

Quality education through distance learning.

VIRTUAL ASSISTANT DIPLOMA

Includes our 'Introduction to AI' unit at no extra cost.



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Like the idea of working from home? Even having your own business and being your own boss? Then think about becoming a Virtual Assistant providing a PA service to your clients or working for a VA business who will provide you with the work.

The great thing about being a VA is that you can have clients or work for someone from anywhere in the UK or worldwide.

Our Virtual Assistant Diploma is great for those living remotely or with family commitments or those who just prefer to work from home!

Work as much or as little that suits your lifestyle and other commitments.

Guidance in registering with VA business providers or setting up your own VA business – let's get started!



ACCREDITATION BY NCFE CQ & CPD

This Diploma is a fully accredited qualification by NCFE CQ, awarding organisation recognised by UK qualification regulators.

NCFE qualifications are both UK and internationally recognised.

- **NCFE CQ10458 – PA Diploma**
- **NCFE CQ10472 – PA Skills Certificate (Level 3)**
- **Teeline Shorthand Diploma (Level 3) – Additional Option and Cost**

Level 3 is advanced level and the PA Diploma has been benchmarked using Ofqual's QCF level descriptors to allow you to consider the depth of study, and level of difficulty involved.

Further information about [NCFE Awarding Body and accreditation](#).



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QUALIFICATION

COURSE PROGRAMME

SECTION 1 – CORE SKILLS

This section of the course covers some key skills which will be useful for studying your course and also to help you with key tasks you may need in your current role. You may already have some knowledge of these topics and find you can complete some or all of these units at a fast pace.

For others you may find it useful to get to know Outlook and Word in more detail to help you cope with your role with more confidence.

- 1 Outlook - Email & PIN (Personal Information Management)
- 2 Diary Management
- 3 Advanced Business Letters
- 4 Complex Tables
- 5 Advanced Internet Research
- Introduction to AI**

SECTION 2 – DEVELOPING SKILLS & KNOWLEDGE

In this section you will be building on the skills and knowledge you have studied in the first section and applying these to complete more advanced tasks covering specific areas of Administration responsibilities required in a typical Executive Assistant position. You will see a step up in developing your IT skills as well as your ability to analyse and your decision making. Your soft skills will also be developed helping you to cope with your demanding role.

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The above order is designed to build your skills from the core modules, to intermediate level modules and finally to the more demanding modules as you progress through the course. If you wish to study a particular module earlier than in the course programme – then just ask your tutor who can organise this.



IT UNITS

Word – Word Processing

This is the largest program in Microsoft Office suite and the one you will use daily in your professional career. You will be able to create a range of different business documents, edit them effectively and with confidence, use different formatting techniques to enhance their design, use automated features to help speed up the production rate and reduce repetitive tasks including advanced design and tracking features.

Design and edit tables properly, understand when to use the codes and breaks, run macros, merge and link documents, import data, utilise the developer tools to create interactive forms and questionnaires and collaborate with your team.

Excel – Spreadsheets

Excel is a very versatile program and understanding the different ways you can use the program will help you to manage your workload effectively.

Create calculations using complex formulae and functions. Produce professional charts and graphs and develop your ability in producing different reports and using effective formatting techniques. Skills essential for business meetings, department reviews and a range of PA roles.

Learn key cell references and arrays, automate your worksheets so edits and collaborations take effect for all. Run complex filters, link between workbooks. Protect and consolidate data, summarise and audit reports and use Goal Seek to provide forecasts that you and your Executives can work to.

This unit is linked to other Administration units where you can use Excel as a tracking document.

PowerPoint – Presentations

Develop your design skills so you will have the knowhow required to produce a professional presentation for key projects, meetings, training sessions etc.

Create eye-catching, professional presentations with effective animation, sound effects and timings to suit the topic and purpose of the presentation.

Practice how to use speaker notes effectively so you deliver flawless presentations to your team or superiors every time. Ensuring the audience can fully understand the content and engage with the information being presented.

Incorporate charts, graphs and data from other applications, apply complex transitions and build automated slideshows that stand out.

Internet Browsing Software

Having the ability to navigate efficiently whilst understanding how to source reliable information is critical to effective research. As well as this the unit covers safety on the Internet, appropriate use and how to troubleshoot hardware or network problems.

Learning key research techniques lends itself to a number of administration and management units included on the course.

Outlook – Email and PIM

The core program used today to communicate with both colleagues and clients/customers. Learn how to organise your Outlook filing system, use alerts and building blocks effectively to reduce your workload on repetitive tasks.

Managing multiple inboxes effectively is essential for the discerning office professional. You will also cover the Personal Information Management section of Outlook identifying how and when you can use these features to help you cope with your busy schedule.

Take advantage of Rules, retention policies, collaborate with your executives, use permissions to ensure confidentiality when sharing and much more.

Introduction to AI

Harness the power of AI to streamline tasks, enhance productivity, and stay ahead in the modern workplace.

Artificial Intelligence is reshaping the way office professionals work — and this course is your gateway to understanding and using AI with confidence. Designed specifically for Executive Assistants, PAs, Office Managers, and other admin professionals, this practical course demystifies AI tools and shows you how to apply them effectively in your day-to-day role.

You'll explore real-world applications, get hands-on with tools like ChatGPT and Microsoft Copilot, and discover how AI can support everything from diary management to content creation — all while understanding ethical considerations and staying in control of the tech.



ADMINISTRATION UNITS

The Administration units cover a wide range of administrative responsibilities which will be required in your role. You will find that these units link with the IT skills in the course as you will use many different programs to carry out these tasks.

Diary Management

This unit is linked to the Outlook IT module as you will use a range of Outlook tools to help carry out diary management duties.

Knowing how to professionally manage your own diary as well as your line manager's diary or even the diary for the CEO is one of the core skills required in professional office roles.

Communicating effectively with all those concerned is essential and ensuring there is sufficient information contained in each entry is the key. This avoids confusion and mishaps and reduces the risk of something going wrong!

Learning about the benefits of running both a manual and electronic diary system is also covered in this unit.



Business Trips

This unit follows on from learning how to use browsing software so you can start to put into practice newly learnt skills in a practical way, as you work through the step by step procedure required when organising a business trip.

You will learn a range of hints and tips on how to manage different situations and problems, the range of documents required and how to present professional documents for your travellers using your Word and Excel skills.

Ensuring you communicate effectively to all those concerned in the business trip, providing the right level of detail, as well as the right range of information in professional communication and documents will ensure a smooth and effective business trip.



Analysing & Composing Business Documents

This unit will develop your ability to compose and design a range of different business documents.

This will include correspondence to resolve a range of typical business situations, where tone, tact and diplomacy is required, reports from given information ensuring you follow the conventions of business report writing, blogs providing information/updates and effective questionnaires/surveys used in many different ways but especially relevant when running a business event.

These skills will be used in other units as you work on more complex roles and responsibilities you will meet in your professional role.





Business Meetings

Organising a business meeting is a key responsibility for office professionals. You will learn how to prepare and plan for a meeting, liaise with different departments, people and organisations to ensure the meeting is a success, draft and prepare agendas, manage invitations and track your progress.

You will also study what to do on the day of the meeting and your role in minute taking. Those studying shorthand on their course will have the added benefit of using this skill to take down minutes.

Finally, you will learn how to prepare the minutes and the correct procedure to follow after a business meeting to ensure effective continuity whilst ensuring that all parties are kept informed.

Business Events

You will develop your understanding of the different roles and responsibilities needed in the preparation of a business event and develop advanced tracking skills to ensure the project is on schedule.

You will learn about the marketing elements of a business event, people management skills and organisation, liaising with suppliers, speakers and delegates, working closely with the venue, carrying out relevant research, reporting to management, monitoring progress and liaising with your team.

You will also look at the range of different documents required for a typical business event and their relevance in helping to track the planning for the event as well as marketing and publicity documents.



"Course content was thorough and easy to navigate, particularly as the material and assessments are accessible via the college hub. I would recommend Lewis College to anyone interested in changing career and gaining new experience, as well as anyone in the industry wanting to brush up on skills." - Victoria



VIRTUAL ASSISTANT UNITS

The Virtual Assistant units cover a wide range of VA responsibilities which will be required in your role. You will find that these units link with the IT skills in the course as you will use many different applications to carry out these tasks.

Introduction to Virtual Assistance

We'll explore the dynamic and rapidly growing field of virtual assistance. In today's digital age, the role of Virtual Assistants (VAs) has become increasingly vital to modern business operations.

Throughout this unit, we'll delve into the definition of a Virtual Assistant, examining how VAs leverage technology to provide remote support across various industries. You'll learn about the diverse range of tasks VAs handle, from administrative duties to specialized services like digital marketing and project management.

We'll also explore the crucial role VAs play in helping businesses achieve efficiency, flexibility, and growth in an increasingly globalized economy.



Essential Skills for Virtual Assistants

In today's digital marketplace, standing out as a virtual assistant requires more than just offering general services. Clients are looking for professionals who not only excel at what they do but also bring unique value to the table.

This is where specialised skills, such as Search Engine Optimisation (SEO), content creation, and having a clearly defined Unique Selling Point (USP), become essential tools in setting yourself apart from the competition.

This series of lessons is designed to help you develop and refine the key skills that can significantly boost your virtual assistant career.



Essential Equipment and Software for VAs

As a virtual assistant (VA), your home office is your command centre. It's where you manage tasks, communicate with clients, and ensure that daily operations run smoothly.

A well-organised, comfortable, and tech-equipped workspace is crucial for maintaining productivity, focus, and overall job satisfaction. Without the right setup, small inefficiencies can add up, affecting your performance and comfort throughout the day.





Services & Pricing as a VA

This series of lessons equips virtual assistants with the knowledge to strategically expand their service offerings, establish sustainable pricing models, and meet client needs effectively.

By exploring diverse tasks such as bookkeeping, social media management, and customer-focused roles, along with pricing structures like hourly rates and retainer packages, virtual assistants can increase their value, attract more clients, and create steady, profitable income streams tailored to their expertise and business goals.

Marketing Your Virtual Assistant Business

For virtual assistants (VAs), developing a strategic marketing plan and establishing a strong personal brand are foundational steps toward business success. In this lesson series, we'll begin by exploring the essential elements of a comprehensive marketing strategy.

From setting clear objectives and identifying a target market to choosing effective marketing channels, these lessons are designed to equip VAs with the tools needed to promote their services and attract clients. By understanding and applying these strategies, VAs can build a roadmap to meet their business goals and stand out in a competitive market.



"I had a great experience with my Diploma course! The tutors were lovely, always approachable, and incredibly helpful throughout. Highly recommend this program to anyone looking to enhance their skills!" - Alex





Finding and Managing Clients

For virtual assistants (VAs), building a thriving business relies heavily on securing and retaining clients, engaging in meaningful professional networks, and offering exceptional customer service.

In this lesson series, we start with essential techniques for client acquisition and retention. By defining a target market, establishing a credible online presence, and building referral networks, VAs can create a solid foundation for business growth. Effective client acquisition involves understanding client needs, offering value-added services, and consistently exceeding expectations to encourage long-term loyalty.

Digital Collaboration & Communication

With the rise of remote working, digital collaboration has become a cornerstone of many traditional office-based roles. This unit explores how dedicated collaboration software has revolutionised teamwork, enabling seamless communication through video calling, text, and live chat features. Gone are the days of juggling awkward phone setups—modern tools provide streamlined, efficient ways to work together from anywhere.

Focusing primarily on Microsoft Teams, which is now included in all Office suites, this unit will introduce a range of software applications designed to enhance digital collaboration. Students will learn how to effectively utilise these tools to improve productivity, foster teamwork, and stay connected in a remote or hybrid working environment.



"I had an amazing experience with Lewis College. Everything from A-Z was professional and easy. The tutors are very quick in replying to any questions I may have had or in getting back to me about my coursework/assessments. They are friendly and helpful. I enjoyed studying with them. I would definitely recommend Lewis College to anyone looking to add to their education/careers. Thank you to everyone that was apart of my journey." - Nadine



BUSINESS DOCUMENTS UNITS

Advanced Business Letters



You will learn how to use a range of Word tools and features to create professional business letters from instructions, amended documents and using automatic features to build letters using repetitive text.

Proofreading and presentation skills will also be developed as well as production rate whilst creating a variety of letter layouts and designs.

Complex Tables

Beginning with simple tables and the different features in creating tables, you will then move onto producing more complex tables.

Developing your ability to present information in a professional way using tables is a key skill. Learning how to transpose information from different sources is also covered in this module including hints and tips on how to manage tables – they can be a little confusing!

You will also look at developing your design techniques to present your tables in an effective way.



Advanced Mail Merge



This unit looks at mail merge within Word. A very useful part of the program specifically designed for mailshots for letters and emails.

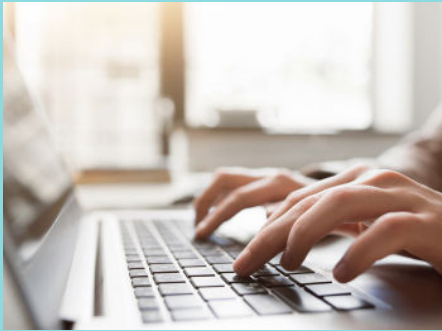
Editing datafiles and using specific matching criteria is also covered to enhance your skills in creating mail shots.

You will setup original templates, link and edit data files, and learn how to set mail merge criteria for selective merging.

Audio Transcription

Developing your skills in preparing business documents from audio dictation is a very useful skill. Many managers will dictate letters, notes, reports etc which will then need to be transcribed.

You will learn how to use a digital dictation program and the right techniques to help cope with producing professional documents from dictation.



Speed Keying

You will be provided with an account to use our interactive Typing Program which can be accessed at any time throughout your course.

You will learn useful hints and tips on how to develop your touch typing skills and build your speed aiming to achieve over 50 wpm.

"I have only good things to say about Lewis College; the course content is really interesting and broken down into easy digest sections. Furthermore, the support offered by the most personable and friendly tutors help make the experience even better. I would recommend to anyone who wants to further their skills or learn new ones!" - Rhiannon



PERSONAL DEVELOPMENT UNITS



CONFIDENCE BUILDING & SELF ESTEEM

These skills will enable you to work in a fast-paced environment and demonstrate your ability to deal with a variety of tasks and a range of different people. Last minute changes won't phase you and thinking clearly and competently on the spot will become second nature.

This will help you to deliver key tasks when under business pressures and have the confidence to appropriately challenge decisions.

Go to work confident in your skills and your ability to perform the job as well as increase your productivity and job satisfaction.



COMMUNICATION

Support in having a professional attitude and appearance and building good communication skills both written and verbal.

You will become an experienced and confident communicator, at all levels, with fantastic attention to detail and organisational skills.

Good interpersonal skills, strong team focus and an ability to confidently communicate with a wide range of people and businesses at different levels as well as refining a professional telephone manner.



ORGANISATIONAL SKILLS, STRESS MANAGEMENT AND ERGONOMICS

Multi-tasking is a requirement of any Executive PA role, and this unit will teach you skills to help juggle multiple tasks.

Refining strong organisational and time management skills with a combination of theory and practical techniques.



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RELATIONSHIP AND PEOPLE MANAGEMENT SKILLS

It's important to be able to work autonomously and alongside a team when working as an Executive PA.

You will learn how to work well with people and in a team environment. Collaborating with colleagues, management and senior management within the business and clients at all levels to ensure an efficient working approach, share ideas and ensure processes are aligned.

Building your ability to work in a team environment as well as being able to deal with people at all levels in a tactful, diplomatic and assertive manner over the telephone and in person.

"The Tutor support throughout was excellent. I would like to give a special thanks to Penny, Simon and Jen who have gone above and beyond. They have given guidance when needed. Their feedback has been welcomed at every stage of the course. Huge thanks to all who have helped me to get to the finish line." - Charlene



SOCIAL MEDIA AND NETWORKING

Having more understanding about different social media platforms and how you can use them to develop your profile in a professional manner is now a key part of developing your career.

Understanding how business organisations can also use social media to develop their products and services and to enhance their branding is also important.

Networking is a separate skill and something to develop as you attend conferences, exhibitions, meetings etc to help enhance your own profile and the profile of your business organisation.



Working as a Virtual Assistant

There are several different ways you can work as a VA.

You can work for one or 2 organisations, anywhere in the world, where you work full time or part time from home. This enables you to apply for jobs that are not in your area and therefore increase the scope of the range of jobs you can apply for. You will see jobs are advertised on sites such as Reed, Secs in the City etc. Use the phrase "Work From Home" or "WFH" in your search on these sites and see what comes up as well as Virtual Assistant.

Recruitment Agencies are also a good source of funding VA/WFH roles – both local and throughout the UK and even abroad.

You can also work for online Secretarial/Virtual Assistant organisations who have a range of clients and you can register with them to cover certain areas of what they provide.



BE YOUR OWN BOSS

Finally you can start your own Virtual Assistant business where you can gradually build your own client bank. You can start off simply by contacting local businesses to let them know of your services and then develop your business through marketing, building a website etc.

You will also need to set up a business name, decide on your legal identity, business insurance etc and find out what support as a business startup you can get from your local council and business organisations.

Setting up your own business takes time and a lot of research and reaching out to other supporting services. The building up of your business can be started as soon as you feel ready to start this aspect of your course.

The course includes support to help you develop your VA career which will vary depending on the option you choose to select.



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