

Business Aviation Management Series

Certificate in Private Jet Hospitality Service Management (CertPJHSM)  

私人飛機款客服務管理證書

Certificate for Module (Business Aviation International Operations) CertMod (BAIO)  

證書 (單元: 商務航空國際營運)

Certificate for Module (Business Aviation Executive Management) CertMod (BAEM)  

證書 (單元: 商務航空行政管理)

Inspiring Your Future

Business Education@HKUSPACE

Certificate in Private Jet Hospitality Service Management

HT001A

QF Level : 3 | QR Registration No. : 19/000469/L3 | QR Registration Validity Period : 01 Apr 2019 - on-going

The programme aims to meet the continuing education and professional development needs of those who are currently working in the business aviation field or those who have aspirations in developing their future careers in the private jet business. The programme provides core private jet management and operation concepts, as well as specialized knowledge in delivering premium inflight butler services. A broad and holistic view of private jet management will be given to students with particular emphasis on hospitality service techniques.

Target Student Group



This programme targets at:

- airline practitioners who aspire to have career advancement;
- people who have interests regardless of their industry background and/or academic disciplines;
- people who work in business aviation, business aviation centres, super yachts, private clubs, luxury and fine-dining restaurants, luxury hotels and serviced apartments, cruises, upscale catering companies, airline lounges etc; and
- hospitality practitioners and personal assistants of corporations who wish to enhance the formal butler service training.

Programme Structure

On completion of the programme, students should be able to:

- discuss the market environment and management issues of private jet business;
- explain and describe core private jet operational procedures;
- describe the professional customer service standard of private jets;
- illustrate the preparation and serving skills of food and beverage on board the private jets; and
- identify the roles, attributes and responsibilities of a private jet flight attendant

Module (30 Credits)	Contact Hours
1. Introduction to private jet management  (12 Credits)	36 lecture hours + 3 hours for field trip/site visit/seminar
2. Butler service  (12 Credits)	36 lecture hours + 3 hours for field trip/site visit/seminar
3. Catering and culinary service on board (3 Credits)	12 lecture hours (including the practices in the kitchen)
4. Introductory wines and spirits tasting and servicing* (3 Credits)	12 lecture hours (including the wine tasting in the wine room)

*Graduates of this module with a mark of 70% attained in the test for module of "Introductory wines and spirits tasting and servicing" will be awarded by the Wine & Spirit Education Trust (WSET) the "WSET Level 1 Award in Wines".

Mode of Delivery


Four intakes per year in March, June, September & December (Part-time)


Medium of Instruction: English, supplemented with Cantonese

Class Time: Classes will be held on weekday evenings, weekends day time

Tuition Fee

HK\$22,800 per programme (excluding the field trip expenses)

 This course has been included in the Professional Training and Examination Refund Scheme under the Maritime and Aviation Training Fund Pre-approved Courses/Examinations List.

 Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund

 This course is recognised under the Qualifications Framework (QF Level 3)

Certificate for Module (Business Aviation International Operations) **4** **MATF**

HT011A

QF Level : 4 | QR Registration No. : 20/000613/L4 | QR Registration Validity Period : 15 Oct 2020 - on-going

30-hour programme aims to introduce to students a comprehensive and structured knowledge of flight operations in the business aviation sector, including flight coordination management, flight dispatching management, flight planning and scheduling, crew administration, business aviation aircraft model types, configurations as well as the regulatory requirements and laws. The programme also introduces a wide range of operational environments of business/private aircraft in different places (e.g. Hong Kong, The Greater China, US, Europe, Middle East, Africa). This programme is supported by The Asian Business Aviation Association (AsBAA). **Graduates of these programmes will be awarded within the HKU system through HKU SPACE. For CertMod (BAIO), the certificate parchments will also be signed by AsBAA.**

Target Student Group

This programme targets at:

- commercial airline/ business aviation practitioners who aspire to have career advancement;
- people who have interests regardless of their industry background and/or academic disciplines; and
- executives and managers from business aviation management company, airports, regulatory bodies, airlines, air traffic control and other aviation-related organizations.

Programme Structure

On completion of the programme, students should be able to:

- identify business aviation aircrafts and their related certification and insurance;
- describe flight coordination and dispatching procedures;
- explain the planning, scheduling and management of flights and flight crew;
- identify the local and international regulatory bodies and analyze the operational environments; and
- evaluate the emerging trends and challenges of business aviation international operations.

Topics (9 Credits)

1. Introduction of Business Aviation and its Aircraft	5. Crew Scheduling and Management
2. Introduction of Business Aircraft Registry and Insurance	6. Flight Planning & Scheduling System
3. Flight Coordination Management	7. Electronic Flight Bag (EFB)
4. Flight Dispatching Management	8. Challenges of Business Aviation Flight Operations Management

Mode of Delivery

Class Time: Classes will be held on weekday evenings, weekends day time

Medium of instruction: English

Tuition Fee

HT011A: HKD12,000



This course has been included in the list of reimbursable courses under the Continuing Education Fund



This course is recognised under the Qualifications Framework (QF Level 4)

Certificate for Module (Business Aviation Executive Management)

HT010A

QF Level : 5 | QR Registration No. : 20/000612/L5 | QR Registration Validity Period : 15 Oct 2020 - on-going

30-hour programme aims to familiarize with the key functions of business aviation management, which encompasses stakeholder management, legal and compliance, financial management, sale and marketing management, business development, as well as human resources management. A wide range of best practices in business aviation will be drawn from different continents, so that students will have a comprehensive and professional understanding of management knowledge and skills to deal with a variety of people, tasks and business needs in the business aviation sector. This programme is in collaboration with The Asian Business Aviation Association (AsBAA). **Graduates of this programme will be awarded within the HKU system through HKU SPACE. For CertMod (BAEM), the certificate parchments will also be signed by AsBAA.**

Target Student Group

This programme targets at:

- commercial airline/ business aviation practitioners who aspire to have career advancement;
- people who have interests regardless of their industry background and/or academic disciplines; and
- executives and managers from business aviation management company, airports, regulatory bodies, airlines, air traffic control and other aviation-related organizations.

Programme Structure

On completion of the programme, students should be able to:

- differentiate and explain the roles and functions of different key stakeholders in business aviation;
- examine the related policies, regulations and laws that the business aviation sector has to comply;
- discuss how financial management and business development can facilitate business sustainability; and
- critically assess the characteristics of marketing and human resources management in the context of business aviation.

Topics (9 Credits)

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| 1. Overview of Business Aviation | 5. Sale and Marketing Management |
| 2. Overview of Aircraft Management Company | 6. Business Development |
| 3. Legal and Compliance | 7. Human Resources Management |
| 4. Financial Management | |

Mode of Delivery

Class Time: Classes will be held on weekday evenings, weekends day time

Medium of instruction: English

Tuition Fee

HT010A: HKD12,000

Teachers' and Guest Speakers' Profiles



Mr West Chun
Vice President, Operations, Sino Jet Management Limited

Areas of expertise:

- Business Jet Operations Management
- Flight Dispatch and Operations Control
- Superior Customer Services Management
- Tourism and Travel Management



Ms Cindy Tse
Director of Cabin Services, Sino Jet Management Limited

Areas of expertise:

- Commercial and Private Airline and Airport Management
- Leadership & Talent Development
- Luxurious Service & Hospitality
- Catering knowledge



Dr Ken Wong
Experienced Butler

Areas of expertise:

- Casino and Luxury Hotel Management
- Food and Beverage
- Professional Butler Services



Mr Alan Pong
Operations Manager, Universal Weather & Aviation

Areas of expertise:

- Operational management
- Flight planning and aircraft dispatch
- Team management
- Account Management



Ms Sarah Kalmeta
Former Board of Governors, Asian Business Aviation Association (AsBAA); Founder, Pivot Point

Areas of expertise:

- General management
- Flight Services and Operations
- Coaching & Training



Ms Jackie Wu
Founder & President, Senior Aviation Specialist, JetSolution Aviation Group

Areas of expertise:

- Aircraft acquisition and financing transactions
- Aviation regulatory and compliances
- Aircraft delivery and operational consulting service aircraft acquisition and advisory



Ms Amy Yang
Board of Governors, Asian Business Aviation Association (AsBAA); Director of Marketing & Communications, Asia, VistaJet

Areas of expertise:

- Marketing
- Branding
- Public Relations
- Business Development



Mr Jeff Chiang
Former Chief Operating Officer, Asian Business Aviation Association (AsBAA)

Areas of expertise:

- Charter Operations
 - Aircraft Management
 - Business Management
 - Legal
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Our Supporting Organisation: Asian Business Aviation Association (AsBAA)



The Asian Business Aviation Association (AsBAA) is a non-profit association representing business and general aviation companies and individuals based in Asia and around the world. AsBAA's members include major aircraft manufacturers, business aircraft operators, business aviation service providers, aviation financial services, aviation legal services, aviation insurance providers, and individual business aviation professionals. Through AsBAA, its members receive support with operational challenges and in turn, also support the advancement and development of the business and general aviation industry in Asia.



Wu Zhendong, Chairman, Asian Business Aviation Association (AsBAA)

“We are thrilled for AsBAA Discovery — the student and careers arm of the Asian Business Aviation Association (AsBAA) to be partnered with HKU SPACE. This partnership strengthens AsBAA Discovery’s commitment to student interest, passion, and success in business and general aviation. We hope that AsBAA Discovery’s efforts and resources in this partnership reinforces and expands existing areas of interest for some students and closes the gap for others. Our primary goal at AsBAA Discovery, through advocacy and outreach, is to serve as a catalyst for impact in the students’ career paths. We are delighted to help foster the next generation of business and general aviation professionals alongside HKU SPACE.



Enquiries

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