

## About the iam Diploma in Administration for Executive Assistants

If you are an experienced secretary or executive assistant this qualification was tailor made just for you. The iam's DAEA has been specifically designed to:

- provide you with a quality assured and recognised award in the area of executive support and administration
- enable you to extend and update your knowledge in a rapidly changing business environment
- help you to develop your competence, confidence and effectiveness in the area of executive support and administration
- show you how to better support senior managers in taking on wider responsibilities
- empower you to make a positive contribution to the effectiveness of the executive and the organisation as a whole.

### Entry Criteria

- iam Certificate *or*
- 2 years relevant experience *or*
- A levels *or*
- NVQ Level 3 *or*
- Equivalent Qualifications (*please contact customer services to find out if your existing qualifications are eligible*)

### Programme Aim

Candidates are introduced to the role of the executive assistant/administrator in relation to the needs and expectations of senior managers and executives. They learn to function with flexibility and confidence in a range of contexts, thereby enhancing the effectiveness of themselves and of senior managers and executives. They will also demonstrate the knowledge and understanding required for effective and appropriate executive support and administration.

The DAEA is made up of five units, the detailed content of which is shown on the following page:

## The Diploma in Administration for Executive Assistants

Unit One: Understanding Management	Unit Two: Administration in Organisations	Unit Three: Effective Communication in Organisations	Unit Four: Administration for Executive Support
<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>Developments in Management Thinking</li> <li>The nature of management</li> <li>The influence of key management writers</li> <li>Major Schools of management and organisational thinking</li> <li>Emergence of emphasis on Leadership</li> </ul> <p><b>The Purpose of Management</b></p> <ul style="list-style-type: none"> <li>The nature of 'organisations'</li> <li>General management</li> <li>Functional management: managing resources and processes</li> <li>The roles of managers</li> <li>The decision-making process</li> <li>Corporate governance, corporate social and ethical responsibility</li> </ul> <p><b>Key Management Techniques</b></p> <ul style="list-style-type: none"> <li>Control and co-ordination</li> <li>Communication: overview from the executive's perspective (needs for and expectations of support)</li> <li>Change: analysing the need to change: SWOT and PESTEL</li> <li>Management effectiveness and the rôle of the executive assistant</li> </ul>	<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>Organisations as systems</li> <li>The external environment of the organisation, PESTEL analysis</li> <li>The internal environment of the organisation</li> <li>Introduction to Systems Thinking</li> </ul> <p><b>Administrative systems and procedures</b></p> <ul style="list-style-type: none"> <li>Records systems and data management, computerised and manual records</li> <li>Financial control systems, administering budgets, interpretation of Company Accounts</li> <li>Stock control, ordering and purchasing</li> <li>Human Resources processes</li> <li>Administrative support and the rôle of the Executive Assistant</li> </ul> <p><b>The Office Environment</b></p> <ul style="list-style-type: none"> <li>Ergonomic design, functional efficiency v aesthetic image, security considerations, impact on workflow</li> <li>Legal requirements: Health and Safety at work – regulations and guidelines</li> <li>Environmental policy</li> <li>Emerging working environments: teleworking, flexitime, hot desking</li> </ul> <p><b>Business Meetings and Events</b></p> <ul style="list-style-type: none"> <li>Types and purposes of meetings and events (internal and external)</li> <li>Conference and event management: planning, scheduling, rôles and tasks; fundamentals of project management</li> <li>Formal meetings: procedures, chairing, participation and administration</li> </ul>	<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>The communication process</li> <li>Key models of communication</li> <li>Purposes of communication</li> <li>The rôles of perception and feedback, non-verbal communications</li> <li>Barriers to communication, concepts of noise and gate-keeping, system boundaries</li> </ul> <p><b>Effective communication</b></p> <ul style="list-style-type: none"> <li>Understanding audience/recipient, selection of channel and medium</li> <li>Language appropriate to audience and medium</li> <li>The rôle of communication in team-building and group-working</li> <li>Communicating with external stakeholders</li> <li>Exercising influence: networking, negotiation, persuasion</li> </ul> <p><b>Organisational communication</b></p> <ul style="list-style-type: none"> <li>The purpose of organisational communications</li> <li>Formal and informal channels of communication</li> <li>Communication for leadership</li> <li>The rôle of communication in change management and employee relations</li> </ul> <p><b>Communication techniques</b></p> <ul style="list-style-type: none"> <li>Good practice in written, spoken, visual communication</li> <li>Purpose, design, preparation of business documents</li> <li>Oral communication: meetings, presentations, graphs, posters, PowerPoint slides</li> <li>The impact of the internet on business communications</li> </ul>	<p><b>Content:</b></p> <ul style="list-style-type: none"> <li>The <b>Executive Assistant/Administrator</b></li> <li>Support, delegation, accountability, responsibility; deputising, initiative</li> <li>Team-working with superior; the rôle of a team administrator, working with multiple managers</li> <li>Interpersonal qualities</li> <li>Management styles; resolving conflict</li> </ul> <p><b>Support activities</b></p> <ul style="list-style-type: none"> <li>Meetings</li> <li>Project management</li> <li>Diary management</li> <li>Supervising junior staff</li> </ul> <p><b>Using Information and Communication Technology</b></p> <ul style="list-style-type: none"> <li>Uses and functionality of 'office' software</li> <li>Creating and importing images, tables and graphs between 'packages'</li> <li>Design and formatting of documents</li> <li>E-mail – benefits and drawbacks</li> </ul> <p><b>The Executive Assistant as Information Manager</b></p> <ul style="list-style-type: none"> <li>Databases and data management, fundamental concepts of information systems</li> <li>Data Protection legislation</li> <li>Document management</li> <li>Researching; evaluating, analysing</li> </ul>
<p><b>On completion of the Unit, students will be able to:</b></p> <ul style="list-style-type: none"> <li>Describe key developments in the history of management theory and practice, and the rationale for these changes</li> <li>Explain the purpose and main functions of management, and the nature of the decision-making process</li> <li>Evaluate key management techniques and their relevance to the rôle of the executive assistant/administrator</li> </ul>	<p><b>On completion of the Unit, students will be able to:</b></p> <ul style="list-style-type: none"> <li>Understand the nature of organisations within their wider economic and cultural context</li> <li>Utilise systems and procedures efficiently, and contribute to their ongoing improvement</li> <li>Discuss the requirements of an effective office environment, including legal, financial, ergonomic and Health and Safety considerations</li> <li>Devise, organise and record a variety of business events</li> </ul>	<p><b>On completion of the Unit, students will be able to:</b></p> <ul style="list-style-type: none"> <li>Describe the nature and variety of communication models and their application in business contexts</li> <li>Understand the rôle of verbal and non-verbal communication in effective workplace interactions</li> <li>Participate, negotiate and persuade in team situations and working groups</li> <li>Assess the appropriateness of ICTs to enhancing the effectiveness of business communications</li> </ul>	<p><b>On completion of the Unit, students will be able to:</b></p> <ul style="list-style-type: none"> <li>Discuss the function of the executive support rôle and the range of qualities and skills required</li> <li>Demonstrate 'good practice' in supporting formal meetings, projects and personal scheduling</li> <li>Assess and exploit developments in ICTs to enhance the effectiveness of the executive support rôle</li> <li>Discuss the factors involved in effective interpersonal communication and information management</li> </ul>

**Unit Five: Administrative Management Case Study or Work Project Report: An opportunity to demonstrate your new skills in a work-related context.**

**There is an examination for each of the first four units and the option of a scenario-based test or a Work Project Report for the fifth.**

## Assessment

Units 1 - 4 are each assessed by a three hour unseen written paper comprising of two sections: A and B.

Section A has eight compulsory short answer questions designed to test candidates' knowledge and understanding of concepts and terminology.

Section B has a choice of two questions from four designed to assess the candidate's appreciation of the unit. A question will be set from each area of the Learning Syllabus.

Unit 5 is assessed either by a three hour case study exam, or by a 3,000 – 4,000 word project report.

## Time for completion

The Diploma in Administration for Executive Assistants Management requires 1,000 hours of study over as short or long a time as you wish, from 6 months to 3 years.

## Progression

Students can progress from this qualification to the Advanced Diploma in Administrative Management.



## Where to Study

All **iam** qualifications are designed to be studied in a flexible manner, to suit the needs of today's working student. Individuals may attend colleges and other institutions, or private sector training organisations, or study by a structured programme of tutor supported open learning. A list of tuition providers is available on the **iam** website.

The **iam** produces study guides for the Diploma to supplement tuition and provide a framework for independent study. The guides contain background information to each unit and activities that help students to reflect on the subject. The **iam** and Accredited Centres strongly recommended that students buy the guides in order to support their studies. More information on the guides is available on the **iam** website.

## Fees

Fees for the Diploma programme are as follows:

- Registration and certification      £100
- Units 1 – 4 examinations            £45
- Unit 5 Case Study/Project Report   £55

Registration is valid for 24 months and includes free Student membership.

Assessment fees are only charged as they become due as the student progresses at their own pace. Information about registration for examinations and assessment is available on the 'student information' section of the **iam** website.

The modes of study, courses and services offered by tuition providers vary between providers, as do the tuition fees charged. Students are therefore advised to contact the tuition provider of their choice for further information about tuition fees.

## Next Steps

If you are interested in the DAEA, please complete and return the attached registration form. You should then enrol with a tuition provider of your choice.

## Registration form for the Diploma in Administration for Executive Assistants

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Please complete the form (in BLOCK letters) and return to the iam with your remittance.

<b>Name:</b>	
<b>Address</b> (must be cardholders address):	
Country:	Postcode/ZIP:
email:	Telephone:
Membership Number (if already held):	

**I am enclosing a remittance for:**

£100.00 registration fee

**Cheque/Bankers Draft**

(payable to 'The Institute of Administrative Management')

**Debit card:**

Delta                       Solo  
 VISA                          Switch

*Switch only:*

Issue No:     /   
 Start Date:    /

**Credit card:**

VISA                                       Mastercard

Card No:     /  /  /   
 Expiry Date:  /   
 Security No:  (Last 3 numbers on reverse of card)

Signature:

Date:  /  /

**Return to: Customer Services, iam, 6 Graphite Square, Vauxhall Walk,  
London, UK, SE11 5EE Fax:+44(0)2070912619 email:[info@instam.org](mailto:info@instam.org)**

*Your order represents an offer to us to purchase a product and/or service which is accepted by us when we have dispatched the product and/or service to you. You have the right to cancel your order within seven working days of delivery (starting the day after you receive the goods or the day after the contract for the supply of services is concluded) and return them for a full refund. For full terms and conditions please see [www.instam.org](http://www.instam.org)*

**For UK Candidates ONLY.**

**Please complete the following questions for monitoring purposes only:**

**Q1: Date of Birth:**

/   /

**Q2: Gender:**

Male  
 Female

**Q3: Ethnicity:**

Asian or Asian British - Bangladeshi  
 Asian or Asian British - Indian  
 Asian or Asian British - Pakistani  
 Asian or Asian British – any other Asian background  
 Black or Black British - African  
 Black or Black British - Caribbean  
 Black or Black British – any other Black background  
 Chinese  
 Mixed – White and Asian  
 Mixed – White and Black African  
 Mixed – White and Black Caribbean  
 Mixed – any other Mixed background  
 White - British  
 White - Irish  
 White – any other White background  
 Any other  
 Not known/Not provided

**Q4: Learning Difficulties/Disabilities:**

I consider myself to have a learning difficulty and/or disability and/or health problem  
 I do not consider myself to have a learning difficulty and/or disability and/or health problem  
 No information provided

**If you consider you have a learning difficulty and/or disability and/or health problem, please answer Question 5 and/or Question 6:**

**Q5: Disability**

- Visual impairment
- Hearing impairment
- Disability affecting mobility
- Other physical disability
- Other medical condition (for example epilepsy, asthma, diabetes)
- Emotional/behavioural difficulties
- Mental ill health
- Temporary disability after illness (for example post-viral) or accident
- Profound complex disabilities
- Multiple disabilities
- Other
- No disability
- Not known/information not provided

**Q6: Learning Difficulty**

- Moderate learning difficulty
- Severe learning difficulty
- Dyslexia
- Dyscalculia
- Other specific learning difficulty
- Multiple learning difficulties
- Other
- No learning difficulty
- Not known/information not provided