

HIGHER NITEC IN PASSENGER SERVICES

MODULE OBJECTIVES

Core Modules

Essentials of Communication I

On completion of the module, students should be able to apply the communicative skills in listening, speaking, reading and writing, essential to build successful working relationships in social and workplace settings.

Information Technology

On completion of the module, students should be able to produce various types of business documents using software packages, apply advanced features of Word, Excel and PowerPoint for business functions.

Business Environment

On completion of the module, students should be able to provide an overview of the general environment in which businesses operate as well as be able to explore a range of contemporary issues relevant to each environment such as the changing public sector, corporate social responsibility and ethics and globalization.

Service Excellence

On completion of the module, students should be able to display professional image and etiquette, cultivate customer rapport, respond to requests and enquiries, manage needs and expectations, handle customers from diverse backgrounds, handle service breakdown and recovery, provide information on products and services, approach sales prospects and promote products and services, close a sale, build customer loyalty and obtain customer feedback.

Event Administration and Operations

On completion of the module, students should be able to understand the concepts of event planning and operations and apply these concepts in simple event organisation at the workplace.

Principles of Marketing

On completion of the module, students should be able to develop skills and knowledge required to profile a target market or market segments in accordance with a marketing plan and to develop market positioning strategies.

Essentials of Communication II

On completion of the module, students should be able to apply the communicative skills in listening, speaking, reading and writing, essential to successful working relationships in business and workplace settings.

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.

Travel Industry and 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.

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.

Electives (Course Specific)

Corporate Image and Etiquette

On completion of the module, students should be able to maintain personal hygiene and grooming, and apply etiquette in a business setting.

Cabin Services

On completion of this module, students should be able to provide in-flight service, perform up-sell and cross sell of in-flight products and improve service procedures so as to ensure a safe and pleasant experience for passengers.

Electives (Inter-disciplinary)

Country Club Management and Operations

On completion of the module, students should be able to assist in club operations including membership, food and beverage, golf, sports and recreation, social and entertainment and other administrative and/or supporting functions.

Entrepreneurship Essentials

On completion of this module, students should be able to source new information from multiple sources, brainstorm ideas to find novel approaches to draft out a business plan through identifying business opportunities and applying marketing mix strategies with sound financial analysis.

Executive Lounge Services

On completion of the module, students should be able to perform pre-service activities such as fold napkins, clean and polish service equipment, replenish F&B supplies and set up dining tables, take and serve orders, change table settings and clear finished courses and the table at the end of service. Students should also be able to prepare and serve non- alcoholic beverages, grind coffee beans, prepare common coffee beverages, and serve coffee.

Principles of International Commerce

On completion of the module, students should be able to apply the basic knowledge of importing goods from overseas with consideration of local requirements.

Fundamentals of Business Analytics

On completion of this module, students should be able to analyse and interpret data using appropriate tools and techniques, and generate reports and dashboards to make informed decisions.

Fundamentals of Customer Relationship Management

On completion of this module, students should be able to appreciate and carry out CRM effectively in a company's operation.

Digital Storytelling

On completion of this module, students should be able to create various Electronic Direct Mailers (EDMs) to sell a product or service with an associated story tagline.