

拥有商业运营与航空服务技能和实践经验，
在相关领域和产业的发挥所长。

To provide a solid foundation in the skills and practice of general management and
airline customer service for a successful career within the industries.



NEW ERA
INSTITUTE
OF VOCATIONAL & CONTINUING EDUCATION
新纪元技职与推广教育学院
LO2635



精明产业行政 航空客舱服务

Smart Industrial Administration
**Airline Customer Service
(SIACS)**

- ▲ 80% 实践训练
80% Practical Skills
- ▲ 20% 理论
20% Theory
- ▲ 1年课程
1 Year Learning
- ▲ 16岁以上即可报读, 无需入学资格
Entry Requirement: 16 Years Old & Above
- ▲ 教学媒介语以英文为主, 中文为辅
Medium of Instruction: Simple English & Chinese



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精明产业行政 航空客舱服务

SMART INDUSTRIAL ADMINISTRATION
Airline Customer Service (SIACS)

1年课程 Year Course

为期一年的精明产业行政(航空客舱服务)课程为学生提供深入及实践体验航空客舱服务市场营销、活动策划和永续经营知识与技能。本课程对关键业务的统览确保学生对航空客舱服务业建立全球格局，旅游业的个案研究则让学生将所学应用到实际操作中。

The one-year Vocational Course in business industrial administration course which specialized in Airline Customer Service provides students with in-depth and practical understanding of marketing, event management, and sustainability, as it applies to airline customer service. This overview of key business areas ensures that students gain a global understanding of the industry while case studies in airline customer service allow students to apply their knowledge to real-world scenarios.

学生将学习 / Students will learn and be able to:

- ▲ 航空业的概述和安全的重要性。
The overview of the aviation industry and the importance of safety.
- ▲ 飞机上的语言沟通技巧及通讯。
English speaking skills / communication on board the aircraft.
- ▲ 安全示范技能、乘客处理、仪容和仪表。
Safety demonstration, passenger handling, grooming and deportment.
- ▲ 面试技巧与空服员在执行工作中的角色。
Prepare for interview and cabin crew roles in normal operations.
- ▲ 市场营销策略与销售点规划。
Marketing strategies and planning point of sales.
- ▲ 具有人力资源、办公室架构、行政和应用程序管理的专业知识。
Expertise in preparing understudies for HR, office organization and application management.
- ▲ 技能理解、航空地面操作、提供有关航线、机场和航班信息，包括时差和货币的准确信息。
The skill to provide accurate and relevant information about airline routes, airport and flight information, aviation ground operation, included time zone and currency.
- ▲ 与客人和同事进行良好沟通和创意思维能力。
Good communication with customers and co-workers and creative thinking skills.
- ▲ 提供优质客户服务所需的关键技能
The key skills required to provide good customer service.



课程内容 | COURSE OUTLINE

- 综合管理概论
Introduction of Aviation Industry
- 航空业的客户服务
Customer Service in Aviation Industry
- 机组人员的职责
Cabin Crew Job Responsibilities
- 航空应急及异常情况的挑战
The Challenge of Aviation Emergency and Abnormal Situations
- 营销技巧
Selling Skill
- 航空安全
Security in The Aviation Industry
- 航空地理和术语
Aviation Geography and Terminology
- 地勤服务
Airport Handling
- 制服标准
Uniform Standard
- 空服员化妆与修饰
Personal Grooming
- 就业技能
Employability Skill

* Please note that the modules listed are indicative and may be subject to change.



OFQUAL认证 | OFQUAL RECOGNITION

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评估标准 | ASSESSMENT

100% 英语教学·课程理论(60%)，实践(40%)。年中考试(10%)，功课(10%)，实践考试(50%)，年终考试(30%)。

100% English base training as most of the job interview will be conduct in English. The programme offers both theory (60%) and Practical (40%). Mid-term exam (10%), classwork (10%), practical exam (50%) , Final exam (30%).

考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭
Diploma awarded by West College Scotland, UK



就业前景 | CAREER PATHWAYS

空服员，地勤人员、商业行政人员、人事处执行员、管理实习生、业务执行员等等。

Cabin Crew, Airport Staff, Business Executive, HR Executive, Management Trainees, Marketing Executive and etc.