

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

Note: LOC is subject to changes due to curriculum review/ development

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
<b>Common competencies</b>		
<b>Service Experience Design</b>		
1	Develop point-to-point customer service experience solutions	
2	Administer customer service experience solutions	
3	Implement design solutions/ approaches for service gaps	
<b>Customer Service Quality &amp; Management System</b>		
4	Deliver quality customer service	
5	Manage quality customer service work processes	
6	Assess service quality performance	
7	Implement corporate social responsibility (CSR), business ethics and sustainability strategies	
<b>Safety, Security &amp; Health Standards Management</b>		
8	Enforce compliance of safety, security and health standards	
9	Carry out safety, security & health checks	
10	Investigate non-compliance or at stake cases	
<b>Customer Behaviour Analytics</b>		
11	Determine product or service problem area	
12	Perform customer journey mapping	
13	Propose product or service offers	
<b>Team Management</b>		
14	Manage resource planning	
15	Conduct coaching	
16	Manage team performance	
<b>Specialisation-specific competencies</b>		
<b>Inflight services &amp; communication</b>		
17	Manage inflight services	
18	Manage communication requirement	
19	Manage reporting and documentation requirement	

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
<b>Inflight Customer Service &amp; Engagement</b>		
20	Conduct service briefing	
21	Maintain cabin condition for passenger comfort	
22	Manage passenger needs	
<b>Cabin Emergency Management</b>		
23	Conduct pre-flight safety review	
24	Prepare cabin for flight	
25	Maintain communication with flight crew	
26	Manage inflight emergencies	
	<b>Sub-total of Competencies (Standard)</b>	
<b>List of Competencies (Company-specific)</b>		
1		
2		
3		
4		
5		
6		
7		
	<b>Sub-total of Competencies (Company-specific)</b>	

**Note:**

- a) Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- b) 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)].
- c) All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- d) 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**

# MODULE SYNOPSIS – WSDip in CEM (Cabin Services)

## Course Objective

This course equips trainees with skills, knowledge, and professional attributes in customer behavior analysis, developing, executing, and managing quality customer experience.

Additionally, trainees will acquire the skills to manage cabin emergency situations, provide inflight retail and catering services, deliver inflight customer service, and develop team management skills for resource planning and leadership.

## Modules Synopsis

<b>Customer Behaviour Analytics #</b>
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.
<b>Service Experience Design #</b>
On completion of this module, trainees should be able to develop, strategise and execute point-to-point customer service experience through service quality. Trainees should be able to assess opportunity and cost in bridging service gaps to enhance customer experience and service delivery.
<b>Customer Service Quality &amp; Management System #</b>
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.
<b>Safety, Security &amp; Health Standards Management ^</b>
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.
<b>Team Management ^</b>
On completion of this module, trainees should be able to plan for resources 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.
<b>Cabin Emergency Management *</b>
On completion of this module, trainees should be able to handle emergency situations, including medical incidents, fires, and security threats within a cabin environment. Trainees should be able to communicate effectively, coordinate evacuation procedures and resolve crisis, ensure the safety and well-being of all onboard.
<b>Inflight Catering &amp; Retail Services *</b>
On completion of this module, trainees should be able to oversee and deliver catering and retail services during flights. Trainees should be able to ensure compliance with food safety regulations, maintain optimal stock inventory onboard and implement effective merchandise strategies to enhance onboard retail offering. The trainees will be equipped to provide enhanced inflight experience, elevate passenger satisfaction through seamless catering and
<b>Inflight Customer Service &amp; Engagement *</b>
On completion of this module, trainees should be able to provide exceptional customer service and engagement during the flight. Trainees should be able to develop a comprehensive understanding of passenger needs, preferences, and expectations, enabling them to personalise the inflight experience and exceed customer satisfaction levels. Trainees will be equipped with effective communication techniques to address passenger inquiries, resolve complaints, and provide assistance with various onboard amenities and services to create a memorable inflight
<b>Company Project</b>
On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.
<b>On-the-Job Training</b>
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.

# TRAINING PATTERN SCHEDULE

## WSDip in Cabin Services

**Hybrid Release - Trainees attend daily lessons at ITE for a continuous period at the start, and after will attend lessons for one day per a week and spend the remainder of the work-week at the workplace for OJT.**

<b>April'26 Intake</b>	<b>April – June 2026</b>	ITE Vacation (June) 4 weeks	<b>July – September 2026</b>	ITE Vacation (Sept) 2 weeks	<b>October – December 2026</b>	ITE Vacation (Dec) 4 weeks	<b>January – March 2027</b>	ITE Vacation (March) 2 weeks
<b>1<sup>st</sup> Year Off-JT @ ITE</b>	<b>2 days / week</b>		<b>2 days / week followed by 2 weeks block</b>		<b>1 day/week</b>		<b>1 day/week</b>	
<b>April'26 Intake</b>	<b>April – June 2027</b>	ITE Vacation (June) 4 weeks	<b>July – September 2027</b>	ITE Vacation (Sept) 2 weeks	<b>October – December 2027</b>	ITE Vacation (Dec) 4 weeks	<b>October – December 2028</b>	ITE Vacation (March) 2 weeks
<b>2<sup>nd</sup> Year Off-JT @ ITE</b>	<b>1 day/week</b>		<b>1 day / week followed by 2 weeks block</b>		<b>1 day/week</b>		<b>1 day/week</b>	
<b>April'26 Intake</b>	<b>April – June 2028</b>	ITE Vacation (June) 4 weeks	<b>July – September 2028</b>	ITE Vacation (Sept) 2 weeks	<b>WSDip Programme 2026</b> <b>Start: 1 April 2026</b> <b>End: 30 September 2028</b> <b>Duration: 2.5 years</b>  <b>Final results release may be later than programme end date</b>			
<b>3<sup>rd</sup> Year Off-JT @ ITE</b>	<b>1 day/week</b>		<b>1 day/week</b>					