

# Advanced Master in **AIR TRANSPORT MANAGEMENT**

**PART - TIME**

HONG KONG INTERNATIONAL AVIATION ACADEMY



# ADVANCED MASTER IN AIR TRANSPORT MANAGEMENT (PART-TIME)



Executives and managers from airports, regulatory bodies, airlines, air traffic control service providers and other aviation-related organisations

This part-time Advanced Master programme is jointly offered by Hong Kong International Aviation Academy (HKIAA) and Ecole Nationale de l'Aviation Civile (ENAC or National School of Civil Aviation of France) in Hong Kong, preparing executives to meet the real-world challenges of their roles in air transport management.

This 18-month programme takes a systematic approach to air transport by examining the subject from various perspectives, including economics, operations, marketing, finance, productivity and human resources management. The modules also include advanced and professional management strategy, aviation knowledge and skills, airline operations and airport management.

The programme is conducted at HKIAA in Hong Kong.

Successful graduates will receive a recognised qualification equivalent to Level 6 of the Hong Kong Qualifications Framework (QF6).



January 2026



Hong Kong International  
Aviation Academy



EUR 25,300



ENAC



18 months

**Medium of Instruction:** English

**Mode of Study:** Part-time

**Programme Structure:**

- 12 modules, with each module being taught once a month
- Upon completion of the modules, students are required to carry out a professional thesis based on a topic relating to the aviation field and approved by ENAC within a six-month period

**Entry Requirements:**

Applicants are required to meet one of the following requirements:

- Hold a Master's degree or a 4-year Bachelor's degree; or
- Hold a 3-year Bachelor's degree with at least 3 years of working experience

Applicants should also meet one of the below English language proficiency requirements:

- TOEFL: 550 (Paper-based) / 79 (Internet-based); or
- TOEIC: 785; or
- IELTS: 6.5; or
- HKDSE English Language: Level 4; or
- HKCEE English Language (Syllabus B): Grade B; or
- HKALE Use of English: Grade C



Target



Date



Duration



Certificate issued by



Fees



Location

Qualifications Framework Level 6 Programme, Qualification Registration No.: 20/000618/L6 and Validity Period: 01/01/2021-31/12/2026.

## HONG KONG AVIATION SCHOLARSHIP SCHEME

It is one of the eligible programmes under the Hong Kong Aviation Scholarship Scheme (Scholarship) of the Maritime and Aviation Training Fund (MATF). Eligible applicants, after successful registration of the programme, can submit Scholarship application through the Academy. The scholarship is capped at **HKD100,000** each to selected students. For details of the Scholarship, please refer to <http://www.tlb.gov.hk/matf>. For application procedures, please contact the Academy by email [AMATM@hkiaaAcademy.com](mailto:AMATM@hkiaaAcademy.com).

### Remarks:

1. This Advanced Master degree is accredited by ENAC Conseil des études and Conférence des Grandes Ecoles (CGE)
2. Non-local Higher and Professional Education Courses List Registration Number: 272772
3. It is a matter of discretion for individual employer to recognise any qualification to which this course may lead to
4. Applicants with other equivalent qualifications, English language proficiency and relevant working experience will be considered on individual merit

REFOCUS YOUR CAREER





## ***Programme Intended Learning Outcomes (PILOs):***

*Upon successful completion of this programme, students will be able to:*

- I. critically evaluate the interrelation between the various sectors in the air transport industry;
- II. apply knowledge and skills in a broad range of managerial disciplines in the air transport industry;
- III. deal with major safety, security, professional, ethical, management and economic issues affecting the air transport industry in local, national, regional and international contexts;
- IV. critically evaluate data, information, concepts, evidence and demonstrate leadership in business decision making;
- V. utilise professional knowledge and formulate appropriate methodologies to create integrated air transport solutions; and
- VI. communicate at a high level of competence across multiple sectors and stakeholder groups.



Photo by Hugo Brems

Module No.	Modules
AVOM5110	Air Passengers and Quality of Service
AVOM5710	Human Resources
AVOM5711	Financial Management
AVOM6710	Air Transport Economics
AVOM6412	Airline Operations and Safety Management
AVOM5510	Marketing
AVOM6110	Ground Handling and Operations
AVOM6510	Communication and Crisis Management
AVOM6511	Air Transport Market and Airline Distribution
AVOM6410	Airline Strategy
AVOM6711	Air Transport Security and International Laws
AVOM6411	Sustainable Development of Air Transport

- Lectures will be delivered in 12 three-day classes every month plus online learning
- HKIAA reserves all rights to make revisions or alternations to the modules, schedule or other details if necessary
- Students are allowed to take modules of the Advanced Master in Air Transport Management separately. For details, please visit our website.

 For enrolment, please visit our website at [www.hkiaAcademy.com](http://www.hkiaAcademy.com)

# GROW YOUR GLOBAL NETWORK



## Air Passengers and Quality of Service



Executives or managers from airports, airlines and other aviation-related organisations, who are interested in providing quality services to air passengers

This module provides students with an in-depth understanding of the concepts and measurements of the quality of services in air transport industry. It also enables students to analyse the main difficulties experienced by the main air transport actors in building up a service culture and managing the quality of services.

### Learning Outcomes:

- Describe the structure of air transport market and the major stakeholders in terms of service delivery
- Analyse the characteristics of the different types of passengers and their expectation in services
- Examine how airports, airlines and ground handlers manage and measure services quality for continuous improvement
- Appraise the concepts of Smart Airport with the use of innovative technology to enhance passenger experience and efficiency
- Analyse the main difficulties to build up a service culture in the air transport industry

## Human Resources



Executives or managers from airports, airlines and other aviation-related organisations, who are interested in Human Resources Management (HRM) and Organisational Behaviour (OB)

This module presents students who are non-specialists with the current trends in Human Resources Management (HRM) and Organisational Behavior (OB) by understanding the basic knowledge, studying tools and practices specific to air transport worldwide. It also equips students with the ability to provide corresponding recommendations to enhance the human resource system of an aviation company.

### Learning Outcomes:

- Relate modern human resources management functions to organisational behaviour and talent management
- Analyse how executive coaching can improve leadership effectiveness
- Develop the operational knowledge and insights to handle issues of managing people on local, international and global scale
- Analyse regional and global human resources contemporary issues for the air transport industry
- Explore the changing role of the human resources management function and its impact on line managers in air transportation



SHARPEN YOUR

# LEADERSHIP SKILLS







## AVOM5711

# Financial Management



Executives or managers from airports, airlines and other aviation-related organisations, who are interested in financial management

This module presents students the broader field of financial management in the air transport industry. It equips students with fundamental skills to identify the key financial indicators in assessing the health of air transport operators and analysing financial performances, which will help their companies to secure a place in the international market.

### Learning Outcomes:

- Describe the conceptual framework of financial management used in the air transport industry
- Relate financial management tools and practices with profit maximisation
- Evaluate financial performance of airlines and airport operators
- Develop financial forecast for organisations in the global air transport industry



## AVOM6710

# Air Transport Economics



Executives or managers from airports, airlines and other aviation-related organisations, who are interested in air transport economics

This module focuses on the key concepts of economics in relation to air transportation. It also examines the strategies generally used in demand forecast and business development in the global air transport industry.

### Learning Outcomes:

- Relate economic fundamentals to demand, cost and price structure in the global air transport industry
- Evaluate the air transport structure, profitability and strategy in market development
- Analyse the trend and structure in aircraft leasing towards aircraft portfolio management
- Critically evaluate air traffic forecasts and aircraft risk portfolio

REACH NEW HEIGHTS   
  **IN CAREER**



## AVOM6412

# Airline Operations and Safety Management



Executives or managers from airports, airlines and other aviation-related organisations, who are interested in airline operations and safety management

This module provides students with a global vision of the operational organisation of airline companies. It also covers the implementation of a Safety Management System (SMS) in the air transport industry.

### Learning Outcomes:

- Describe the context, constraints and solutions in structuring airline organisations
- Evaluate the processes, procedures and technical requirements of airline flight operations management
- Formulate risk management process in terms of risk identification, assessment and mitigation
- Apply fundamental concepts and principles of a Safety Management System (SMS) in aviation safety and safety investigations

## AVOM5510

# Marketing



Executives or managers from airports, airlines and other aviation-related organisations, who are responsible for marketing planning and research

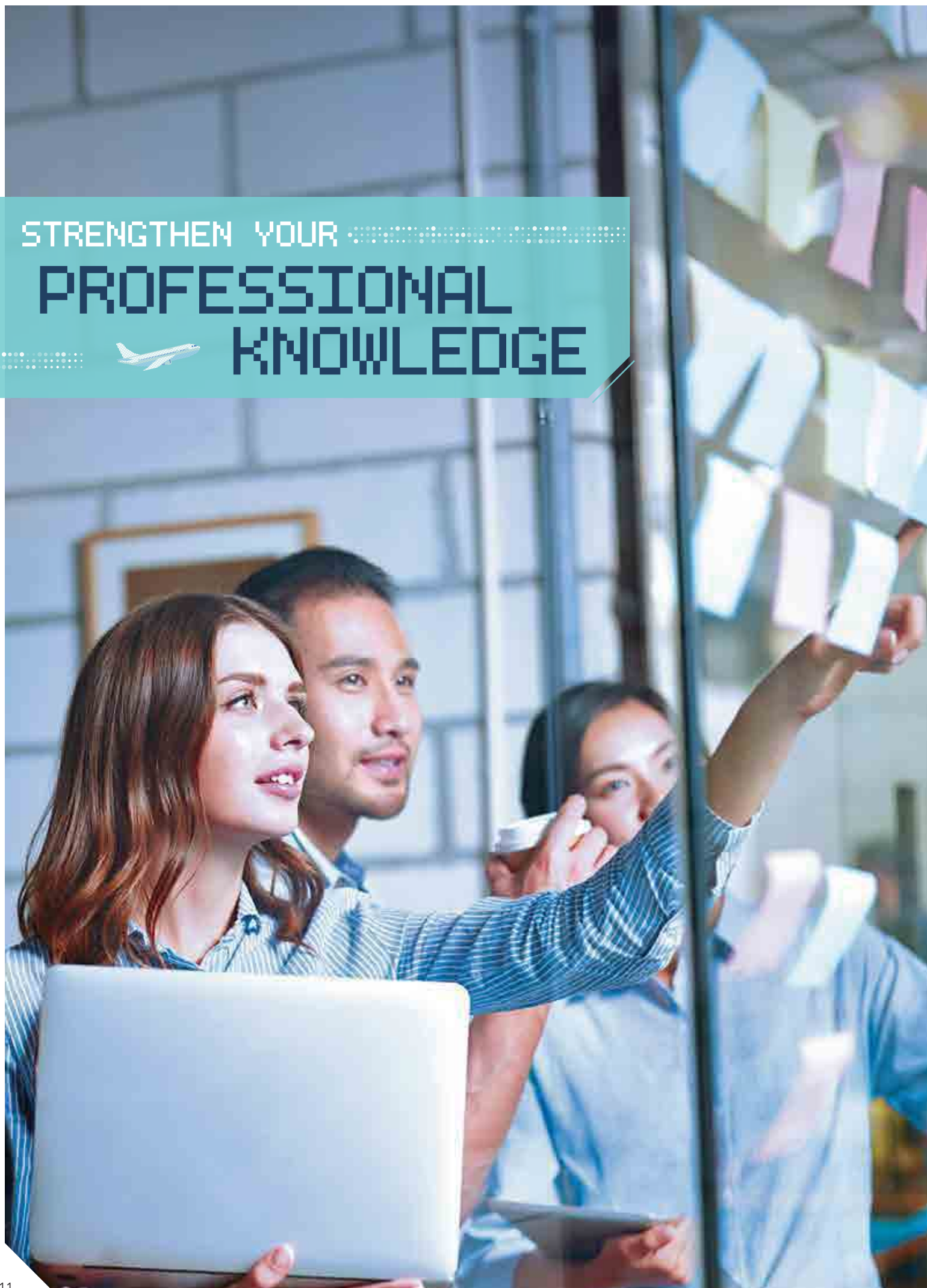
This module provides students with an introduction in marketing and communication including market research and marketing plan. It equips students with the knowledge to make strategic marketing decisions in the air transport industry.

### Learning Outcomes:

- Describe the main concepts, tools and practices in marketing that are related to air transport industry
- Apply the main concepts and tools in marketing and communication in business-to-business and business-to-customer markets
- Solve marketing problems using qualitative and quantitative tools in market research
- Describe the target and requirements for a spectrum of business data analysis problems in marketing
- Develop marketing plan towards strategic marketing for companies in air transport industry



STRENGTHEN YOUR .....  
**PROFESSIONAL  
KNOWLEDGE**





## AVOM6110

# Ground Handling and Operations



Executives or managers from airports, airlines and other aviation-related organisations, who frequently work with ground handling service providers

This module provides students with a broad overview of ground handling and airside safety operations. It also enables students to examine ground handling management issues based on global trends and evolution.

### Learning Outcomes:

- Describe the standard and structure of the ground handling market and the roles of the main actors
- Explain the functions, activities and services of ground handlers and the relationships with the airlines and the airport authorities
- Evaluate quality ground handling operations and its impact towards safety airside operations
- Examine global trends and evolution to develop ground handling management solutions



## AVOM6510

# Communication and Crisis Management



Executives or managers from airports, airlines and other aviation-related organisations, who are responsible for contingency planning, risk, disruption, crisis or operational management functions

This module aims to raise students' awareness of the global threats and aviation risk landscape faced by the airport transport sector, particularly airlines and airport operators in the 21st Century. It also facilitates students to develop essential skills and knowledge to assess and manage the subsequent risks of aircraft incidents and accidents resulting in severe casualties and disruptions to air transport services. Students could also assess the effectiveness of an organisation's emergency response plans in response to risks and threats it faces in the 21st Century aviation environment.

### Learning Outcomes:

- Critically analyse the roles and responsibilities of major stakeholders in their crisis management of aircraft incidents and accidents
- Evaluate aircraft accident response infrastructure and follow up actions to restore the reputation of involved organisations
- Evaluate the roles of media and social media in accidents and the importance of a crisis communications plan
- Appraise the importance of aviation companies contingency plan in handling accident and its consequences of not handling the crisis properly
- Relate preventative measures in the air transport sector to global aviation safety

## Air Transport Market and Airline Distribution



Executives or managers from airports, airlines and other aviation-related organisations, who are interested in air transport market and airline distribution

This module gives students a broad overview of the characteristics of airline commercial distribution, as well as the main distribution and payment tools used for airline ticket distribution and freight agents. Upon completion of the module, students will be able to evaluate company's distribution strategy towards an integrated distribution network.

### Learning Outcomes:

- Describe the airline business environment and the airline commercial distribution characteristics
- Relate the airlines with its major distribution stakeholders and service providers in the air transport market
- Develop airline corporate agreement and sales approach towards strategic distribution management
- Compare and contrast the different business models in relation to airline distribution
- Evaluate the contemporary issues in airline distribution towards an integrated distribution network

## Airline Strategy



Executives or managers from airports, airlines and other aviation-related organisations, who are responsible for strategic planning and development

This module equips students with a broad knowledge of airline management and its strategic decisions. Upon completion of the module, students will be able to evaluate strategies of global airlines and how they are driven by external factors.

### Learning Outcomes:

- Describe the main concepts, methods and tools in airline strategic management
- Critically evaluate the impact of air transport stakeholders in airline strategies
- Analyse the different strategies used by the major and low-cost carriers and other business models
- Evaluate how airline strategies are driven by regulations, competition, change in market environment and customer expectations





## AVOM6711

# Air Transport Security and International Laws



Executives or managers from airports, airlines and other aviation-related organisations, who are interested in air transport security or aviation law

This module provides students with a broad knowledge of how regulatory framework and aviation security governing global civil aviation activities and development. It also examines global aviation security solutions and legal implications faced by the air transport industry.

### Learning Outcomes:

- Describe the main issues, stakeholders and measures involved in aviation security and its associated regulations
- Evaluate the implementation of a global aviation security solution
- Describe the legal structure and processes governing regional and global civil aviation activities and development
- Analyse the important legal implications in the operation and development of the airline industry
- Appraise air legal framework in the implementation, operations and management of aviation security



## AVOM6411

# Sustainable Development of Air Transport



Executives or managers from airports, airlines and other aviation-related organisations, who are responsible for sustainable development of their organisations

This module equips students with knowledge to analyse the environmental issues associated and its impacts on air transport industry. It also enables students to examine the latest designs and operations from aviation companies and its strategies towards sustainable development in the industry.

### Learning Outcomes:

- Describe climate change from aviation perspective and the environmental impacts in air transport
- Evaluate the importance of climate change mitigation as an environmental issue in air transport
- Examine how airline, airport, aircraft manufacturer, airspace and other aviation stakeholders operations and design that contribute to sustainable development
- Appraise air transport enterprise's strategy and corporate social responsibility towards sustainable development



**The programme entails a mixture of Western and Eastern knowledge of aviation and enables me to build a vast network of professionals within the industry globally.**

Presentation Sundays is my favourite part of the programme. For me, giving presentations to our colleagues is both engaging and interactive, which enables a sharing of knowledge. It is a great experience overall. Many industry professionals also share lots of practical insights with us.



### Rayhan Mario Wannappa

Acting Additional Director General  
Civil Aviation Authority of Sri Lanka  
2022 Graduate, Sri Lanka



RAYHAN MARIO WANNIAPPA

PHOUMITH TITH



**The programme broadens my knowledge in aviation to make wiser decisions at work and see the aviation industry from a new perspective.**

### Phoumith Tith

Director of Air Navigation Standard and Safety Department,  
State Secretariat of Civil Aviation, Cambodia  
2021 Graduate, Cambodia



“I am so glad that I stepped out of my comfort zone to advance my career!”



### Anchalee Gulati

Administrative Officer  
ICAO Asia and Pacific Office  
2022 Graduate, Thailand

“I am deeply grateful for this programme, which has enhanced my skills and prepared me for my promotion to my current position at CAAP.”



### Sofia Paula Fulmaran

Chief Corporate Planning,  
Civil Aviation Authority of the Philippines  
2023 Graduate, Philippines





**I know how things work in aviation, but never crossed my mind to figure out why. Thanks to the programme, I have the perspective, and importantly the connections, to advance industry development.**

I have expanded my professional network with aviation experts from around the world. Thanks to these, I now feel empowered to advance meaningful development in the industry.



### Stewart Chun

Chief Technology Officer,  
Asia Airfreight Terminal (AAT)  
2021 Graduate, Hong Kong

**The programme has equipped me to take advantage of the rising demand for highly skilled aviation professionals in Cambodia.**



### Vann Chanty

Director General,  
General Department of Air Transport Policy,  
State Secretariat of Civil Aviation, Cambodia  
2019 Graduate, Cambodia



**The programme gives me a clear framework to learn from not only the course materials, but also from my classmates from different professions.**

I really enjoy working with my overseas project teammates and am excited to see them in person and connect with them. I would like to extend a huge thanks to the professors and academy staff who provided us their time and support every month from Friday to Sunday throughout this programme.



### Symonds Chan

Assistant General Manager, Global Marketing and Partnership  
Airport Authority Hong Kong  
2022 Graduate, Hong Kong

**I have the chance to learn from seasoned aviation professionals from around the world, giving me real-life insights into how air transport works across nations and continents!**

### Cherry Wong

Cargo Operation Centre Manager of Service Planning and Development,  
Cathay Pacific Airways Ltd.  
2021 Graduate, Hong Kong



**I was surprised by how much the programme broadened my perspective.**



### Xiao FangXiao

Manager - Operations Management and Pricing  
China Aircraft Leasing Group Holdings Limited  
2023 Graduate, Hong Kong

# Advanced Master in Air Transport Management 2026-2027

## Programme Schedule

Module No.	Modules	Module Dates
AVOM5110	Air Passengers and Quality of Service	09-11 Jan 2026
AVOM5710	Human Resources	06-08 Feb 2026
AVOM5711	Financial Management	06-08 Mar 2026
AVOM6710	Air Transport Economics	10-12 Apr 2026
AVOM6412	Airline Operations and Safety Management	15-17 May 2026
AVOM5510	Marketing	05-07 Jun 2026
AVOM6110	Ground Handling and Operations	10-12 Jul 2026
AVOM6510	Communication and Crisis Management	11-13 Sep 2026
AVOM6511	Air Transport Market and Airline Distribution	09-11 Oct 2026
AVOM6410	Airline Strategy	06-08 Nov 2026
AVOM6711	Air Transport Security and International Laws	04-06 Dec 2026
AVOM6411	Sustainable Development of Air Transport	15-17 Jan 2027

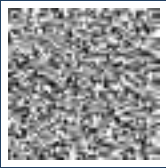
Updated as of 06 Aug 2025

### Remarks:

1. HKIAA reserves all rights to make revisions or alternations to the programme schedule or other details if necessary
2. Non-local Higher and Professional Education Courses List Registration Number: 272772
3. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead to
4. Advanced Master in Air Transport Management is a Qualifications Framework Level 6 Programme, QR Registration No.: 20/000618/L6 and Validity Period: 01/01/2021 – 31/12/2026



The Hong Kong International Aviation Academy reserves all rights to make revisions or alternations to the modules, schedule or other details if necessary.  
For the latest updates, please refer to our official website [www.hkiaAcademy.com](http://www.hkiaAcademy.com).



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[www.hkiaAcademy.com](http://www.hkiaAcademy.com)

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