

THE  
ALEIT™  
ACADEMY



# **ONLINE COMPACT EVENT COORDINATION SUPPORT COURSE**

Qualification: CATHSSETA Approved Skills Program NQF 4&5 - 50 credits |  
CATHSSETA Accreditation number 613/P/000249/2014

**Calling all high school learners, gap year students,  
event industry specialists, creatives, practical thinkers &  
opportunity seekers.**

**If a passion for events, hospitality or entrepreneurship  
runs deep in your veins, you've found the right tertiary  
institution for you!**

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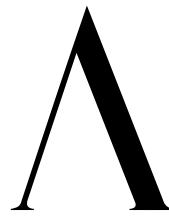
# WHAT IS THE ALEIT ACADEMY?

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

The Aleit Academy is one of South Africa's esteemed boutique tertiary institutions. Offering a unique online curriculum that equips the event support and project management professionals of tomorrow. We offer superior-quality education with an emphasis on experiential learning.

At Aleit Academy, we take pride in fostering a dynamic learning environment where innovation and trendsetting are at the forefront of our educational philosophy. As a forward-thinking institution, we are dedicated to equipping our students with not only foundational knowledge but also the latest and most relevant industry insights.

Our compact course in Event coordination support, empowers students to evolve into dynamic, forward-thinking specialists in event coordination, staying abreast of current trends in the field. We are committed to equipping our students with the necessary knowledge, skills and entrepreneurial mindsets.



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## OUR TEACHING PHILOSOPHY

Our online skills programme is a partial qualification making the learner work-ready upon successful completion of this short course. Whether you are looking for work or are already working within the events or hospitality industry, this online course will support your growth. It includes practical and theoretical lectures, with 60% of the time spend on the practical component.

The practical components allow our students the unique opportunity to collaborate with leading industry professionals; offering them the opportunity to gain invaluable real-world experience through various internship placements.

This compact course, guides 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.

## WHY STUDY WITH US?



**Build your skills**



**Creative Online Platform**



**Industry-recognised qualification**



**World-class Faculty**



**Become an industry pioneer**



**Local & international job opportunities**



**Practical industry immersion**



**We are a top institution**

# 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 (CEO and owner) and the late Aleit Swanepoel.

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.

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.



Here are but a few examples of amazing events and masterclasses we have coordinated over the past few years:



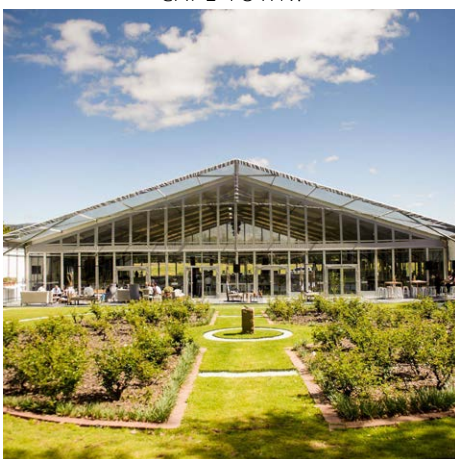
// MISS WORLD ROLENE STRAUSS WEDDING 2016 | LAURENT, CAPE TOWN.



// ABSA CHAMPAGNE FESTIVAL 2022 | JOHANNESBURG



// PRIVATE CORPORATE EVENT 2022 | PLEIN PUBLIEK, BRUSSELS



// NEDERBURG WINE AUCTION 2016 | CAPE TOWN



// CORPORATE LEADERSHIP CENTER MASTERCLASS 2019 | SOFITEL HOTEL, MAURITIUS.



// YPO EDGE PRESIDENTIAL 1000 PAX DINNER | CTICC, CAPE TOWN



## ONLINE 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  
Online Lecturer  
Hospitality & Events Experience:  
22 years



**BIANCA RIJSBURGER-KOSSATZ**

Course Executive  
Online Lecturer  
Hospitality & Events Experience:  
12 years



**MARKUS BOTHA-FORTUIN**

Online Lecturer  
Hospitality & Events Experience:  
6 years

# ONLINE EVENT COORDINATION SUPPORT COMPACT COURSE

## Curriculum

The Aleit Academy is a CATHSSETA accredited training provider: 613/P/000249/2014  
CATHSSETA Approved Skills Program (Part-Qualification) - NQF 4 & 5, 50 Credits  
(40% theory | 60% practical)



**Registration and  
induction**



**Lectures & Completion  
of practical hours at own  
leisure**



**Practical task submission  
& Exam**



**Final Feedback**



**CERTIFICATE  
COMPLETION**

### 8 Unit Standards | (Modules)

**110296**

#### **Adhere to professional conduct and business ethics in a Public Relations and Communication environment**

The correct use of business protocol is discussed in conjunction with professional behaviour. The umbrella of business ethics is used to identify and describe the role of professional bodies and/or associations or regulatory authorities in the Public Relations field.

**116594**

#### **Function in a team**

Learners are guided to correctly identify and structure the purpose of a team, describing and applying the roles and responsibilities required to work in a team. Learners are conducted to identify factors that affect a team in the workplace and how to review the effectiveness of a team while also being able to manage their own participation therein.

**246740**

#### **Care for customers**

Learners are guided to identify customer needs and expectations along with recognising customer dissatisfaction and taking action to resolve the situation. Learners also unravel how to identify and use opportunities to enhance the quality of customer service whilst consistently communicating with customers.

**13482**

#### **Co-ordinate an event**

The execution of an event planning schedule as well as a logistics and operational plan are discussed. Students are introduced to the operations of an event budget, registration, admission and seating procedures.

**155914**

#### **Minimise and manage safety and emergency incidents**

Learners are guided to correctly implement a policy to promote the prevention of safety and emergency incidents; manage incidents which affect the safety of an individual, group or crowd; manage emergency incidents which affect an individual, group or crowd and manage the reaction of an individual, group or crowd to any safety or emergency incident.

**260170**

#### **Function in the events industry**

Learners will learn to demonstrate an understanding of the national and international events industry. Discussions relating to the requirements associated with responsible events will simultaneously lead to the investigation of employment opportunities in the events industry.

**261157**

#### **Conduct event support services with specific event genres**

An array of different types of events and their differing requirements are covered, such as: sport events; business and corporate events; exhibitions; incentive and meeting events; cause related or fund-raising events; entertainment, recreational or festival events; government or civic events as well as hospitality venues or banqueting events.

**13483**

#### **Evaluate an event to ensure sustainable events**

Guidance on how to measure their coordinating performance in order to be able to improve as they move on to a next project, are given throughout

### THEORY VS INDUSTRY TRAINING

184 Theory Contact Hours | 281 Practical Industry Hours

# OUTCOMES TO BE COVERED DURING PRACTICAL PLACEMENTS

- Learner shows competence in being aware of the importance of using business protocol correctly and complies with protocols.
- Learner behaves in a professional manner.
- Learner behaves in an ethical manner.
- Learner can identify the role of professional bodies and regulatory authorities in the Public Relations field.
- Learner can identify with the purpose of the team.
- Learner respects the roles and responsibilities required to work in a team.
- Learner works well in a team.
- Learner can review his/her own performance in the team.
- Learner consults with client(s) to determine needs and expectations.
- Learner can handle customer dissatisfaction and resolve it.
- Learner can identify and use opportunities to enhance the quality of customer service.
- Learner communicates clearly and effectively.
- Learner complies with policy to promote the prevention of safety and emergency accidents.
- Learner can manage incidents.
- Learner can manage emergency incidents.
- Learner can manage the reactions after an incident with clear and transparent communication and reporting.
- Learner displays understanding of the events industry.
- Learner applies the requirements for responsible events.
- Learner can investigate employment opportunities in the events industry.
- Learner can identify different event genres that may require support services.
- Learner can identify support requirements.
- Learner can provide support according to genre and operational requirements.
- Learner is a team player, considering the rest of the team.
- Learner can organize him/herself and deal with contingencies and potential crisis.
- Learner can organize tasks in a structured manner.
- Learner communicates effectively.
- Learner is paying proper attention to safety, and acting in compliance with the law.
- Learner can demonstrate an understanding of the inter-relatedness of systems.
- Learner can solve problems.
- Learner can collect and interpret information.
- Learner uses science and technology where appropriate.

# 2024 TUITION FEES

**Total = R15 000**

Online Class (Aleit LMS)	Own Practical Work Integrated Learning Arrangements	12 months
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*\*International fees apply (non-SA Residents) | T's & C's Apply*

*\*\*All learner textbooks, practical logbooks, examinations and tasks will be completed online | No additional fees\*\**

## Academic fees include:

Digital course material (online LMS & App)  
Examination  
Online training / Facilitation  
Uploading and registering students onto the CATHSSETA website  
Additional Academic resources (online LMS)

After completing the full application form online, as well as a 50% deposit payment (enrolment fee), this will secure your successful enrolment. This fee will form part of the tuition fees. Thereafter outstanding fees are required to be made as an once-off payment before the commencement of the Online Compact Course in Event Coordination Support.





# COURSE FACILITATION LAYOUT

## Intake 1 | April 2024

12 month   1 year	
Registration	March 2024
Online Lectures & Workbook Task Completion	April 2024 - February 2025
Weekly In-Person Re-cap Sessions with Facilitator	April 2024 - February 2025
Practical WIL Hours	April 2024 - February 2025
Practical WIL Project & Workbook Submission	February 2025
Examination	March 2025
Examination re-write (if applicable)	March 2025

## Intake 2 | June 2024

12 month   1 year	
Registration	May 2024
Online Lectures & Workbook Task Completion	June 2024 - April 2025
Weekly In-Person Re-cap Sessions with Facilitator	May 2024 - April 2025
Practical WIL Hours	May 2024 - April 2025
Practical WIL Project & Workbook Submission	April 2025
Examination	May 2025
Examination re-write (if applicable)	May 2025

## Intake 3 | August 2024

12 month   1 year	
Registration	July 2024
Online Lectures & Workbook Task Completion	August 2024 - June 2025
Weekly In-Person Re-cap Sessions with Facilitator	August 2024 - June 2025
Practical WIL Hours	August 2024 - June 2025
Practical WIL Project & Workbook Submission	June 2025
Examination	July 2025
Examination re-write (if applicable)	July 2025

## Intake 4 | November 2024

12 month   1 year	
Registration	October 2024
Online Lectures & Workbook Task Completion	November 2024 - September 2025
Weekly In-Person Re-cap Sessions with Facilitator	November 2024 - September 2025
Practical WIL Hours	November 2024 - September 2025
Practical WIL Project & Workbook Submission	September 2024
Examination	October 2025
Examination re-write (if applicable)	October 2025

Learners can anticipate to spend approximately 6-8 hours per week on lectures and workbook completion. PLEASE NOTE: All learner examinations, practical placement logbooks and tasks (submitted online) are to be assessed and moderated by The Aleit Academy registered assessor and moderators. 7

# ADMISSIONS & APPLICATION PROCESS

## Admission Requirements

We want to make our admissions process as simple and as informative as we possibly can.

### To enrol successfully for our 12-month online compact course:

- \*You require Grade 11 (or equivalent/ or higher).
- \*No specific subject requirement.
- \*You must be 18 years or older.
- \*Any industry experience will be beneficial, but is not required.
- \*Must be proficient in English Language.
- \*50% Deposit (enrolment fee) required.
- \*Laptop or computer to gain access to the online platform.

Students from outside of South Africa are welcome to apply, however, we require all international students to have:

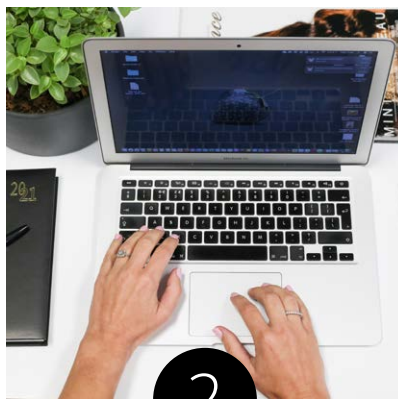
- \*A valid passport is required.
- \*International rates will apply.
- \*International O level or IGCSE (that is the same standard as Grade 11 National Certificate in SA).

## Ready to apply? Our application process could not be easier:



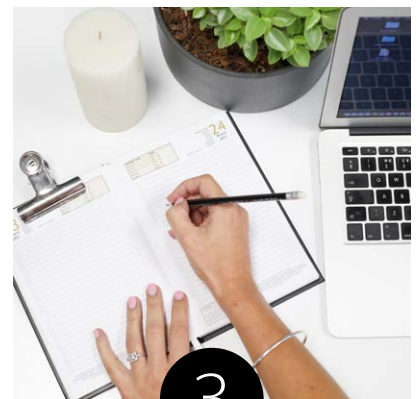
### Enrol Online

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



### Complete final payment

Final payment for tuition fees to be paid.



### Start your journey

Gain access to the LMS and commence with your online compact course.



## CONTACT US

DO YOU HAVE ANY FURTHER QUESTIONS?

Please contact [team@aleitacademy.co.za](mailto: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](#)