



综合管理与 航空客舱服务技能

General Management and
Airline Customer Service (SIMCS)

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2 年课程 Years Course

▲ 60% 实践训练
60% Practical Skills

▲ 40% 理论
40% Theory

▲ 教学媒介语以英文为主
Medium of Instruction:
English

▲ 16 岁以上即可报读,
无需入学资格
Entry Requirement:
16 Years Old & Above

本课程为因应综合管理与航空客舱服务技能的发展趋势，并为有志于投身该领域的学生而设：

This qualification was developed to keep pace with the development of General Management and Airline Customer Service skills, and for candidates who want:

- 通过与商业运营和航空服务相关的科目，提供该领域的技术技能和知识。
To provide technical skills and knowledge in the field through subjects related to business operations and aviation services.
- 培育拥有商业运营和航空服务技能和实践经验的毕业生，在相关领域和产业发挥所长。
To provide a solid foundation in the skills and practice of general management and airline customer service and prepare students for a successful career within the industries.
- 提高相关领域的专业技能和绩效。
Improve professional skills and performance in related fields.

为期两年的精明产业行政(综合管理与航空客舱服务技能)课程为学生提供深入及实践体验综合管理与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综合管理与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 two-year Vocational Course in business industrial administration course which specialized in General Management and Airline Customer Service provides students with in-depth and practical understanding of marketing, event management, and sustainability, as it applies to general management and airline customer service. This overview of key business areas ensures that students gain a global understanding of the industry while case studies in general management and 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.
- ▲ 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 groundoperation, included time zone and currency.
- ▲ 专注于广告准则、对应书信标准、金钱和高管资产。
Concentrate on advertising standards, viable correspondence, money, and asset the executives.
- ▲ 具有人力资源、办公室架构、行政和应用管理的专业知识。
Expertise in preparing understudies for HR, office organization and application management.
- ▲ 市场营销策略与计划销售点。
Marketing strategies and planning point of sales.
- ▲ 与客人和同事进行良好沟通和创新思维能力。
Good communication with customer 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 to General Management
- 沟通管理的重要性
Importance of Communication in Management
- 航空业管理原理与应用
Management Principles and Applications
- 管理人力资源
Managing Human Resources
- 营销和零售管理
Marketing and Retail Management
- 管理财务和会计
Finance and Accounting for Management
- 运营管理
Operations Management
- 管理技能
Management Skills
- 航空业的方针
Introduction of Aviation Industry
- 航空业的客户服务
Customer Service in Aviation Industry
- 空服员的工作性质与责任
Cabin Crew Responsibilities and Cooperation
- 销售技巧
Selling Skill
- 航空紧急情况和异常情况的处理
The Challenge of Aviation Emergency and Abnormal Situations
- 航空业的安全措施
Security in the Aviation Industry
- 航空地理和术语
Aviation Geography and Terminology
- 地勤知识
Airport Ground Handling
- 制服标准
Uniform standard and Care
- 空服员化妆技巧及修饰
Personal Grooming
- 就业技能和招聘过程
Employability Skills and Recruitment process

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



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综合管理专业文凭

Diploma in General Management awarded by West College Scotland, UK

英国国立西苏格兰学院航空客舱服务专业文凭

Diploma in Airline Customer Service awarded by West College Scotland, UK



就业前景 | CAREER PATHWAYS

空乘人员、乘务长、客舱服务主管、空乘培训师、旅客服务专员、值机柜台工作人员、机场接待协调员、管理培训生、人力资源助理、销售专员、会计助理、采购助理等等。

Cabin Crew, Senior Flight Attendant, Cabin Services Supervisor, Cabin Crew Trainer, Passenger Service Agent, Check-in Agent, Airport Hospitality Coordinator, Management Trainee, HR Assistant, Sales Executive, Accounts Assistant, Procurement Assistant, and etc.




拥有商业运营和航空服务技能和实践经验，在相关领域和产业发挥所长。

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



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