



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Professional Diploma in Administration and Office Management

Code	City	Hotel	Start	End	Price	Language - Hours
DIP-731	Marrakesh (Morocco)	Hotel Meeting Room	2026-10-25	2026-11-05	6950 €	En - 80

Introduction:

The role of an office manager or administrator is pivotal in ensuring the smooth operation of an organization. This comprehensive 10-day diploma is designed to provide participants with in-depth knowledge, practical skills, and modern techniques to enhance their administrative capabilities, improve office productivity, and develop professional communication skills.

Participants will explore organizational structures, professional communication, time management, stress management, customer service excellence, and office procedures. The program combines interactive workshops, case studies, hands-on exercises, and real-world applications to ensure they leave with the confidence and competence needed to excel in their roles.

General Objective

This diploma aims to equip office managers, administrators, and support professionals with advanced skills in administration, organization, and communication. The course provides practical tools to enhance office productivity, streamline processes, manage time effectively, improve communication, and foster a customer-focused work environment.

Participants will develop the professional mindset, technical expertise, and leadership qualities required to excel in modern administrative roles and contribute significantly to



their organizations` success.

Learning Objectives

- Define and understand the evolving role of an office manager/administrator
- Develop strong professional communication skills
- Enhance written business communication
- Handle telephone communication professionally
- Organize and manage meetings effectively
- Manage stress effectively
- Develop a strong customer service mindset
- Improve organizational and administrative skills
- Strengthen problem-solving and decision-making abilities

Target Audience

- Office Managers and Executive Assistants
- Administrative Professionals and Secretaries
- Supervisors and Team Leaders
- HR and Customer Service Professionals
- Any Professional Seeking to Improve Organizational and Time Management Skills

How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

Certificates

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs



- 80% of the diploma hours must be completed to obtain the certificate

Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
 - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

Outline:

Day 1: The Evolving Role of the Office Manager / Administrator

- Understanding the Office Manager's Role in Modern Organizations
- Perception vs. Reality: The Office Manager as a Strategic Contributor
- Key Competencies for Administrative Excellence
- What It Takes to Be a High-Performing Office Manager
- Case Study: Identifying Your Administrative Strengths and Areas for Improvement



Day 2: Effective Professional Communication

- Building Credibility and Gaining Professional Recognition
- Understanding Verbal and Non-Verbal Communication
- How to Speak with Confidence and Authority
- Active Listening and Assertiveness in Communication
- Selling Your Ideas to the Boss, Colleagues, and Clients
- Workshop: Delivering a Persuasive Business Presentation

Day 3: Mastering Written Communication

- Principles of Professional Business Writing
- How to Write Clear, Concise, and Persuasive Emails and Reports
- Common Business Writing Mistakes and How to Avoid Them
- Using the Right Style, Layout, and Tone in Business Documents
- Practical Exercise: Drafting and Reviewing Professional Business Correspondence

Day 4: Organizing and Managing Meetings Effectively

- The Role of Meetings in Business Success
- How to Plan and Organize Productive Meetings
- Setting Clear Agendas and Objectives
- Minute-Taking Techniques for Accuracy and Clarity
- Facilitating Effective Meeting Discussions
- Case Study & Exercise: Writing and Presenting Meeting Minutes

Day 5: Time Management and Productivity Enhancement

- Identifying and Eliminating Time Wasters
- Setting SMART Goals and Prioritizing Tasks
- Using Tools and Techniques for Time Efficiency
- Delegation Strategies for Workload Management



- How to Plan and Manage Time for Yourself and Others
- Practical Exercise: Creating a Personal Time Management Plan

Day 6: Stress Management and Workplace Well-being

- Understanding Stress: Causes and Symptoms
- Identifying Your Workplace Stressors
- Practical Techniques for Managing Stress in the Workplace
- Building Resilience and Maintaining Work-Life Balance
- Developing a Comprehensive Stress Management Plan
- Workshop: Stress-Relief Strategies for Office Professionals

Day 7: Delivering Outstanding Customer Service

- Understanding the Needs of Internal and External Customers
- Developing a Customer-Focused Mindset
- Providing Excellent Service with a Positive Attitude
- Handling Customer Complaints Professionally and Effectively
- Building Stronger Relationships with Stakeholders
- Role-Playing Exercise: Managing Challenging Customer Interactions

Day 8: Professional Telephone Skills and Business Etiquette

- Principles of Professional Telephone Behavior
- The Do's and Don'ts of Effective Phone Communication
- Rules for Active Listening and Managing Conversations
- Handling Difficult Callers with Confidence
- Identifying Common Phone Problems and Formulating Solutions
- Simulation Exercise: Handling Different Workplace Scenarios Over the Phone



Day 9: Enhancing Organizational and Administrative Skills

- How to Stay Organized in a Fast-Paced Work Environment
- Office Workflow Optimization and Process Improvement
- Implementing Filing and Documentation Systems
- Using Digital Tools to Improve Office Efficiency
- The Importance of Confidentiality and Data Security
- Practical Workshop: Organizing Workspaces and Office Procedures

Day 10: Problem-Solving, Decision-Making, and Final Assessment

- Developing a Problem-Solving Mindset in Office Management
- Decision-Making Techniques for Administrative Professionals
- Handling Workplace Conflicts and Difficult Situations
- Final Assessment & Case Study: Applying Office Management Skills to Real-Life Scenarios
- Graduation & Certification Ceremony



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant will receive comprehensive training materials, including theoretical content, practical exercises, and supporting resources, provided in both printed and digital formats. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

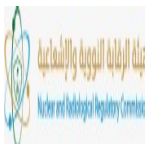
- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.



Our Success Partners





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