



**NEW ERA
INSTITUTE**
OF VOCATIONAL & CONTINUING EDUCATION
新纪元技职与推广教育学院
LO2635
Owned by Dong Jao Zong Higher Learning Centre Bhd (292570A)



航空客舱服务

Airline Customer Service (SIACS)

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1 年课程 Years Course

▲ 80% 实践训练
80% Practical Skills

▲ 20% 理论
20% Theory

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

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

为期一年的航空客舱服务专修职业课程，属于商业管理范畴，旨在让学生深入且实际地了解市场营销、活动管理以及永续发展等内容在航空客户服务中的应用。

本课程涵盖关键商业领域的整体概览，确保学生具备对航空服务产业的全球理解，并通过航空客户服务相关的案例研究，将所学知识应用于真实情境中。

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.
- ▲ 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新思维能力。
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.



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、机场接待协调员等等。

Cabin Crew, Senior Flight Attendant, Cabin Services Supervisor, Cabin Crew Trainer, Passenger Service Agent, Check-in Agent, Airport Hospitality Coordinator, and etc.





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.



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