

HIGHER NITEC IN PASSENGER SERVICES

Core Modules

Business Writing & Presentation

On completion of the module, students should be able to apply business writing and presentation skills in a variety of business contexts.

Customer Relationship Management

On completion of the module, students should be able to recognise customer behaviour to build positive customer experience, utilise indicative trends and patterns in Customer Relationship Management (CRM) system to support business decision.

Digital Commerce & Marketing

On completion of the module, students should be able to perform market research and plan, execute and evaluate a digital marketing strategy.

Elementary Business Analytics & Cyber-security

On completion of the module, students should be able to analyse multiple sources of data to improve organisation's processes and achieve strategic objectives through data-driven decision-making concepts and theories. Students will also gain awareness on the importance of data confidentiality and data security.

Business Grooming & Etiquette

On completion of the module, students should be able to project a professional image essential in a travel and customer service environment and maintain the various aspects of business etiquette.

Travel Industry & Geography

On completion of the module, students should have a broad overview of the travel industry, the profile of travellers, travel requirements, fare pricing and the international regulations that govern the travel industry. Students should be able to provide information on the travel destination and their environment, climate and culture as well as travel time.

Passenger Handling Operations

On completion of the module, students should be able to check in passengers and baggage, handle departure and arrival of passengers, provide meet-and-assist passengers and handle crisis.

Transport Services

On completion of the module, students should be able to handle enquires on air, sea and land transport services.

Industry Attachment

Students are provided with the opportunity to work in organizations such as aviation of ferry/cruise industries for 6 months.