

# Professional Executive and Personal Assistant Certification



CONCEPT  
INTERACTIVE  
(CAPE)

business | technology | design | innovation

## 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 stepping stone to other roles within an organisation.

In some cases, PAs have gone on to become CEO's and Managing Directors because they have spent valuable time supporting CEO's and Directors and have witnessed and learned, first hand, the nuts and bolts of how organisations function at the top level.

This course was built in conjunction with our partner recruitment agency as they have had experience for many years placing PAs and Executive Secretaries. The curriculum is jam packed with top skills that are relevant and needed in the workplace. We believe there is no other curriculum like this in South Africa as it encompasses all aspects of what is needed to "hit the ground running" and immediately add value to any organisation.

## Features and benefits

1. We partnered with leading international universities and partners to deliver specialized and focused content including University of Leeds, Kings College London, The Open University UK, University of Virginia, Darden school of business.



2. As a student you will receive 7 different certificates from both local and international partners.
3. Get exposure to guest lecturers from relevant external companies and organizations both on campus and online.
4. Get a 1-week Guaranteed internship opportunity.
5. 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 online student.
6. 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.
7. Guaranteed 1-week Internship / Work Integrated Learning opportunity

## 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

- Design, Digital/Online and Social Media Marketing Certification OR
- Digital/Online and Social Media Marketing Certification
- Business Management, Entrepreneurship and New Technologies Certification

## Duration:

**Full Time:** 10 months

(5 Sessions/Week, 3:00 hours each, class times are between 08:30 – 12:00 or 12:30 – 16:00)

- All hours are achieved via your study duration at the institute and project-based assignments.

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

**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.



## What you get

- Professional Executive and Personal Assistant certificate (Concept Interactive)
- Business and Administration certificate (Concept Interactive)
- Professional Executive Essentials certificate (Concept Interactive)
- Digital Marketing, Web Design and Computer Essentials certificate (Concept Interactive)
- Project Management certificate (PMI, Project Management International))
- Sage Pastel Payroll
- Sage One Accounting
- Travel Administration certificate (SMD Travel and Concept Interactive)

## Salaries & Skills

### SALARIES (ANNUAL)



SA

Professional Executive R122 449 - R409 065

Personal Assistant R60 171 - R304 274

Office Manager R52 074 - R205 559



UK

Professional Executive £19 209 - £39 178

Personal Assistant £16 725 - £35 462

Office Manager £12 974 - £23 354

## 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

### Digital Marketing, Web Design and Computer Essentials Certificate:

- Microsoft Office Beginner and Intermediate (Word, Excel, Powerpoint, Outlook, Google Administration)
- Web Design and Development (Wordpress)
- Search Engine Optimisation (SEO)
- Social Media for Business

### Professional Executive Essentials Certificate:

- Event Management
- Travel Administration
- Typing
- Personal Effectiveness
- Creative and critical Thinking
- Softskills
- Internship / Work Integrated Learning

## Regulatory Information

Concept Interactive is registered as a Private Higher Education Institution by the Department of Higher Education and Training. Reg. No. 2009/ HE07/003. The short course, Business Management, Bookkeeping and Accounting certificate is offered outside the HEQSF. As such, the institution follows the Good Practice Guide for Quality management of short courses as stipulated in the CHE September 2016 publication. Subject content may change from time to time.

For more information,  
please contact a student advisor:  
Cape Town: 021 202 7890 | Gauteng: 0 11 262 4555  
info@conceptinteractive.co.za  
www.conceptinteractive.co.za



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## Study Kit

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



myAcademy  
STUDENT PORTAL

- Free WIFI (10GB/Month, On Campus only).
- Electronic study guides and textbook 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 myAcademy student portal and student support team via phone, email and tickets.

## Career Options

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

## Mode of Delivery

Full Time / Online

