

**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.



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



B5-B7, Block B, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Selangor DE, Malaysia.

☎ **011-6051 0218 | 011-1688 4915** (DEPARTMENT OF SMART INDUSTRIAL AND HOSPITALITY)
 016-429 7793 | 013-727 2586 (DEPARTMENT OF CREATIVE MEDIA AND BEAUTY STUDIES)
 011-5398 6568 | 011-7321 2106 (DEPARTMENT OF MUSIC AND PERFORMING ARTS)
 017-394 0668 | 010-907 5842 (DEPARTMENT OF INNOVATION AND TECHNOLOGY)
 017-372 0230 | 011-1059 9071 (DEPARTMENT OF INDUSTRIAL ENGINEERING)
 03-8737 8770 | 03-8737 9292 (GENERAL LINE)

✉ enrolment@neivce.edu.my f neivce www.neivce.edu.my

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。
The skill to provide accurate and relevant information about airline routes, airport and flight information, aviation ground operation, included time zone and currency.
- ▲ 提供优质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

OFQUAL为英国政府学历及考试评审局，受英国议会监察。所有学习材料均由该领域的专业人士和专业学术作者设计和编写，以便每个互动模块都符合OFQUAL规定的特定学习标准，OFQUAL是英国高等教育学术标准的英国政府机构。这些标准确保学生获得高质量的教育以及大学的认证和雇主认可。

The Office of Qualifications and Examinations Regulation (OFQUAL) regulates qualifications, examinations and assessments in England. All learning materials are designed and written by expertise in the field and professional academic authors so that each interactive module is aligned against specific learning criteria specified by OFQUAL, the defining UK Government body for Academic Standards in UK Higher Education. These standards ensure those that learn with us receive a high quality education along with certification that is recognised universally by Universities and employers.



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.