



DIPLOMA IN EVENT COORDINATION

Qualification: Diploma in Event Coordination (SAQA ID 20613 |
CATHSSETA Accreditation number 613/P/000249/2014 |
Internationally recognised)

**If a passion for events, hospitality or entrepreneurship
runs deep in your veins and you want to make your
mark in your future career,
you've found the right tertiary institution for you!**

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WHAT IS THE ALEIT ACADEMY?

The Aleit Academy is a tertiary education institution with a difference!

We are the only institution in the industry that's able to practically prepare our graduates to pursue any career in the events and hospitality industry. We offer superior-quality events & project management education with an emphasis on experiential learning and industry immersion. We are committed to equipping our students with the necessary knowledge, skills and entrepreneurial mindsets so they can hit the ground running when they enter the job market.

With our full-time Diploma in Event Coordination, you will not only be exposed to an unrivaled theoretical curriculum, but you will also be equipped with practical skills to be able to work confidently in the events and hospitality industry.

OUR TEACHING PHILOSOPHY

Our Approach

Our diploma course is as intensive as it is comprehensive! Our theoretically driven practical components allow our students the unique opportunity to collaborate with both their peers and leading industry professionals; offering them the opportunity to gain invaluable real-world experience through various internship placements.

Our full-time Diploma in Event Coordination, trains our students to become leaders in the project management and hospitality field. Our focus is on developing well-rounded and resourceful creatives who appreciate and value the entrepreneurial mindset and ethos upon which The Academy was originally founded.

Our Graduates' Success

Our graduates' success rates are a testimony to our teaching philosophy. About 95% of our students always receive job offers from their internship placements. About 30% either decide to start their own businesses, continue with their studies, or take a gap year to travel abroad.

Several of our alumni have successfully started their own businesses within the industry.

With our strong focus on developing entrepreneurship skills during the third year of studies, we equip our students to make a success of their new ventures. The Academy forms part of a portfolio of businesses called The Aleit Group, which represents the very best in events and hospitality management offerings. We already have almost 20 Academy alumni employed within a number of the Group's other business units. This shows that we believe in what we teach our students every day.



A Living Philosophy

The Aleit Academy has a philosophy of excellence embedded in everything we do. It was originally launched in 2009 by two close friends who were also business partners. They are Hans Roosenschoon (the current CEO and owner) and the late Aleit Swanepoel (who sadly passed away in 2022).

From the day they opened The Academy's doors, they were committed to the idea that our students should leave The Academy ready for success. They should be knowledgeable, but also confident in their abilities, and capable of handling any industry challenge with ease.

Since then, this commitment was instilled in everything the Academy and its faculty stood for – from the quality of our course content and the faculty we employed, to the industry experience our students would be exposed to. And today, it still shows with every graduate who successfully advances through The Academy and into their careers.

WHY STUDY WITH US?



Build your skills



Creative Campus life



Strong focus on Entrepreneurship



Industry-recognised qualification



World-class Faculty



Become an industry pioneer



Local & international job opportunities



Not just a number



Practical industry immersion



We are a top institution

FACULTY

We've always been deeply committed to providing support and guidance to our students on a very personal and individualised basis. You can look forward to learning from the best when you study at Aleit Academy. Our world-class lecturers and faculty members have been meticulously selected over the years. They are committed to delivering a superior-quality educational experience, while having a passion for being mentors to every single one of our students

Meet the team!



NICOLA BERNARDO
Head of The Aleit Academy
Lecturer



BIANCA RIJNSBURGER
Course Executive
Lecturer



MARKUS BOTHA-FORTUIN
Event Coordinator
Lecturer



ANNABELLE DU PLESSIS
Practical Placement
Coordinator

PART-TIME LECTURERS



LEE-VANO BOTHA-FORTUIN



MC COETZER



DEBBIE LAUBSCHER

OUR SUPPORT STAFF



JEAN-PIERRE HAYWARD
Banqueting Manager



JACO VAN LOGGERENBERG
Hospitality Director



ETZARD STRYDOM
IT Support



MONIQUE THERON
The Aleit Group
Brand Manager



LINDI ERASMUS
The Aleit Group
Media Coordinator

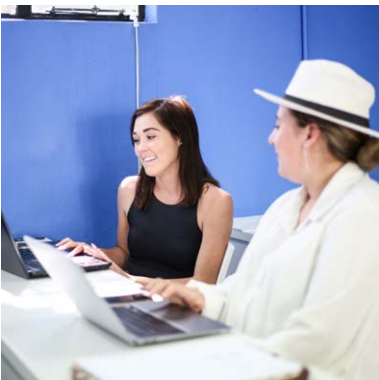
CAMPUS LIFE

Breathtaking Location



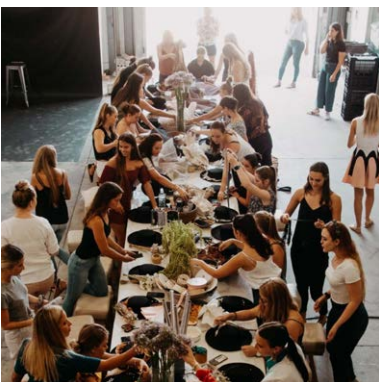
Situated on the exquisite Lourensford Wine Estate at the foot of the Helderberg Mountains in Somerset West, our campus is probably one of the most beautiful and tranquil settings you can imagine.

Creative Classrooms



Forget the idea of stuffy and traditional classrooms – our beautifully designed lecture rooms encourage a creative learning environment where you can focus on reaching your fullest potential.

Vibrant Student Life



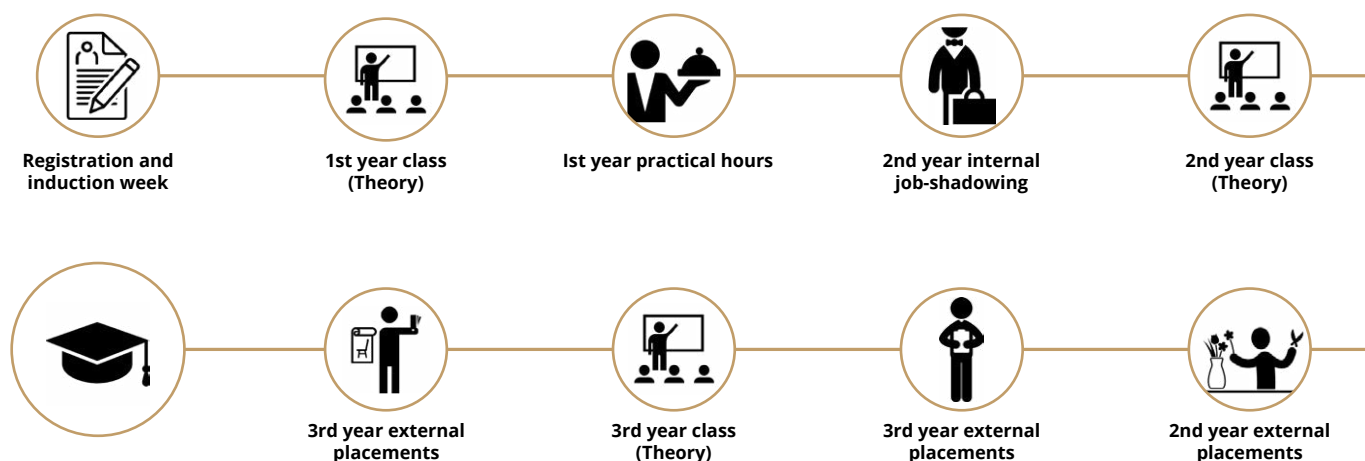
In between classes, practicals or internships, students have access to explore the other on-site facilities surrounding the Campus.

DIPLOMA IN EVENT COORDINATION

Curriculum

With our full-time Diploma in Event Coordination, you will not only be exposed to an unrivaled theoretical curriculum, but you will also be equipped with practical skills to be able to work confidently in the events and hospitality industry.

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First year

Introduction to project management & events

- 8608 Operate in the national and international event industry
- 8609 Understand the inter-relatedness of event elements

Travel, Tourism & Hospitality

- 8490 Introduce South Africa to tourists
- 8480 Contribute to sustainable tourism in South Africa
- 8598 Introduce South African heritage to tourists

Customer Service, Personal & Professional Development

- 8551 Oversee arrival and departure of customers
- 8600 Care for customers
- 8618 Organise oneself in the workplace

Computer Literacy

- 7547 Operate a personal computer system

Project Coordination & Evaluation

- 13482 Co-ordinate an event
- 13483 Evaluate an event to ensure sustainable events

Health & Safety

- 7868 Monitor and maintain health, safety and security
- 9224 Implement policies regarding HIV/AIDS in the workplace

Project Planning

- 13485 Plan an event
- 9242 Analyse external factors influencing people who have special needs

Project Design & Development

- 14806 Design an event
- 13484 Perform successful event administration
- 9242 Analyse external factors influencing people who have special needs

INDUSTRY TRAINING

350 Practical Hours

Second year

Communications

- 8647 Apply workplace communication skills
- 8664 Examine social features as pertaining to the workplace

Leadership Methodologies

- 8665 Lead a team
- 8648 Demonstrate an understanding of professional values and ethics

Human Resource Management

- 7889 Manage quality in the organisation
- 7888 Monitor staff performance

Research & Feasibility studies

- 13486 Research an event
- 8663 Plan and conduct a research project
- 8662 Analyse and communicate workplace data

INDUSTRY TRAINING

6 Weeks Internal Job Shadowing | 4 Months External Placements

Third year

Fundamental Accounting Principles

- 7878 Prepare and maintain financial records and statements

Project Management

- 14807 Produce a safe and successful event within a specific event subfield

Entrepreneurship & Small Business Course

The course teaches basic entrepreneurship concepts such as ideation, opportunity recognition, market research and analysis, business plan development, financial planning, and business management. It addresses the importance of thinking and acting with an entrepreneurial mindset in relation to business or any career.

INDUSTRY TRAINING

6 Months Specialised Placements

Additional workshops



BAR & STAFF TRAINING



VISUAL MERCHANDISING



CV DESIGN



WINE CERTIFICATE



FIRE FIGHTING



PHOTOGRAPHY



FLORISTRY



CANVA DESIGN



FIRST AID LEVEL 1



CREATIVITY WAKE-UP

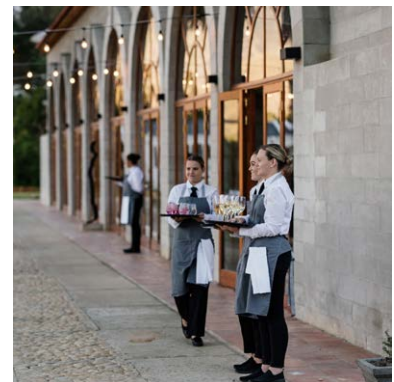
INTERNSHIP PROGRAMME

We've always been committed to providing support and guidance to our students on a very personal and individualised basis. We remain the only institution in the industry that's able to practically prepare our graduates to pursue any career in the events and hospitality industry, and to hit the ground running when they enter the job market.

Over the years we've developed a vast network of placement partners that consist of highly reputable industry professionals and companies we believe can offer our students the very best in practical experience.

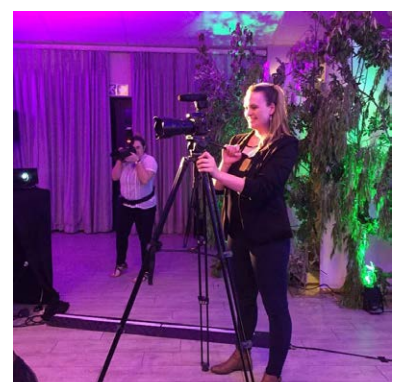
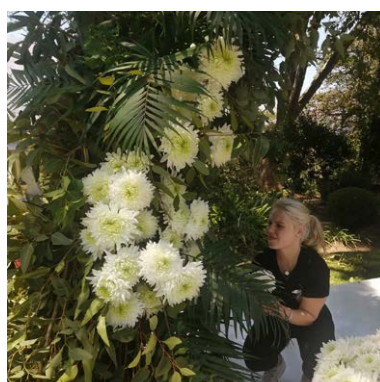
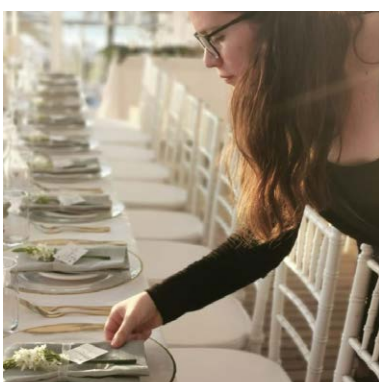
What Students Can Expect

First year students complete their practical hours as service staff at DIENS Hospitality as a means to be exposed to venue spaces, as well as what to expect from the different scale of events – ranging from very large to very intimate events and weddings. They'll start getting an idea of the type of niches within the industry that may appeal to them. By getting to know different service providers in the industry, they will also be able to start considering where they could potentially complete their future internships.



Second year students complete their internal job-shadowing within a host of event- and hospitality-related businesses that form part of The Aleit Group. This experience gives students exposure to the industry and offers insight into the possibilities available for completing their external internships.

In their final year of studies, third year students have the opportunity to experience two external internships at organisations operating within the areas of specialisation they might be considering as potential career paths after their studies.



2024 TUITION FEES

Total = R270 000	
1st year	R90 000 (2024)
2nd year	R90 000 (2025)
3rd year	R90 000 (2026)

Additional fees apply | Payment plans available upon request

Academy Starter Kit - R5500

**Includes: Apron, tie, waiters friend, black blazer, 1 x white & 1 x black DIENS shirts, files, name badge, Mandatory Microsoft Office 365 Business Standard Package

Optional Additional Courses

1st Year iSimplify Online Course (Excel/Powerpoint/Word/Outlook) Approximately R2 500

We are a private education institution with a highly personal approach, and only accept a maximum of 40 students per year. Applications close as soon as we have reached capacity for a given academic year.

After completing the full application process, and once a student has successfully been accepted, a deposit (enrolment fee) is required to secure their admission. This will form part of the first year's fees. Thereafter outstanding class fees are paid in three installments each year:

1st year payments	January, March and May
2nd year payments	November, March and May
3rd year payments	November, March and May

Students can also opt to make a once-off payment of the entirety of their course fees and benefit from a 5% discount (excluding enrolment fee).

Academic fees include:	Academic fees exclude:
Digital course material Examinations Classroom training / Facilitation Practical internship Placement assistance Uploading and registering students onto the CATHSSETA website Academic resources Additional workshops Printing	Starter Kit (Uniform items) Optional additional courses Accommodation Transport and parking Stationery Learner excursions Laptop All general living expenses Supplementary examinations Student social events

FINANCIAL ASSISTANCE

Option 1: Payment Plans

Upon request, we do offer a range of personalised payment plans to help make studying at The Aleit Academy more affordable. All payment plans are interest-free. An enrolment deposit is payable upon acceptance, after which the agreed personalised payment plan will take effect. If you need a personalised payment plan, this can be discussed with our team directly.

Option 2: Student Loans

Student loans are also available. We have partnered with an external company to make student loan applications quick and hassle-free. If you require a student loan, their details will be shared with you once your application has been successful. Their services include helping you apply to all the major credit providers (Banks) in South Africa, while ensuring that your loan application process is professional, and takes place as quickly as possible. The good news... they help you for free!

Option 3: Scholarship

The Aleit Swanepoel Memorial Scholarship is awarded to a deserving student who does not have the financial means to afford the full tuition or the various payment options available for our full-time Diploma. If you are interested in applying for a scholarship, please visit aleit.co.za for more details about the application process.



ADMISSIONS & APPLICATION PROCESS

Admission Requirements

We want to make our admissions process as simple and as informative as we possibly can. As we are a boutique tertiary institution we only select a maximum of 40 students per year which ensures for individual attention and development. Registration for our course will open from February of each year and acceptance into The Aleit Academy will take about 2 - 3 weeks upon completion of the enrolment process. To apply for our three-year, full time Diploma in Event Coordination:

- * You require a Matric Certificate, equivalent or higher-level certificate.
- * Any industry experience will be beneficial, but is not required.
- * Unfortunately we cannot accept students who have not successfully completed their NSC or IPA (grade 12). This is compulsory as per our CATHSSETA requirements.
- * If you have already studied further after Matric, please include - in addition to your matriculation certificate - any other tertiary or university results.

Students from outside of South Africa are welcome to apply to study at The Aleit Academy! However, we require all international students to have:

- * A valid passport and valid study Visa which need to be presented upon enrolment.
- * Full medical cover with a South African based medical aid scheme.
- * Proven ability to support themselves financially and to settle their fees.
- * Personal Bank account at a South African bank.
- * International AS level in 4 or 5 subjects or GCSE's (that is the same standard as Grade 12 National Certificate in SA).

Ready to enter the exciting world of events and hospitality management?

Our application process could not be easier:



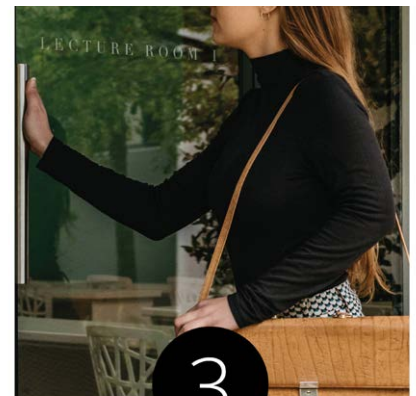
Enrol Online

<https://aleitacademy.co.za/apply/>



Complete an interview

Application review followed by a meet and greet



Start your journey

Commence with your course

STUDENT ACCOMMODATION

A short 9km drive away from The Aleit Academy, is the Jade apartment complex which acts as a satellite accommodation option for interested students.



9km from The Aleit Academy campus



24-hour security



Join in on lift club opportunities



Be part of a community of 29 Aleit students



Lifestyle Centre with FREE WIFI



Swimming pool



Restaurant



Concierge Services



Games & Cinema room



Training Science Gym with Trainer

The Jade offers a secure lifestyle situated down the road from Strand beach and directly opposite the Sanctuary Centre, as well as Somerset Mall. The development offers each student a beautifully-appointed 2-bedroom, 2-bathroom (107m² incl. balcony) apartment in a 24-hour security estate. It features a superb lifestyle centre with magnificent facilities for all residents.

We do not have student accommodation on Lourensford Estate. Generally our students either live in Stellenbosch or the greater Somerset-West area. Students (or their parents / sponsors) are responsible for securing their own accommodation. For students not interested in the Jade Apartments option, local estate agents need to be contacted directly to establish available rental or accommodation opportunities.





CONTACT US

DO YOU HAVE ANY FURTHER QUESTIONS?

Please contact team@aleitacademy.co.za with your queries and we will get back to you soonest. Alternatively, visit our comprehensive website



<https://www.aleitacademy.co.za/>

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Follow us on  &  to stay updated on daily excitements!

Apply online