

**List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in Customer Experience Management (Aviation Track)**

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Determine product or service problem area	
2	Perform customer journey mapping	
3	Propose product or service offers	
4	Manage check-in services for passenger and baggage	
5	Manage passenger departure and arrival functions	
6	Manage lost and found baggage	
7	Handle irregularities in flight operations	
8	Provide airline related services	
9	Manage passenger terminal	
10	Develop point-to-point customer service experience solutions	
11	Administer customer service experience solutions	
12	Implement design solutions/approaches for service gaps	
13	Deliver quality customer service	
14	Manage quality customer service work processes	
15	Assess service quality performance	
16	Implement corporate social responsibility (CSR), business ethics and sustainability strategies	
17	Enforce compliance of safety, security and health standards	
18	Carry out safety, security & health checks	
19	Investigate non-compliance or at stake cases	
20	Handle arrival and departure of lounge guest	
21	Assist to manage lounge service operations	
22	Manage lounge food and beverage operations	
23	Manage resource planning	
24	Conduct coaching	
25	Manage team performance	
	Sub-total of Competencies (Standard)	

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
	Sub-total of Competencies (Company-specific)	

Note:

- Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

Total no. of competencies listed (*standard & company specific*)

Percentage of selected competencies

Completed By:

Name

Company

Designation

Date

For ITE's Completion			
Reviewed by CED / College <i>(For Company-specific Competencies)</i>		Verified by IBT Officer	
Name:			Name & Date:
Designation:		Date:	

Version: June'23

WORK-STUDY DIPLOMA IN CUSTOMER EXPERIENCE MANAGEMENT (AVIATION TRACK)

MODULE OBJECTIVES

Module 1: Customer Behaviour Analytics

On completion of this module, trainees should be able to perform customer behavioural analysis with customer relationship management (CRM) tools and techniques. Trainees should also be able to formulate and present action plans to close performance gaps and create better customer satisfaction.

Module 2: Passenger Service Management

On completion of this module, trainees should be able to manage ground-handling services including passenger and baggage check-in, arrival and departure duties, service disputes as well as handle lost and found baggage. Trainees should also be able to handle passengers with special needs.

Module 3: Airport Management & Operations

On completion of this module, trainees should be able to coordinate airline activities across different departments and/or stakeholders to meet the operational demands of the airport. Trainees should be able to manage ground service to airlines for pre-flight preparations, ground handling and operational controls. In the event of irregular operations such as aircraft delays and flight disruptions, trainees should also be able to examine the effects and implications on overall airport operations.

Module 4: Service Experience & User Design

On completion of this module, trainees should be able to develop, strategise and execute point-to-point customer service experience through service quality and user design (UX) tools. Trainees should be able to assess opportunity and cost in bridging service gaps to enhance customer experience and service delivery.

Module 5: Customer Service Quality & Management System

On completion of this module, trainees should be able to apply the concepts of quality management systems to perform and manage work process for quality customer service delivery. The trainees will also be equipped with knowledge of sustainability practices to carry out corporate social responsibility (CSR) and business ethics within the service work processes

Module 6: Safety, Security & Health Standards Management

On completion of this module, trainees should be able to determine common hazards and risks associated with ground handling services and operations and enforce compliance of safety, security and health standards in accordance with workplace safety requirements. Trainees should be able to carry out safety, security & health checks on work activities and investigate non-compliance or at stake cases at the workplace.

Module 7: Airport Lounge Management

On completion of this module, trainees should be able to observe company standard operations procedures (SOP) to provide orientation and deliver premium service to guests visiting the lounge. They should also be able to manage the food and beverage operations at the lounge in compliance with safety and hygiene standards. In addition, they should be able to provide assistance to manage the different sections of Commercially Important Person (CIP) and Executive lounges.

Module 8: Team Management

On completion of this module, trainees should be able to plan for resource and lead the team in resolving conflicts, manage group dynamics, effect teamwork, and apply the power of influence for a more effective and efficient organisation.

Module 9: Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

Module 10: On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function, where appropriate, at the company.

WSDip in Customer Experience Management (Aviation)

The course equips trainees with the skills and knowledge manage ground-handling services including passenger and baggage check-in, arrival and departure duties, service disputes as well as handle lost and found baggage.

Feeder Courses

- All Nitec and Higher Nitec courses
- In-service staff or non-ITE graduate will be considered if they have an equivalent Workplace Literacy and Numeracy (WPLN) Level 5 qualification, relevant work experience and strong employer endorsement

Training Pattern

- **BLOCK RELEASE**
- 4 to 7 Weeks per Block of Off-the-Job (Off-JT) at ITE College
- *Off-JT day must be a paid working day, included in employment contract*

TRAINING PATTERN (BLOCK RELEASE)

Year	Block Training at ITE	No. of Weeks Off-JT
1 (Apr – Mar)	4 weeks in Semester 1 5 weeks in Semester 2 2 weeks in Semester 2 (exam)	11 weeks
2 (April – Mar)	5 weeks in Semester 1 2 weeks in Semester 1 or 2 (exam) 7 weeks in Semester 2	14 weeks
3 (April – Sep)	5 weeks in Semester 1 2 weeks in Semester 1 (exam)	7 Weeks

Total Weeks Trainee released for Off-JT: 32 Weeks

During these weeks, Trainees will continue to be paid their salary.

Trainee needs to hit a Minimum attendance of 80%* to ensure they are not debarred from exams.

**In the event that company needs to re-call them back for ad-hoc work projects during the Off-JT period, advance notice to ITE/College is required with. Company needs to officially write in for the request.*

Each request is subject to approval, as College will need to ensure that assessments / exams are not affected.

OFF-THE-JOB MODULES LIST

Year !
1. Customer Behaviour Analytics
2. Passenger Service Management
3. Airport Management & Operations
Year 2
4. Service Experience & User Design
5. Customer Service Quality & Management System
7. Safety, Security & Health Standards Management
8. Airport Lounge Management
Year 3
9. Team Management
10. Company Project



OJT List Of Competencies

WSDip in Customer Experience Management (Aviation)

Companies who wish to participate must be able to select & provide On-the-Job training for **at least 75%** (19 Competencies) from this list

WSDip Trainee must be trained and assessed for 100% of selected competencies

1. Determine product or service problem area
2. Perform customer journey mapping
3. Propose product or service offers
4. Manage check-in services for passenger and baggage
5. Manage passenger departure and arrival functions
6. Manage lost and found baggage
7. Handle irregularities in flight operations
8. Provide airline related services
9. Manage passenger terminal
10. Develop point-to-point customer service experience solutions
11. Administer customer service experience solutions
12. Implement design solutions/approaches for service gaps

13. Deliver quality customer service
14. Manage quality customer service work process
15. Assess service quality performance
16. Implement corporate social responsibility (CSR), business ethics and sustainability strategies
17. Enforce compliance of safety, security and health standards
18. Carry out safety, security & health checks
19. Investigate non-compliance or at stake cases
20. Handle arrival and departure of lounge guest
21. Assist to manage lounge service operations
22. Manage lounge food and beverage operations
23. Manage resource planning
24. Conduct coaching
25. Manage team performance