



# Virtual Assistant

## *Detailed Program Curriculum*

### Program Description

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Most Virtual Assistant duties revolve around providing administrative support and managing the efficient operation of the office. This program content will guide the learner on developing and maintaining a daily office routine, understanding and appreciating how office ergonomic considerations aid in work efficiency, organizing and scheduling meetings and appointments, maintaining contact lists, and producing business legal correspondence. The learner will also compare the various aspects and responsibilities of a human resource department, explain the importance of maintaining records, consider different office filing systems, develop an understanding of basic bookkeeping and accounting, explore an introduction to marketing and event planning, mailing, and shipping considerations, booking travel, and the use of online applications and cybersecurity. The student will learn how to use a keyboard and further develop their keyboarding skills efficiently. Consideration and study of time management skills and the importance of being a detail-oriented problem solver will be discussed. The program will expose and support the learner to a complete understanding and appreciation of computer fundamentals. It will provide the learner a review of grammar and writing style. Microsoft™ products such as Word, Excel, Outlook, PowerPoint, Access, and OneNote will also be studied. The program will also support the learner with resume writing and interview skills and skills in conducting and presenting well-informed professional research. Finally, students will navigate the various elements of developing their career and business as a Virtual Assistant. Everything learned in this program will give the learner the skillset to become a professional Virtual Assistant.

### Program Objectives

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Upon successful completion of this program, the student will be able to:

- identify the importance of VA (Virtual Assistant) roles within an organization,
- demonstrate an understanding of computer equipment, keyboard kinetics, Windows, and the Typsey® software,
- demonstrate competency in software programs such as Microsoft Office, FastFox®, and QuickBooks Online,
- develop personal financial planning skills to build a foundation for better financial awareness,
- demonstrate competency in Microsoft products: Word, Excel, Outlook, PowerPoint, OneNote, Access,
- demonstrate accurate and thorough basic bookkeeping and accounting skills manually and with QuickBooks Online,
- list proper Administrative terminology,
- identify legal and ethical standards,
- identify correct ergonomic factors in a workstation and office environment,
- perform a variety of office procedures,
- operate a variety of current office equipment,
- identify a correct records management program,
- apply grammatical skills to produce proper business and legal documents,
- develop effective communication skills,
- recognize and plan all aspects for setting and holding meetings,
- apply time management techniques to solve problems in a timely fashion,
- develop marketing skills on a variety of platforms such as social media, analytics, landing pages, lead generation, fundamentals to building a website, SEO and Google Ads,
- apply skills for managing human resources,
- demonstrate skills in many areas of project management,
- stage events, plan and book travel for individuals and groups,
- identify different research methods and develop their workplace research skills,
- create a professional resume and cover letter and identify effective interview techniques,
- establish their niche and build a successful business plan,
- create employment contracts and develop strategies for job searching.

### Prerequisites

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Applicants must have a grade 12 diploma or be a mature student (aged 19 at the start of the program). A copy of the student's high school diploma is required if they are under the age of 19. A copy of a Government-issued photo identification such as a driver's license, passport, or other, which shows the students' date of birth, must also be supplied. Students must complete a typing test, confirming that they meet our minimum typing speed of 30 NWPM (net words per minute). Students must also complete and pass

the *English & Grammar test* with at least 85%. All distance learning students must complete a *Distance Learning Assessment*. Students must have a computer with Internet access (high speed is recommended). Computer specifications are listed below.

## Teaching Methods

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Students will complete the program individually, self-paced, and in-class or online. Students will be provided with support from our instructor, student services, and IT departments via email, phone, or live chat. All instructors and educational assistants employed by CanScribe Career College are highly qualified and bring a wealth of knowledge and experience. They are dedicated to assisting every student through the program.

## Required Textbooks, Reference Materials, and External Programs

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Students are responsible for and must purchase the 4th Edition of *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak. This textbook is referenced throughout the program, and quizzes and tests have been created based on this textbook. Print or e-text versions are available through Amazon or VitalSource.

MindTap is a mandatory supplemental resource to the textbook. MindTap is a supportive study tool that includes the e-textbook, flashcards, quizzes, and assignments. Some assignments will be graded and applied to a percentage of the student's final grade. Students may be tested on assigned MindTap activities, whether graded or not. Students must purchase MindTap at the time of textbook purchase to receive the designated discount.

Typsey is a mandatory, external program that you will gain access to in the Computer Fundamentals course. This program will help you develop your typing skills and increase your speed and accuracy. You will have a one-year license to the program. A Typsey license is included in your tuition fee. Typsey is compatible with both Windows and Mac computers.

Enriched Academy is an external platform to which you will have portal access during school and post-graduation. You will be provided with a link and log in information when you begin the *Personal Financial Planning* course.

Students will be provided with a QuickBooks Online course and will be required to use QuickBooks Online. Instructions will be given on how and when students need to access the program.

Students are required to have the Microsoft Office suite installed on their program prior to enrollment. There are multiple mandatory assignments throughout the program that will require the use of the Office suite.

*FastFox*® is a text expander software program that organizes frequently used text snippets in customizable categories for quick access, saving students hours of typing. A *FastFox*® license is included in your tuition fee. *FastFox*® is compatible with both Windows and Mac computers.

## Computer Requirements

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A computer is required for the entire program. Computer requirements are as follows:

- Access to high-speed internet.
  - Minimum download speed of 15 megabits per second.
  - Minimum upload speed of 5 megabits per second.
- A minimum of 8 gigabytes of RAM (Random Access Memory).
- For Windows Operating Systems:
  - Windows 10 or newer
  - Google Chrome or Firefox
- For Mac:
  - Mac OS X Yosemite or newer
  - Google Chrome, Firefox, or Safari

## Method of Evaluation

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1. **Course Tests** **25 (%)**  
Students are encouraged to meet the benchmark score of 90% on all course tests. Course tests are weighted equally, combined, and averaged for a final grade.
2. **Midterm Exam** **25 (%)**  
The midterm exam is cumulative from the beginning of the program. It includes questions relating to all courses before the midterm. Students are encouraged to meet the benchmark score of 90% on the midterm exam.

3. **Simulated Employment Interview 5 (%)**

The simulated interview is comprised of a cover letter and resume submission for a fictional job and a virtual interview based on the same position. Students must submit an edited version of their cover letter and resume and then make an appointment with an instructor for the virtual interview. The Cover Letter and Resume submissions are worth 40% of the total grade, and the Simulated Interview is worth 60% of the total grade.

4. **MindTap 5 (%)**

Students will be directed to MindTap activities throughout the program. Students will work through critical thinking activities that apply to the content of the courses. Specific assignments will be identified as graded at the end of each course prior to the course test.

5. **Final Exam 40 (%)**

The final exam is cumulative from the beginning of the program. The final exam will be comprised of questions from every course of the program.

**TOTAL 100%**

## Academic Honesty

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CanScribe Career College is committed to the highest standards of academic integrity and honesty. Students are urged to avoid any behavior which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or dismissal from the program. Please see further details under the **Appropriate Conduct/Dismissal Policy** section in the CanScribe Student Handbook.

## Graduation Requirements

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To meet the **graduation requirement** for the Virtual Assistant program, the student must have achieved a grade of C- (55% or higher) to pass. The following table denotes CanScribe's Final Grade Percentages:

A+	98 – 100%	Dean’s List
A	95 – 97%	High Honors
A-	90 – 94%	Honors
B+	85 – 89%	Merit
B	80 – 84%	

B-	75 – 79%	
C+	70 – 74%	
C	65 – 69%	
C-	55 – 59%	
F	0 – 54%	

Upon registration, the student has access to an online grade book in their account. This tool is for the student to access grades throughout the program.

## Timeline

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Upon registration, each student is provided with a personalized timeline, including completion dates, to guide and assist with the program's time management. Students proceed at their own pace and are required to complete the program in 6 months (182 days). An example of the basic timeline is as follows:

<b>Virtual Assistant Program Timeline</b>		
<b>Course</b>	<b>Estimated # of hours to complete</b>	<b>Estimated # of days to complete (7-day study week)</b>
<b>Introduction</b>	3	1
<b>Computer Fundamentals</b>	60	21
<b>Personal Financial Planning</b>	25	9
<b>Microsoft Word</b>	30	11
<b>Microsoft Excel</b>	40	14
<b>Microsoft Outlook</b>	21	7

Microsoft PowerPoint	26	9
Microsoft OneNote	10	4
Microsoft Access	12	4
<b>Milestone 1</b>		
Accounting and Bookkeeping	68	24
QuickBooks Online	10	4
Understanding the Administrative Field	15	5
Office Routines and Ergonomics Principles	25	9
<b>Milestone 2</b>		
Midterm Exam	4	1
Business Writing and Legal Documents	54	19
Effective Communication, Meetings, and Time Management	25	9
Marketing	10	4
Human Resources	16	6
Project Management	10	4
Event Planning and Travel Management	20	7
Research	10	4
Career and Business Development	25	9
<b>Milestone 3</b>		
Final Exam	6	2
<b>Total</b>	<b>525</b>	<b>184</b>

## Extensions

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Students may be able to extend their program by purchasing extensions as long as they have not been dismissed or withdrawn from the program. Eligible students are able to purchase 1-month (\$150.00) and 3-month extension blocks (\$350.00). Extensions are always retroactive to the student's latest contract (or amended contract) end date. Extensions are not eligible for T2202 tax receipts.

## Referral Rewards

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Referral rewards will be paid to referring party for a student's enrollment, as long as the enrolment meets specific criteria. The referrer must be noted on the student contract before the program start date. Referral rewards will be paid to the referee once the student has completed 50% of their program. The referral reward is \$100.00 for the Virtual Assistant Program.

## Milestones

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Milestones occur three times throughout the program and are triggered when the student reaches a specific point in the program. The student is encouraged to complete a short milestone survey, which is then reviewed by an instructional team member. Contact is initiated by the instructor to see how the student is doing, answer any questions or concerns, and ensure the student is making good progress through the program. If the survey is not completed by the student, contact with the student is still made by the instructors. Students are encouraged to contact the instructors at any time throughout the program when they need assistance.

# Program Outline

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## Introduction

**Prerequisites:** None

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 3 hours

**Method of Evaluation:** No evaluative content for this course.

**Learning Objectives:** In this course, the student will be exposed to the overall program objectives and learning outcomes. They will identify the importance of the Virtual Assistant roles in an organization. This course also explains the difference between Administrative and Virtual Assistant. It provides a career outlook for Administrative and Virtual Assistants. Students are introduced to and will review their program textbook: *The Administrative Professional: Technology and Procedures*.

**Course Materials:** *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, purchase textbook.

**Course Outline:**

1.0 Administrative Professional Introduction

## Computer Fundamentals

**Prerequisites:** Introduction

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 60 hours

**Method of Evaluation:** MindTap activity (10% of 5% of the student's final grade), Computer Fundamentals course test (7.14% of 25% of the student's final grade), completion of Typsey.

**Learning Objectives:** In this course, the student will perform basic computer skills, demonstrate ergonomic keyboarding techniques, and increase their typing speed and accuracy. The student will be able to name basic computer components and technology, explain the use of hardware, software, peripherals, and wireless technology; use the internet as a resource; and use various methods for data storage and networking. Additionally, students will accurately keyboard audio to text documents. Further, the student will identify proper proofreading and editing practices, use a text expander program, set up text expansion and identify all the different applications. The student will also use hotkeys and utilize features of FastFox. Students will be able to identify and explain security risks and antivirus protection software. Upon completion of this course, students will be able to define email, name the parts of an email and distinguish business email guidelines.

**Course Materials:** *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook, Cengage MindTap, FastFox.

**Completion Requirement:** View all course material, attempt MindTap activity, attempt course test.

**Course Outline:**

1.0 Keyboarding Techniques

2.0 Text Expanders

3.0 Basic Computer Components and Terminology

1.0 Online Applications and Cyber Security

2.0 Audio Transcription

3.0 Windows 10 – Level 1

4.0 Windows 10 – Level 2

5.0 Windows 10 – Level 3

6.0 Windows 10 – Level 4

7.0 Computer Fundamentals Course Test

## Personal Financial Planning

**Prerequisites:** Computer Fundamentals

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 25 hrs

**Method of Evaluation:** There is no evaluative method for this course.

**Learning Objectives:** In this course, the student will develop their knowledge and personal financial planning skills. This includes assessing the value of money and creating a clear foundation for better financial awareness. Students will identify what credit and credit history are and how it is built and managed. Further, students will analyze student loans before and after graduation, budgeting, and managing their payments. Students will be able to explain the stock market and how to apply investing skills. Students will define various savings practices, such as the TFSA (Tax-Free Savings Account) and RRSP (Registered Retirement Savings Plan), and how-to set-up and handle them successfully. Students will identify real estate investment and the industry of financial advisors. This course will guide the student in mastering their career and protect their personal brand.

**Course Materials:** Access to Enriched Academy, Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** Students must attempt all chapter tests.

**Course Outline:**

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|---|---------------------------------------|
| 1.0 Money Myths                               | 8.0 Investment Properties             |
| 2.0 Understanding Credit                      | 9.0 Retirement Planning               |
| 3.0 How to Manage Student Loans               | 10.0 The Industry of Financial Advice |
| 4.0 Where Are You Today?                      | 11.0 Career Mastery                   |
| 5.0 Beginner's Stock Market Investing Systems | 12.0 Leveraging Equity                |
| 6.0 Advanced Stock Market Investing Systems   | 13.0 Private Lending                  |
| 7.0 TFSA vs. RRSP                             |                                       |

**Microsoft Office**

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Method of Evaluation:** Microsoft Office course test (7.14% of the 25% of the student's final grade).

**Length:** 139 hours

**Learning Objectives:** In this course, students will learn about the functionalities of the Microsoft Office applications Word, Excel, Outlook, PowerPoint, OneNote, and Access Database.

**Course Materials:** No additional materials are required for this course.

**Completion Requirement:** Students must attempt the Microsoft Office course test.

**Microsoft Word**

**Prerequisites:** Personal Financial Planning

**Length:** 30 hours

**Learning Objective:** The purpose of this course is to demonstrate the available features in Microsoft Word, such as copy and paste, find and replace, and how to format documents. Students will identify Word features to produce a professionally edited document. Upon completing this course, the student will be able to apply simple formatting to documents, create lists, change margins, paper size, and document orientation. The student will also be able to proofread and edit documents using the Spelling and Grammar check features. Students will practice word expander technology using AutoCorrect.

**Course Outline:**

- |   |                                     |
|---|-------------------------------------|
| 1.0 Level 1 - Introduction and Basics               | 4.0 Level 4 – Managing Documents    |
| 2.0 Level 2 - Importing, Navigation, and Formatting | 5.0 Level 5 – Tables and References |
| 3.0 Level 3 – Paragraphs and Page Layout            | 6.0 Level 6 – Objects and Printing  |

**Microsoft Excel**

**Prerequisites:** Microsoft Word

**Length:** 40 hours

**Learning Objective:** This course is an introduction to Microsoft Excel. The student will describe an electronic spreadsheet, the Excel program, what it can do, identify elements within the program, and explain basic terminology. Upon completing this course, the student will demonstrate skills using Microsoft Excel as an electronic spreadsheet.

**Course Outline:**

- |  |   |
|--|---|
| 1.0 Level 1 – Introduction and Basics  | 7.0 Level 7 – Sharing and Validating Data                           |
| 2.0 Level 2 – Cells and Worksheets     | 8.0 Expert – Level 1 – Advanced Charting and Data Analysis          |
| 3.0 Level 3 – Views and Layout         | 9.0 Expert – Level 2 – Advanced Functions, Tracking and Auditing    |
| 4.0 Level 4 – Formatting and Proofing  | 10.0 Expert – Level 3 – Advanced Formulas, Macros and External Data |
| 5.0 Level 5 – Formulas and Functions   |   |
| 6.0 Level 6 – Presenting Data Visually |   |

**Microsoft Outlook**

**Prerequisites:** Microsoft Excel

**Length:** 21 hours

**Learning Objective:** This course teaches the student how to use Microsoft Outlook and how to use ribbons, quick access toolbar, and navigation pane. The student will demonstrate how to address, compose, read, reply, forward, and format email messages. Upon completing this course, the student will be able to use the features in their email program.

**Course Outline:**

- |  |  |
|--|--|
| 1.0 Level 1 – Introduction and Basics        | 4.0 Level 4 – Calendar and Other Folders |
| 2.0 Level 2 – Message and Formatting         | 5.0 Level 5 – Auto Features and OneNote  |
| 3.0 Level 3 – Managing Messages and Contacts |  |

**Microsoft PowerPoint****Prerequisites:** Microsoft Outlook**Length:** 26 hours**Learning Objective:** In this section, the student will be able to explain how to create and manage presentations. They will identify how to insert and format slide content, graphics, and multimedia. Also covered, will be instructions on how to incorporate tables and graphs. The student will quantify how to deliver, share, and manage multiple presentations.**Course Outline:**

- |                                       |  |
|---------------------------------------|--|
| 1.0 Level 1 – Introduction and Basics | 4.0 Level 4 – Graphics and Multimedia  |
| 2.0 Level 2 – Creating Presentations  | 5.0 Level 5 – Charts and Animations    |
| 3.0 Level 3 – Slide Content           | 6.0 Level 6 – Reviewing and Presenting |

**Microsoft OneNote****Prerequisites:** Microsoft PowerPoint**Length:** 10 hours**Learning Objective:** In this course, the student will demonstrate how to use Microsoft OneNote to create and enhance various notebooks and how to collaborate effectively on group projects and customize them to meet varying needs and improve productivity.**Course Outline:**

- |   |   |
|---|---|
| 1.0 Level 1 – Notebooks, Views, Layouts and Options | 3.0 Level 3 – Adding Content, Links and Sharing |
| 2.0 Level 2 – Sections, Tags, History and Searching |   |

**Microsoft Access Database****Prerequisites:** Microsoft OneNote**Length:** 12 Hours**Learning Objective:** In this course, the student will demonstrate how to use Microsoft Access to create a database solution that will track information, generate reports, analyze data, and streamline the data entry process. The student will also review various techniques for ensuring good database design and for preserving data integrity.**Course Outline:**

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| 1.0 Level 1 – Introduction and Basics | 5.0 Level 5 – Designing Reports |
| 2.0 Level 2 – Tables and Managing     | 6.0 Microsoft Office            |
| 3.0 Level 3 – Queries and Records     | 7.0                             |
| 4.0 Level 4 – Building Forms          | 8.0 Course Test                 |

**Accounting and Bookkeeping****Prerequisites:** Microsoft Office**Teaching Method:** Online, self-directed learning through LMS using videos, quizzes, and activities. Instructional assistance available if required.**Length:** 68 hours**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Accounting and Bookkeeping course test (7.14% of 25% of the student's final grade).**Learning Objectives:** This course will cover the fundamentals of accounting and accounting principles. Using this information, the student will be able to apply accounting concepts, analyze transactions, apply debit, and credit entries, journalize, post transactions to ledger accounts, adjust entries, process closing entries, prepare and analyze financial statements, and complete the accounting cycle.**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.**Completion Requirement:** View all course material, attempt MindTap activity, attempt the course test.**Course Outline:**

- |                                |                             |
|--------------------------------|-----------------------------|
| 1.0 Introduction to Accounting | 2.0 Accounting Fundamentals |
|--------------------------------|-----------------------------|

- 3.0 Vocabulary
- 4.0 Debits and Credits
- 5.0 Chart of Accounts
- 6.0 Introduction to Bookkeeping
- 7.0 Accounting Equation
- 8.0 Income Statement
- 9.0 Balance Sheet

- 10.0 Accounts Payable
- 11.0 Accounts Receivable
- 12.0 Inventory and Cost of Goods Sold
- 13.0 Bank Reconciliation
- 14.0 Financial Statements
- 15.0 Accounting and Bookkeeping Course Test

### Intro to QuickBooks Online

**Prerequisites:** Accounting and Bookkeeping

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 10 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Accounting and Bookkeeping course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** Students will reference QuickBooks online software. Students will create an account, create a new company within the program, and navigate through the software. Students will also identify and interpret accounts receivable, accounts payable, and payroll.

**Course Materials:** Students will be required to create a free QuickBooks Online account.

**Completion Requirement:** View all course material, attempt the course test.

**Course Outline:**

- |                                      |  |
|--------------------------------------|--|
| 1.0 Introduction                     | 5.0 Customer and Sales                     |
| 2.0 Creating a QuickBooks Account    | 6.0 Suppliers and Expenses                 |
| 3.0 New Company Setup                | 7.0 Company Activities                     |
| 4.0 Getting Around QuickBooks Online | 8.0 Intro to QuickBooks Online Course Test |

### Understanding the Administrative Field

**Prerequisites:** QuickBooks Online – The Basics

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 15 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Understanding the Administrative Field course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** The student will identify the structure and positions of the administrative workforce. The student will pronounce, define, and spell key terminology specific to the administrative field. The student will explain the importance of creating and developing an efficient work routine. The student will also analyze the basic administrative team structure, legal and ethical standards, and the importance of ethical document management and confidentiality. The student will discuss how the Administrative Professional will maintain continued competence and awareness of technological advancement and will encourage the sharing of new methods, education, and knowledge, and describe the areas of risk management that are a concern to the administrative field.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt the MindTap activity, attempt the course test.

**Course Outline:**

- |                                       |  |
|---------------------------------------|--|
| 1.0 Learning Objectives & Outcomes    | 6.0 Legal and Ethical Standards                        |
| 2.0 Introduction to Administration    | 7.0 Risk Management                                    |
| 3.0 Important Terminology             | 8.0 Electronic Medical Record                          |
| 4.0 The Administrative Team Structure | 9.0 Understanding the Administrative Field Course Test |
| 5.0 Case Study                        |  |

### Office Routines and Ergonomic Principles

**Prerequisites:** Understanding the Administrative Field

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 25 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Office Routines and Ergonomic Principles course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** Upon completing this course, the student will be able to define ergonomics, describe the benefits of an ergonomically designed workspace, recognize signs of physical discomfort due to improper set up of their workstation, and understand proper seating considerations. Students will also use an Office Ergonomic Checklist to aid in proper workspace set-up and organization. Further, the student will learn the importance of creating and developing an efficient work routine. Office conditions may vary as the company grows and technology expands, making potential office equipment change. The student will identify efficiencies in creating a proper workstation, ordering office supplies, and identify typical office equipment needed for everyday workings. Finally, this course will provide the student with an overview of the Canadian and American shipping and mailing services. The student will analyze incoming and outgoing mail procedures, postage concerns, and various courier services. A review of weights and measurements in both imperial and metric systems are also reviewed.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt the MindTap activity, attempt the course test.

**Course Outline:**

- |  |  |
|--|--|
| 1.0 Ergonomic Principles               | 3.0 Mailing and Shipping                                 |
| 2.0 Daily Routine and Office Equipment | 4.0 Office Routines and Ergonomic Principles Course Test |

Midterm Exam

**Prerequisites:** Office Routines and Ergonomic Principles

**Teaching Method:** Online, timed exam. Instructional assistance will be available, if required, before beginning the exam.

**Exam Length:** 4 hours

**Method of Evaluation:** The student must reach a minimum passing grade of 55%.

**Learning Objectives:** This exam aims to provide an assessment of the students' learning outcomes at this stage of the program. Upon completing the exam, the student should possess a skill-level assessment of all courses completed to date.

**Course Materials:** Students are encouraged to review previously visited MindTap content, required textbook readings, course content, and course quizzes/tests.

**Completion Requirement:** Student's must attempt the Midterm Exam.

Business Writing and Legal Documents

**Prerequisites:** Midterm Exam

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 54 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Business Writing and Legal Documents course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** Students will be able to describe an efficient records management program. They will differentiate between centralized and decentralized filing, identify various filing systems, describe electronic filing, and recognize a records cycle. The student will list the activities required to properly control the creation, distribution, use, maintenance, and disposition of recorded information maintained as evidence of business activities and transactions. Upon completing this course, the student will be able to apply English grammar rules and punctuation. The student will construct grammatically correct sentences using the rules provided. Upon completing this course, the student will produce a professional business letter and understand how to create and use memos, emails and generate meeting minutes. The student will also review the several types of basic legal documents and learn the necessary content in a legal document.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt the MindTap activity, attempt the course test.

**Course Outline:**

- |                              |  |
|------------------------------|--|
| 1.0 Keeping Accurate Records | 4.0 Legal Documents                                  |
| 2.0 Grammar and Style        | 5.0 Business Writing and Legal Documents Course Test |
| 3.0 Business Writing         |  |

Effective Communication, Meetings, and Time Management

**Prerequisites:** Business Writing and Legal Documents

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 25 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Effective Communication, Meetings, and Time Management course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** Effective Communication is getting a message across clearly and ensuring that message is received and understood correctly. Getting and giving feedback is one of the most crucial parts of effective communication. Upon completing this course, the student will be able to practice the intricacies of listening, body language, and nonverbal communication. Identifying and distinguishing the variables that affect clear and effective communication will also be discussed, along with the key elements of negotiating. The student will be able to appraise and manage their employer's schedule and use a shared calendar both within and outside the organization. The student will be able to explain the importance of taking and recording meeting minutes, and to be able to identify the post-meeting responsibilities for creation, distribution, and storage of meeting minutes. Finally, the student will apply techniques that support their time management efficiency and create work/life balance strategies.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt the MindTap activity, attempt the course test.

**Course Outline:**

- 1.0 Effective Communication
- 2.0 Meetings and Time Management
- 3.0 Effective Communication, Meetings, and Time Management Course Test

Marketing

**Prerequisites:** Effective Communication, Meetings, and Time Management

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 10 hours

**Method of Evaluation:** Marketing course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** The student will be introduced to the world of marketing. Students will describe the history of marketing, tracking and analytics, creating and posting within social media platforms, buyer personas, and landing pages. The student will be able to identify business leads and search engine optimization. Upon completion of this course, students will be able to plan, research, and write presentations. Students will also define customer service strategies.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt the course test.

**Course Outline:**

- 1.0 Course Objectives
- 2.0 The History of Marketing
- 3.0 Buyer Personas
- 4.0 Tracking and Analytics
- 5.0 Social Media
- 6.0 Facebook
- 7.0 LinkedIn
- 8.0 Lead Generation
- 9.0 Building a Website Fundamentals
- 10.0 Landing Pages
- 11.0 Search Engine Optimization (SEO) – Google
- 12.0 Google Ads
- 13.0 Marketing Course Test

Human Resources

**Prerequisites:** Marketing

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 16 hours

**Method of Evaluation:** Human Resources course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** This course will introduce the student to various responsibilities of an HR (Human Resources) Specialist who recruits, screens, interviews, and places workers. Content will also include a more detailed discussion of recruitment, retention, discipline, health and wellness, and management. Students will be able to compare the benefits of having a diverse workplace environment. Students will be able to assess an organization's hiring plan and lead them through the development, evaluation, and improvement of their employees, while implementing work-life balance initiatives.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt the course test.

**Course Outline:**

- 1.0 Course Objectives
- 2.0 Introduction

- 3.0 Human Resources Overview
- 4.0 Recruitment
- 5.0 Diversity in the Workplace
- 6.0 Retention
- 7.0 Discipline

- 8.0 Health and Wellness
- 9.0 Management
- 10.0 Leadership Theories
- 11.0 Navigating Human Resources Scenarios
- 12.0 Human Resources Course Test

## Project Management

**Prerequisites:** Human Resources

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 10 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Project Management course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** The intent of this course is designed to be an introduction to Project Management. Skills gained in this course will allow students to diagnose, critique, and communicate management solutions. This course will provide the student with the knowledge and skills for project management, project safety, proper communication when planning, solution mapping, risk assessment and management, contracts and document controls, policies, financials and quality assurance, and ethics in project management.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt MindTap activity, attempt the course test.

### **Course Outline:**

- |                                      |  |
|--------------------------------------|--|
| 1.0 Course Objectives                | 15.0 Change and Change-Management                  |
| 2.0 Introduction                     | 16.0 Policies and Project Closeout                 |
| 3.0 Planning                         | 17.0 Regulatory Bodies and Organizations           |
| 4.0 Safety                           | 18.0 Financials                                    |
| 5.0 Stakeholders                     | 19.0 Quality Assurance and Quality Control (QA/QC) |
| 6.0 Communication                    | 20.0 Ethics  |
| 7.0 Time Management                  | 21.0 Managing Projects Remotely                    |
| 8.0 The Challenge                    | 22.0 Hiring Your Virtual Team                      |
| 9.0 Solution Mapping                 | 23.0 Optimum Communication Techniques              |
| 10.0 Risk Assessment                 | 24.0 Lead, Lead, Lead                              |
| 11.0 Risk Management                 | 25.0 The Monday Morning Surprise                   |
| 12.0 Liability                       | 26.0 Appendix 1: Document Samples                  |
| 13.0 Processes                       | 27.0 Project Management Course Test                |
| 14.0 Contracts and Document Controls |  |

## Event Planning and Travel Management

**Prerequisites:** Project Management

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 20 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Event Planning and Travel Management course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** In this course, the students will learn the duties involved in planning an event and managing travel for individuals, groups, and organizations. The student will list and define types of events and identify the reasons organizations plan events, while distinguishing all components and responsibilities when planning an event. Further, students will be able to organize the elements of a travel agenda, both locally, nationally, and internationally, including the preparation and scheduling of flights, hotels, transportation, and budgets. They will also be able to compare multiple sources for booking travel arrangements and develop a basic understanding of travel apps.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt MindTap activity, attempt the course test.

### **Course Outline:**

- |                       |  |
|-----------------------|--|
| 1.0 Event Planning    | 3.0 Event Planning and Travel Management Course Test |
| 2.0 Travel Management |  |

## Research

**Prerequisites:** Event Planning and Travel Management

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 10 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), Research course test (7.14% of 25% of the student's final grade).

**Learning Objectives:** In this course, the student will be introduced to the valuable skills of conducting professional workplace research. The student will be able to execute well-informed, accurate workplace research by identifying a clear research question and purpose, gathering data from credible sources, answering the research question by offering options for a solution, and presenting the information in an effective, professional format. Further, the student should be confident in identifying the different research methods while being able to recognize and practice all types of workplace research. Students will develop and highlight their workplace research skills throughout their career.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt MindTap activity, attempt the course test.

### **Course Outline**

- |  |                                      |
|--|--------------------------------------|
| 1.0 Course Objectives                                      | 5.0 Research Planning                |
| 2.0 Introduction   | 6.0 Presenting Professional Research |
| 3.0 Fundamentals of Workplace Research: Skills That Matter | 7.0 Research Course Test             |
| 4.0 Seeking Answers: Developing Your Research Skills       |                                      |

## Career and Business Development

**Prerequisites:** Research

**Teaching Method:** Online, self-directed learning through LMS using written content, videos, quizzes, and activities. Instructional assistance available when required via email, phone, or live chat.

**Length:** 25 hours

**Method of Evaluation:** MindTap activity (10% of the 5% of the student's final grade), completion of the student's Simulated Employment Interview, including submission of the student's Resume and Cover Letter (5% of the student's final grade).

**Learning Objectives:** This course will provide students with the skills and confidence to enter the Virtual Assistant industry and excel in a new career. Looking at both personal and career development, students will identify their goals and design their career outlooks. Upon completing this course, students will understand what it means to find their niche and will distinguish what niche best suits their skill sets and interests. They will be equipped with the skills to establish their niche and understand how to compare their niche to competitors. The student will have created a professional resume and cover letter. They will also consider and develop strategies for a targeted job search. Students will study effective interview techniques, which will include answering practice interview questions. Students will understand the importance of networking to advance their career goals. Students will be introduced to the various aspects of business planning for building their Virtual Assistant career to develop their knowledge and skills in business planning and contracts. Additionally, they will be equipped with the skills to implement it. As students work through this course, they will gain a solid foundation of skills to create a deep knowledge in any administrative environment. Ultimately, this course will guide students in creating an effective and successful business plan that aligns with their vision, values, and goals while teaching students how to use their plan to establish their business.

**Course Materials:** Cengage MindTap, *The Administrative Professional: Technology and Procedures* by Dianne S. Rankin, Kellie A. Schumack, and Eva Turczyniak textbook.

**Completion Requirement:** View all course material, attempt MindTap activity, submit Resume and Cover Letter for grading, complete Simulated Employment interview, attempt the course test.

### **Course Outline:**

- |                               |                                    |
|-------------------------------|------------------------------------|
| 1.0 Finding Your Niche        | 5.0 Applications and Cover Letters |
| 2.0 Building Your VA Business | 6.0 Job Searching                  |
| 3.0 Invoicing                 | 7.0 Interviews                     |
| 4.0 Career Development        |                                    |

## Final Exam

**Prerequisites:** Career and Business Development

**Teaching Method:** Online, timed exam. Instructional assistance will be available, if required, before beginning the exam.

**Length:** 6 hours

**Method of Evaluation:** The student must reach a minimum passing grade of 55%.

**Learning Objective:** This assessment determines what level of learning outcomes the student has achieved.

**Course Materials:** Students are encouraged to review all visited MindTap content, required textbook readings, course content, and course quizzes/tests.

**Completion Requirement:** Students must attempt the Final Exam.

### Conclusion

Well done! You have completed the Virtual Assistant program. Your final grade, as reflected on your official transcript, will be based on the sum of all Tests (25%), the Midterm Exam (25%), the Simulated Employment Interview (5%), MindTap (5%), and the Final Exam (40%). Your official school documents will be sent to you shortly.

We hope that your experience with CanScribe Career College has been positive and would love to have you share your experience online so others can benefit from your feedback. We really strive to provide the best outcomes possible for our students and graduates. If your experience has been less than exceptional, please contact Student Services. Your opinion matters and we want to ensure we are continually improving to meet the needs of our students.

All of us at CanScribe Career College would like to take this opportunity to wish you the most tremendous success in the Virtual Assistant industry. We will offer lifetime support, so do not hesitate to contact us if we can assist you with anything.

Congratulations and good luck in all your future endeavors!