






Professional Executive and Personal Assistant Certification

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 programme 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 **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 Part 1: Business and Administration Certificate	PART 2 Part2: Professional Executive Essentials Certificate	PART 3 Digital Marketing and Computer Essentials Certificate
Part 1: 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 <ul style="list-style-type: none"> Meetings and Minutes Office Administration, Systems and Etiquette Health & Safety Essentials Introduction to Accounting Xero Accounting  <ul style="list-style-type: none"> Human Resource Management Project Management 	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 en events planning and organising. It is also required of the executive to make travel arrangements for people within the organisation. <ul style="list-style-type: none"> Event Management Travel Administration Typing Creative or Critical Thinking Soft Skills Workplace Preparation 	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. <ul style="list-style-type: none"> Digital Marketing (Social Media for Business, SEO and Social Media Apps)  <ul style="list-style-type: none"> Microsoft Office: Beginners (Word, Excel, Powerpoint)

Features & Benefits

- 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**.



- Practical skills were added to improve job and industry readiness such as **Word, Excel, PowerPoint** and more.
 
- 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.
- 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.
- Get a free **Office 365 Education A1 license**, valid for the duration of your studies.



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



For more information, please contact a student advisor:

Gauteng: 011 262 5115 | Cape Town: 021 202 7890
info@aie.ac | www.aie.ac

Duration

Full-Time

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

Online & Part-Time

- Part-Time** = 10 Months (2 Hours/week, every 2nd Saturday 08:00 - 14:00)
- Online** = 10 Months (Online live Q&A classes, 2 Hours/week, 18:00 - 20:00)
- Credits are obtained through a combination of live virtual classes, pre-recorded video lectures and project-based tasks.

**Sessions will be grouped to lower cost of traveling, however, in some cases classes may not follow this convention and schedules are subject to change*

Mode of Delivery

- Full Time
- Part Time
- Online

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.

Articulation Options

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

- Digital/Online and Social Media Marketing Certification
- Business Management, Entrepreneurship and New Technologies Certification
- Business Management Certification
- Events Management, Digital Marketing, Travel and Tourism Certification

Curriculum

Business and Administration certificate:

- Meetings and minutes
- Office Administration, Systems and etiquette
- Health and Safety Essentials
- Introduction to Accounting
- Xero Accounting



- Sage One Payroll
- Human Resource Management
- Project Management



Professional Executive Essentials certificate:

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

Computer Essentials certificate:

Microsoft Office Beginner and Intermediate (Word, Excel, Powerpoint)



Digital and Social Media Marketing 1:

In the new era of digital marketing, marketers, business owners and PR professionals need to utilise all the tools at their disposal to find and engage their audience. This starts by using the digital marketing tools available and combining those with your social media marketing. This module will cover all your Digital and Social Media Marketing basics.

- General and Digital Marketing Fundamentals
- Google Ads (Adwords) Essentials (PPC)



- Social Media Marketing Essentials (Facebook, Instagram, LinkedIn)



- Email Marketing Essentials with Mailchimp



Salaries & Skills

SALARIES (ANNUAL)



Professional Executive: R122 449 - R409 065
Personal Assistant: R60 171 - R304 274
Office Manager: R52 074 - R205 559



Professional Executive: £19 209 - £39 178
Personal Assistant: £16 725 - £35 462
Office Manager: £12 974 - £23 354

Career Options

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

Study Kit

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



myAIE Student Portal

- **Free WiFi** (Unlimited, On Campus only).
- Stationery including
- AIE Notepad
- AIE Pen
- AIE Ruler
- AIE Pencil Case (15cm)
- Electronic Study Guides
- **Orientation kit including:** Student Card, Welcome Letter, Getting Started Guide.
- Access to my Academy student portal and student support team via phone, email and tickets.

What you get

- 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)