

ADVANCED MASTER IN AIR TRANSPORT MANAGEMENT

PART-TIME

HONG KONG INTERNATIONAL AVIATION ACADEMY



A MEMBER COMPANY OF HKIA SHL,
SUBSIDIARY OF THE AIRPORT AUTHORITY HONG KONG



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 traditional MBA courses, as well as 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 2024



ENAC



18 months



Hong Kong International Aviation Academy



EUR25,300

Medium of Instruction: English

Mode of Study:

- Taught component: 12 modules in the programme. Each module to be delivered every month
- Professional thesis in the last six months

Programme Structure:

- 12 modules, each module consists of 30 hours of teaching 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
- All students are required to give an oral presentation and submit a professional thesis to a jury formed by HKIAA and ENAC teaching staff

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

Qualifications Framework Level 6 Programme, Qualification Registration No.: 20/000618/L6 and Validity Period: 01/01/2021-31/12/2023.



Target



Date



Duration



Certificate issued by



Fees



Location

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 **HKD 100,000** each to selected students. For details of the Scholarship, please refer to <http://www.matf.gov.hk>. For application procedures, please contact the Academy by email 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





Our 5,500-square-meter campus is located on the 9th floor of the HKIA Community Building, adjacent to Terminal I and provides enhanced facilities to accommodate a growing number of participants.

The holistic curriculum also allows participants to take the modules separately. This series of strategic courses equips participants with in-depth knowledge of air transport management from various perspectives.

<i>Module No.</i>	<i>Modules</i>	<i>Modules Dates*</i>	<i>Fees</i>
AVOM5110	Air Passengers and Quality of Service	12 - 14 January 2024	HKD12,800
AVOM5710	Human Resources	02 - 04 February 2024	HKD12,800
AVOM5711	Financial Management	08 - 10 March 2024	HKD12,800
AVOM6710	Air Transport Economics	12 - 14 April 2024	HKD12,800
AVOM6412	Airline Operations and Safety Management	03 - 05 May 2024	HKD12,800
AVOM5510	Marketing	31 May - 02 June 2024	HKD12,800
AVOM6110	Ground Handling and Operations	05 - 07 July 2024	HKD12,800
AVOM6510	Communication and Crisis Management	06 - 08 September 2024	HKD12,800
AVOM6511	Air Transport Market and Airline Distribution	04 - 06 October 2024	HKD12,800
AVOM6410	Airline Strategy	08 - 10 November 2024	HKD12,800
AVOM6711	Air Transport Security and International Laws	06 - 08 December 2024	HKD12,800
AVOM6411	Sustainable Development of Air Transport	10 - 12 January 2025	HKD12,800

For enrolment, please visit our website at www.hkiaAcademy.com

* 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



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 participants with an in-depth understanding of the concepts and measurements of the quality of services in air transport industry. It also enables participants 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

This module presents participants 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 participants 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



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

Financial Management



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

This module presents participants the broader field of financial management in the air transport industry. It equips participants 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

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 global air transport industry.

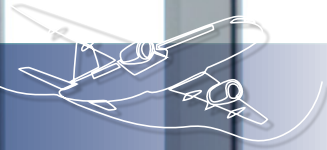
Learning Outcomes:

- 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



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

SHARPEN YOUR LEADERSHIP SKILLS





REACH NEW HEIGHTS

IN CAREER



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 participants 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

Marketing

This module provides participants with an introduction in marketing and communication including market research and marketing plan. It equips participants 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



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

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 participants with a broad overview of ground handling and airside safety operations. It also enables participants 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 relationship with the airlines and the airport authorities
- Evaluate quality ground handling operations and its impact towards safety airside operations
- Examine global trend and evolution to develop ground handling management solutions



Communication and Crisis Management

This module aims to raise participants' 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 participants 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. Participants 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



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



STRENGTHEN YOUR
**PROFESSIONAL
KNOWLEDGE**

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 participants 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, participants will be able to evaluate company 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

This module equips participants with a broad knowledge of airline management and its strategic decisions. Upon completion of the module, participants 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



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

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 participants 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

Sustainable Development of Air Transport

This module equips participants with knowledge to analyse the environmental issues associated and its impacts on air transport industry. It also enables participants 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



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

GRADUATES' SHARING

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

The programme is a wonderful eye-opener. What impresses me most about the programme is its inclusive learning environment, where experienced aviation experts openly share insights and discussed best industry practices from their area of expertise. This serves as a remarkable boost to my career development as I now understand the aviation industry on a whole new level.



Phoumith Tith

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



Ray Li

Airport Duty Manager,
Airport Authority Hong Kong
2019 Graduate, Hong Kong



“
Having discussions and studying with aviation experts from around the world is a great way to gain a better understanding of the industry.”



Soukxhongthong Voraphet

Director of Air Transport Division,
Department of Civil Aviation of Laos PDR
2019 Graduate, Laos

The programme puts theory into practice, and this practical approach in turn strengthens my professional knowledge and skills. Best of all, I have opportunities to get to know aviation experts from different parts of the world, which allows us to exchange ideas and learn from each other and enables me to view aviation industry operations from new perspectives.

“
The programme has equipped me with useful technical knowledge, and I have been inspired by the experiences of speakers and fellow students.”

”



The programme has enhanced my industry knowledge and negotiation skills, and I have learned to work more efficiently and effectively while focusing on my career path to support my long-term goals.

“

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! ”

The programme is a valuable learning experience to someone who has just taken up a managerial role – like me. It opens my eyes to a whole new world of aviation outside of airline operation. I have learned both theories and practical skills, which I can readily apply to my work.



Cherry Wong

Cargo Operation Centre Manager - Operation,
Cathay Pacific Airways Ltd.
2021 Graduate, Hong Kong



Robert Sham

Manager, Government and Public Affairs,
Hong Kong Air Cargo Carrier Limited
2021 Graduate, Hong Kong



“

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

”

Symonds Chan

Assistant General Manager, Strategic Partnership
of Airport Authority Hong Kong
2022 Graduate, Hong Kong



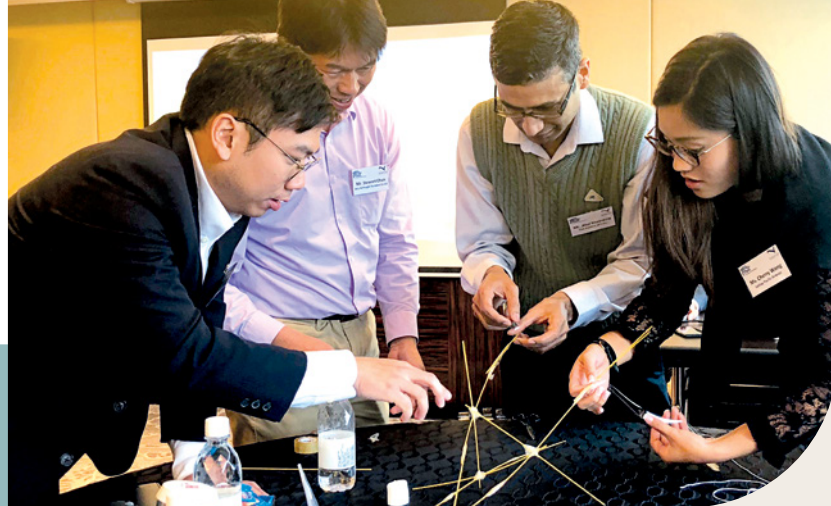
“

This programme enables me to have a huge advancement in my career. It allows me to crystallise my experience and knowledge from past work into new skillsets that can apply to new challenges.

”

Vann Chanty

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



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

“
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



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For the latest updates, please refer to our official website www.hkiaAcademy.com.



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