



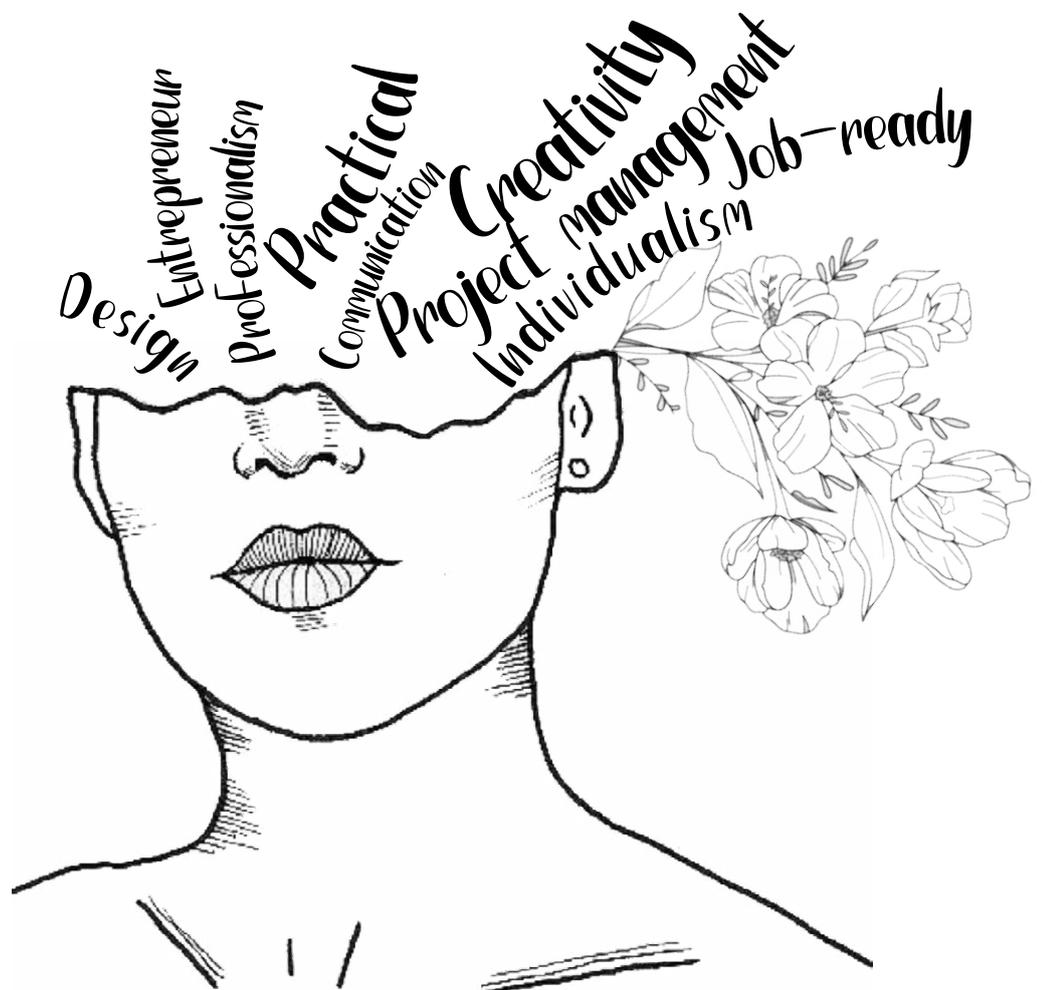
# EVENT COORDINATION

Qualification: Diploma in Event Coordination  
(CATHSSETA Accreditation number 613/P/000249/2014 |  
QCTO accreditation number: QCTOSDP011907011715 |  
Internationally recognised)

**If a passion for events, hospitality and/ 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 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.

## 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**



## 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.

## 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 15 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.



# 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 The 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-KOSSATZ  
Vice Principal  
Lecturer



MARKUS BOTHA-FORTUIN  
Project Coordinator  
Lecturer



ANNABELLE DU PLESSIS  
Practical Placement  
Coordinator | Lecturer



JUSTINE OTTO  
Project Coordinator  
Lecturer

## Our Support Staff



LEE-VANO BOTHA-FORTUIN  
Part-time  
Lecturer



MC COETZER  
Part-time  
Lecturer



ETZARD STRYDOM  
IT Support &  
Maintenance | Lecturer



JACO VAN LOGGERENBERG  
The Aleit Group  
Hospitality Director



JEAN-PIERRE HAYWARD  
The Aleit Group  
Banqueting Manager



MONIQUE THERON  
The Aleit Group  
Marketing Director

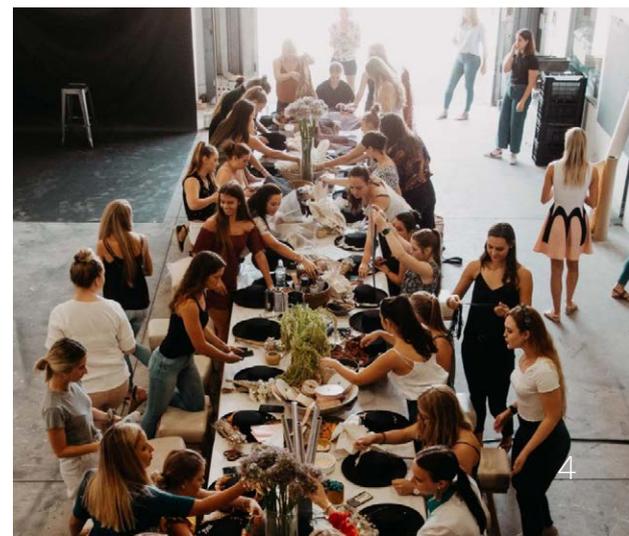
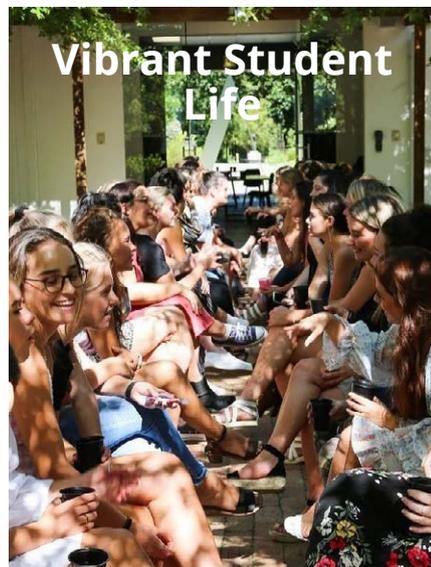


LINDI DU PLESSIS  
The Aleit Group  
Media Coordinator

# 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.

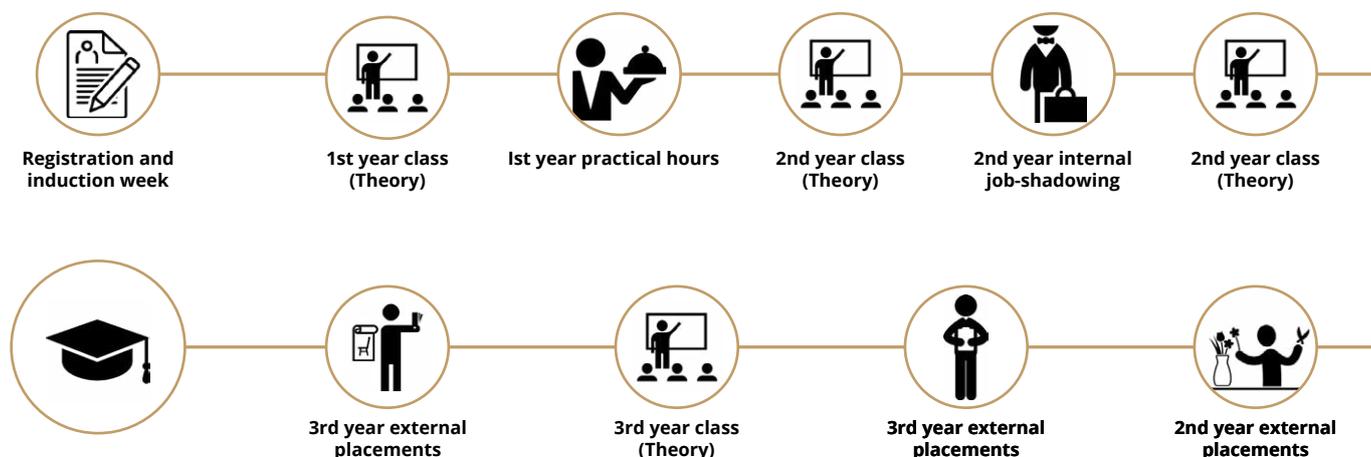


# DIPLOMA IN EVENT COORDINATION

## 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.

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



### 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 Coordinate 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

## Second year

### Communications

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

### 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

### Leadership Methodologies

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

### 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

## INDUSTRY TRAINING

6 Months Specialised Placements

## Short Courses

### 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.

## Additional Workshops



BAR & STAFF TRAINING



VISUAL MERCHANDISING



CV DESIGN



WINE CERTIFICATE



FIRE SAFETY



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.



# 2026 TUITION FEES

<b>Total = R295 500</b>	
<b>1st year</b>	R98 500 (2026)
<b>2nd year</b>	R98 500 (2027)
<b>3rd year</b>	R98 500 (2028)

\*\*Additional fees apply | Payment plans available upon request\*\*

**Academy Starter Kit:** R6000

\*\*Includes: Apron, Tie, Waiter's Friend, Black Blazer, 1 x White & 1 x Black DIENS Shirt, Student Card, Online LMS, Name Badge, Huisdans Ticket for 1st year, Mandatory Microsoft Office 365 Business Standard Package for 1st year.

**Additional Mandatory fees:** R1500

Second and Third year Microsoft Office 365 Business Standard Package

**Optional Additional Courses**

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

As a private educational institution with a personalised approach, we typically host classes of 40 students annually. Application submissions conclude in February for the upcoming 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 tuition fees.

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

<b>Academic fees include:</b>	<b>Academic fees exclude:</b>
Digital Course Material Examinations Classroom training / Facilitation Practical Internship Placement Assistance Uploading and Registering Students onto the CATHSSETA Website Academic Resources Additional Workshops   Short Courses	Academic Starter Kit Optional Additional Courses Academic Printing Accommodation Transport 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 loan assistance is also available. We have partnered with an external company, *Student Hero*, 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 National Diploma. If you are interested in applying for a scholarship, please visit [aleit.co.za](http://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 ensure for individual attention and development. Registration for our course will open from March of each year and acceptance into The Aleit Academy will take about 2 - 3 weeks upon completion of the enrolment process.

### Admission requirements for our three-year, full-time Diploma in Event Coordination:

- \* You require a National Senior Certificate, equivalent or higher-level certificate (NCV or IEB)/ Cambridge.
- \* Any industry experience will be beneficial, but is not required.
- \* If you have already studied further after Matric, please include – in addition to your matriculation certificate – any other tertiary or university results.

### Please note:

- \* Provisional acceptance onto the programme will be granted based on the achievement of a minimum pass mark of 55% for prelim / mid-year Grade 12 results | End Grade 11 results.
- \* Participants are still required to submit their final Grade 12 results on receipt.
- \* No specific Grade 12 subjects are required for admittance to the programme.
- \* Unfortunately we cannot register students who have not successfully completed their NSC or IPA (grade 12). This is compulsory per our CATHSSETA/ QCTO requirements.

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 subjects and 1 IGCSE subject or IEB (that is the same standard as Grade 12 National Certificate in SA).

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



1

### Enrol Online

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



2

### Meet the faculty

Application review followed by a meet and greet



3

### 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**



**Covered Parking Bay**



**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 Paardevlei Shopping Centre, as well as Somerset Mall. The development offers each student a beautifully-appointed 2-bedroom, 2-bathroom (107m<sup>2</sup> 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 and transportation. 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](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/>

The Aleit Academy

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

**APPLY ONLINE**