of view. There is compelling evidence to show that often an executive personal assistant role can be a steppingstone to other roles within an organisation.

This program was designed to consist of three parts, starting with **Business and Administration Certificate**, **Professional Executive Essentials Certificate**, and ending with our **Digital Marketing and Computer Essentials certificate**. The course is jam packed with with **top skills relevant and needed in the workplace**. Upon completion you will be able to hit the ground running and immediately add value to any organisation.

PART 1

Part1: Business and Administration Certificate

Part1: Business and Administration Certificate

In this module you will gain the skills and insight to carry out departmental or organisational goals, policies and procedures. Direct and oversee the organisation's financial and budgetary activities and manage recruitment and staff resources.

- Meetings and Minutes
- Office Administration, Systems and Etiquette
- Health & Safety Essentials
- Introduction to Accounting
- Xero Accounting



- Human Resource Management
- Project Management



PART 2

Part2: Professional Executive Essentials Certificate

Part 2: Professional Executive Essentials Certificate

In this module students prepare for the workplace and learn the softskills needed in a workplace environment such as problem solving in events planning and organising. It is also required of the executive to make travel arrangements for people within the organisation.

- Event Management
- Travel Administration
- Typing
- Creative or Critical Thinking
- Soft Skills
- Workplace Preparation

PART 3

Part3: Digital Marketing and Computer Essentials Certificate

Part 3: Digital Marketing and Computer Essentials Certificate

Social Media Marketing is an art combining consumer insight and in-depth knowledge into the internet of things. This certificate program will teach you how to market effectively in the digital space by applying the best of online marketing technologies such as SEO, PPC and leading social media platforms. This module combines the digital marketing platforms you will be using and give you the essential skills needed in Microsoft Office.

- Digital Marketing (Social Media for Business, SEO and Social Media Apps)



- Microsoft Office Beginners (Word, Excel, Powerpoint)



Duration

Full Time

- 10 months (5 Sessions/Week, 3:00 hours each)
- All hours are achieved via your study duration at the institute and project-based assignments.

Online

- **Online = 10 Months** (Online live Q&A classes, once/week, 17:00 - 18:00)
- Hours are obtained through a combination of live virtual Q&A sessions, pre-recorded video lectures and project-based tasks.

Mode of Delivery

- Full Time
- Online

What you get

Upon successful completion you will receive your:

- Professional Executive and Personal Assistant Certificate
- Business and Administration certificate
- Professional Executive Essentials certification
- Digital Marketing, and Computer Essentials certificate
- Project Management Certificate (PMI, Project Management International)

Articulation Options

The following programmes are highly complementary, and students can articulate with direct access into the following:

- Digital and Social Media Marketing Certification
- **Higher Certificate:** Entrepreneurship, Business Management with Future Technology and/or Digital Marketing Specialisation

Admission Requirements

- Students are expected to have passed matric or the equivalent (this requirement can be waived in special circumstances).
- Although subject choice will not detract from qualification entry, the subjects Mathematics, Accounting, Business Studies & English are an advantage.
- Students should be able to use basic computer applications and thus should have basic computer literacy. If this is not the case proof of training in basic computer literacy will be required in order to be eligible for this course.

Features & Benefits

1. This program incorporates the **Project Management Institute's (PMI ®) Project Management Body of Knowledge (PMBOK ®)**, integrated into its project management curriculum, an invaluable asset to your career as it increases employment prospects and helps you do your job more effectively. **The PMI (Project Management Institute) aligns its process with certification industry best practices, such as those found in the Standards for Educational and Psychological Testing. The PMP® certification is also accredited against the internationally recognized ISO 17024 standard.**



2. Practical skills were added to improve job and industry readiness such as **Word, Excel, PowerPoint** and more.



3. Through our **myWay learning methodology**, a unique and modern approach to blended learning we deliver our programmes via flexible study method options including class-based sessions and **blended learning** for the online student.
4. For online students, we ensure that you are **supported** by technology and **people** throughout your academic journey. We focus on a blended learning approach, combining online Virtual Classrooms, at-home exercises, activities and project-based assignments bundled with fully developed video lectures, all managed by our student learning platform.
5. Get a free **Office 365 Education A1 license**, valid for the duration of your studies.



6. Job placement assistance through our industry network and online recruitment portal, exclusively available to **AIE graduates**. Visit www.recruitgraduates.co.za for more.



A lot of young people have been drafted into this role in the last decade. But it's only in the last couple of years that students are being hired directly into the role without the six to 12-month training period. EA's can have 33% administrative responsibilities and the rest can be analytics and HR. An EA might at times have to make decisions on behalf of the chairman, so the role has become very important and diverse"

- Professor Sankarshan Basu, Chairperson, Office of Career Development Services



Curriculum

Business and Administration certificate:

- Business Communication
- Meetings and minutes
- Office Administration, Systems and etiquette
- Health and Safety Essentials
- Introduction to Accounting
- Sage One Accounting
- Sage One Payroll
- Human Resource Management
- Project Management

Professional Executive Essentials certificate:

- Event Management
- Travel Administration
- Creative and Critical Thinking
- Internship / Work Integrated Learning

Digital Marketing, and Computer Essentials certificate:

- Microsoft Office Beginner and Intermediate (Word, Excel, Powerpoint)
- Digital Marketing (Social Media for Business, SEO and Social Media apps)



Career Options

- Professional Executive
- Executive Assistant
- Personal Assistant
- Office Manager

Study Kit

Your study kit is included in your fees and will contain:



- Free WiFi (On Campus only).
- Electronic study guides for online students.
- A prescribed textbook list and a recommended reading list will be issued to face to face students.
- Orientation kit including: Student Card, Welcome Letter, and Getting Started Guide.
- Access to our myAIE student portal and student support team via phone, email and tickets.

For more information, please contact a student advisor:
Gauteng: 011 262 5115 | Cape Town: 021 202 7890
info@conceptinteractive.co.za