

THE
ALEIT™
ACADEMY



ONLINE COMPACT EVENT COORDINATION SUPPORT COURSE

Qualification: CATHSSETA Approved Skills Program NQF 4 -35 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!**

INDEX

| | |
|----------------------------------|---|
| Who We Are | 1 |
| Why Study With Us | 1 |
| A Living Philosophy | 2 |
| Faculty | 3 |
| Curriculum | 4 |
| Course Outcomes | 5 |
| Tuition Fees | 6 |
| Course Facilitation Layout | 7 |
| Admissions & Application Process | 8 |
| Contact Us | 9 |



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.



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

The Aleit Academy Director
Online Lecturer
Hospitality & Events Experience:
25 years



BIANCA RIJSBURGER-KOSSATZ

Vice Principal
Online Lecturer
Hospitality & Events Experience:
15 years



MARKUS BOTHA-FORTUIN

Project Coordinator
Online Lecturer
Hospitality & Events Experience:
9 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, 35 Credits
(70% theory | 30% practical)



**Registration and
induction**



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



**Practical task submission
& Exam**



Final Feedback



**CERTIFICATE
COMPLETION**

6 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 work-place 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.

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.

THEORY VS INDUSTRY TRAINING

144 Theory Contact Hours | 50 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.

2025 TUITION FEES

Total = R15 000

| | | |
|--------------------------|---|----------|
| Online Class (Aleit LMS) | Own Practical Work Integrated Learning Arrangements | 6 months |
|--------------------------|---|----------|

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 | February 2025

| 6 months | |
|---|-------------------|
| Registration | February 2025 |
| Online Lectures & Workbook Task Completion | March - July 2025 |
| Practical WIL Hours | March - July 2025 |
| Practical WIL Project & Workbook Submission | July 2025 |
| Examination | July 2025 |
| Examination re-write (if applicable) | August 2025 |

Intake 2 | May 2025

| 6 months | |
|---|---------------------------|
| Registration | May 2025 |
| Online Lectures & Workbook Task Completion | June 2025 - November 2025 |
| Practical WIL Hours | June 2025 - November 2025 |
| Practical WIL Project & Workbook Submission | November 2025 |
| Examination | November 2025 |
| Examination re-write (if applicable) | December 2025 |

Intake 3 | August 2025

| 6 months | |
|---|--------------------------------|
| Registration | August 2025 |
| Online Lectures & Workbook Task Completion | September 2025 - February 2026 |
| Practical WIL Hours | September 2025 - February 2026 |
| Practical WIL Project & Workbook Submission | February 2026 |
| Examination | February 2026 |
| Examination re-write (if applicable) | March 2026 |

Intake 4 | November 2025

| 6 months | |
|---|--------------------------|
| Registration | November 2025 |
| Online Lectures & Workbook Task Completion | December 2025 - May 2026 |
| Practical WIL Hours | December 2025 - May 2026 |
| Practical WIL Project & Workbook Submission | May 2026 |
| Examination | May 2026 |
| Examination re-write (if applicable) | June 2026 |

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.

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 6-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).
- *Please contact us for course fees.

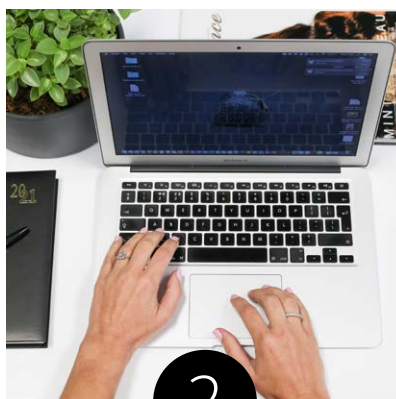
Ready to apply? Our application process could not be easier:



1

Enrol Online

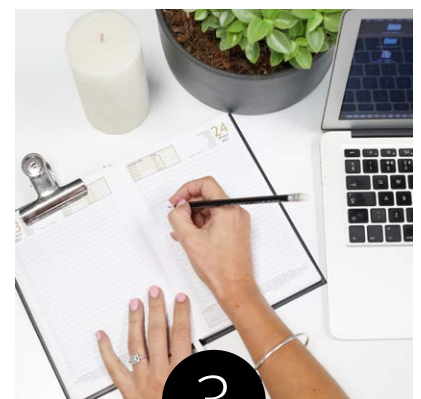
<https://aleitacademy.co.za/>



2

Complete final payment

Final payment for tuition fees to be paid.



3

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 with your queries and we will get back to you soonest. Alternatively, visit our comprehensive website

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

The Aleit Academy

Phone: +27 71 426 0064 | +27 82 512 3103

Email: team@aleitacademy.co.za

The Aleit Academy, Lourensford Wine Estate, Somerset West, South Africa, 7130

Follow us on **f** & **@** to stay updated on daily excitements!

Apply online