

## **01. Basic Reservations (MKT 001)**

### **Objectives**

- Learn how to execute reservations functions effectively and efficiently
- Examine the role of reservations in the airline industry
- Identify the role, responsibility, functions and relationship of Travel agency with Airlines.
- To familiarize trainees with airline terminologies, abbreviations and AIRIMP codes
- Learn how to use the Sales Tools: OAG, ET time table
- Learn how to plan and itinerary and calculate time differences and flying times.
- Acquaint trainees with the rules and regulations that govern the air travel industry,
- Learn how to make air travel arrangements and make reservations for seats and other related services.

**Who should attend:** Newly recruited trainees of SOCO/SOF/College Trainees; private applicants who want to work in travel agencies and tour organizations. **This course is pre requisite to Basic Fares and Ticketing.**

**Duration: 10 days**

### **Course content:**

- Overview of International organizations, regulations and policies that are directly linked with the air travel industry
- Familiarization with airline terminologies, abbreviations and AIRIMP codes
- Use of Sales tools: OAG, ET & Other Airlines Time table
- Itinerary planning and calculation of time differences and flying times.
- Reservations systems and procedures
- Travel Agency Role, responsibility, functions and relationship with airlines and other related services.

---

## **02. SABRE Interact Reservations & Ticketing (MKT 003 & MKT008)**

### **Objectives**

- Appreciate ET's Objectives
- Examine the Role of Reservations in the Industry
- To learn how to make automated reservations using the Sales tools, Sales and Services Manual and other tools in the airline industry
- To learn how to execute reservations functions effectively and efficiently using the computerized reservations Functions
- To learn related reservations functions other than booking like clearing of flights, queue handling etc.
- Familiarize trainees with the Sales and Services manual pertaining to Reservations functions like Acceptance Regulations of Passengers
- To learn how to read flights, handle queues, NO show reporting and other non PNR transactions related to passenger bookings and listings.
- quote fares from the system in NUC and different currencies with applicable taxes for different types of journeys, with different carriers, discounts and class of travel
- read fare rules from the system and issue automated open dated tickets with and without bookings
- display different applicable taxes with conditions
- re calculate fares and reissue tickets from the system
- Insert manual tickets, refunds and MCOs in the system for Sales Report purposes
- Generate daily sales report from the system

**Who should attend:** Newly recruited reservations and central Reservations control agents, passenger handling agents working at Ticket and Reservations offices, Accountants working at Passenger Sales Audit and related areas. **Reservations and Basic Fares and Ticketing are prerequisite to take this course.**

**Duration:** 10 working days

**Course Content**

- Implementation of the Sales & Services Manual and Sales tools in making computerized bookings
- Definition, Importance of Reservations and Reservations functions
- Non PNR transactions
- Creation, updating and modification of the Passenger Name Record
- Handling Queues, Flight Clearing, NO show reports
- Itinerary Pricing
- PNR Pricing Functions
- Fare Construction Inputs
- Fare, Rules and Tax Displays
- ROE and Currency Management (Conversion Functions)
- MPM/TPM Mileage displays
- Electronic & paper ticket, VCR displays, VCR status identification and change, Revalidation & Re-association
- FOCUS (On-line SABRE Manual) usage for trouble shooting
- Ticket Print Functions
- Agent Sales Reports
- Refund, exchange tickets, paper ticket surcharge, transportation voucher, miscellaneous sales, Prepaid Ticket Advise
- Automated MCO, etc

---

**03. Revenue Management (MKT 007)**

**Duration:** 3 days

---

**04. Automated Control Functions (MKT 006)**

**Duration:** 2 days

---

**05. Basic Fares & Ticketing (MKT 007)**

**Objectives**

- To Acquire basic ticketing concepts and ticketing rules
- To Learn currency regulation rules, IATA Geography and areas
- To Use Passenger Air Tariff (PAT) books
- To Calculate fares for different types of journeys
- To apply basic fare construction checks in fare construction
- To learn about the mileage system
- To learn how to issue manual tickets and MCOs
- To calculate fares for PTA transaction and send PTA messages

**Who should attend:** newly recruited front line staff working at Reservations and Ticket offices. Accountants working at Passenger Sales Audit and related areas; College trainees hired for Marketing and Airline staff already working on front line. **Successful completion of Reservations is mandatory to pursue this course.**

**Duration**            **10 days**

#### **Course Content**

- Introduction to IATA Geography and the use of the Passenger Air Tariff
- Latest Global indicators
- Fare selection criteria and currency rules
- Mileage system vs. lowest combination principle
- Add on calculation
- Higher intermediate fares check
- OW/RT/CT fare construction steps and checks

---

### **06. SABRE Interact Reservations & Ticketing (MKT 008 & MKT003)**

#### **Objectives**

- Appreciate ET's Objectives
- Examine the Role of Reservations in the Industry
- To learn how to make automated reservations using the Sales tools, Sales and Services Manual and other tools in the airline industry
- To learn how to execute reservations functions effectively and efficiently using the computerized reservations Functions
- To learn related reservations functions other than booking like clearing of flights, queue handling etc.
- Familiarize trainees with the Sales and Services manual pertaining to Reservations functions like Acceptance Regulations of Passengers
- To learn how to read flights, handle queues, NO show reporting and other non PNR transactions related to passenger bookings and listings.
- quote fares from the system in NUC and different currencies with applicable taxes for different types of journeys, with different carriers, discounts and class of travel
- read fare rules from the system and issue automated open dated tickets with and without bookings
- display different applicable taxes with conditions
- re calculate fares and reissue tickets from the system
- Insert manual tickets, refunds and MCOs in the system for Sales Report purposes
- Generate daily sales report from the system

**Who should attend:** Newly recruited reservations and central Reservations control agents, passenger handling agents working at Ticket and Reservations offices, Accountants working at Passenger Sales Audit and related areas. **Reservations and Basic Fares and Ticketing are prerequisite to take this course.**

**Duration:** 10 working days

#### **Course Content**

- Implementation of the Sales & Services Manual and Sales tools in making computerized bookings
- Definition, Importance of Reservations and Reservations functions
- Non PNR transactions
- Creation, updating and modification of the Passenger Name Record
- Handling Queues, Flight Clearing, NO show reports
- Itinerary Pricing

- PNR Pricing Functions
  - Fare Construction Inputs
  - Fare, Rules and Tax Displays
  - ROE and Currency Management (Conversion Functions)
  - MPM/TPM Mileage displays
  - Electronic & paper ticket, VCR displays, VCR status identification and change, Revalidation & Re association
  - FOCUS (On-line SABRE Manual) usage for trouble shooting
  - Ticket Print Functions
  - Agent Sales Reports
  - Refund, exchange tickets, paper ticket surcharge, transportation voucher, miscellaneous sales, Prepaid Ticket Advise
  - Automated MCO, etc
- 

## 07. Intermediate Fares & Ticketing (MKT 009)

### Objectives

- To increase competency in special fare calculation and interpretation
- To Learn how to calculate normal round and circle trips
- To understand the relationship between normal fare construction and special fare HIP checks
- Learn how to issue special fare tickets with the lowest possible fare
- Learn how to collect and convert accompanying taxes, fees and charges
- know how to establish related charges such as stopover/transfer fees and penalty fees for rebooking and cancellation
- understand the different types of combinations such as Local combination and End-on combination

**Who should attend:** Ticket or Travel agents who have two years work experience at ticketing, accountants working at Passenger Sales Audit. Successful completion of Basic Fares and Ticketing is mandatory **Course mandatory for promotion to agent position from Junior Ticket Agent**

**Duration**            **5 days**

### Course Content

- Round the world fares and other circle trips with different global indicators
  - Manipulating normal fare checks to obtain the lowest special fare quote
  - Special fare selection and analysis
  - Types of special fares for individual travel such as excursion fares, PEX and APEX fares
  - Other special fare ticketing procedures
- 

## 08. Advanced Fares & Ticketing ((MKT 010)

### Objectives

#### To learn how to:

- Quote restricted and unrestricted fares for one way and return sub journeys
- Calculate normal fares in NUC for one way, round trips, circle trip, round the world trip and open jaw applying multi level fares, carrier coded fares, special mileage provisions and the mileage system
- Increase check rules and calculate add-on fares
- Apply competitive fare calculation techniques using alternative methods like the lowest combinations principle (LCP) or slicing and dicing the itinerary

- Establish missing fares for checks purpose using the lowest combination of fares
- Calculate fares for mixed class travel
- Learn the endorsement procedures
- Reissue tickets applying appropriate endorsement procedures and become familiar with voluntary and involuntary rerouting, issue and honor an unspecified MCO/MPD

**Who should attend:** Ticket and Travel agents who have three years work experience in ticketing, accountants in passenger audit department. Successful completion of Intermediate Fares & Ticketing is mandatory. **Course mandatory for promotion to Senior Ticket Agent from Ticket Agent position**

**Duration**            **10 days**

**Course Content**

- Introduction to special mileage provisions
- Introduction to normal fare checks for 2 or more pricing units.
- Application of the lowest combination principles
- Carrier fare selection criteria
- Mixed class travel
- How to slice and dice journeys
- Reissues and re routing
- The new IATA fare calculation steps and changes
- One-way, circle trip, normal fare open jaws with surface sectors

**09. Advanced Passenger Fares & Ticketing - Refresher (MKT 010-R)**

**Duration:** 5 days

**10. Revenue Accounting (MKT 011)**

**Duration:** 5 days

**11. Airline Passenger Handling - Initial (MKT 013)**

**Objectives**

- To understand the application of IATA standards relating to passenger and baggage handling functions
- To gain a practical working knowledge of all aspects of airport passenger services functions
- To develop the skills to assist passengers in professional customer focused manner.

**Who should attend:** newly recruited reservations, ticket and passenger handling agents, newly hired staff assigned to work at the airport

**Duration: 5 days**

**Course Content:**

- Completion, acceptance and rules relating to passenger tickets and Miscellaneous Charges Order (MCO)
- Endorsement procedures, acceptance of credit cards
- Baggage acceptance, tagging rules and procedures
- World Tracer system for Lost and Found baggage
- Ticket, travel document and other forms of fraud
- Check in procedures and special passengers handling
- Behavioral skills in customer service specially at check-in and gates

- Passenger expenses en-route, overbooking, delayed and denied boarding, airline liability
  - Loading and unloading operations
  - Airside safety awareness
- 

## 12. Airline Passenger Handling - Refresher (MKT 014)

**Duration:** 3 days

---

## 13. SABRE ACSI Check-in (MKT 015)

### Objectives

- To have a clear understanding of all the basic check in entries and system response
- To display or redisplay any specific requested passenger lists
- To give professional passenger service while customers check in and supplement it with specific seat or special passenger handling requests.

**Who should attend:** front line staff working at check in counter, newly recruited staff to be assigned at Reservations, Ticket offices, CRC and Reservations control staff

### Advantageous to have Reservations and Ticketing knowledge.

**Duration:** 3 days

### Course Content:

- Passenger Check in display
  - Check-in procedure for passenger with Electronic Ticketing
  - Status of a VCR, changing of status of a VCR
  - Automated Baggage Tag
  - Automated Boarding pass
  - Post Departure Control functions
  - Sorting of Standby lists
  - Passenger Information list
  - Passport Name List
  - Automated Excess baggage calculation
- 

## 14. Aircraft Weight & Balance (MKT 017)

### Objectives

- To give staff a basic knowledge of the principles of weight and balance of an aircraft
- To provide load control agents and Pilots with the knowledge to appreciate the importance of weight and balance which is directly related to the safety of flights
- To give more comprehensive view and understanding of what is involved in the practice of aircraft loading

**Duration:** 5 days

**Who should attend:** Airport staff working as Load Controllers. **Airline Passenger Handling course is prerequisite. Course valid only for two years and refresher course is mandatory every two years.**

**Course content:**

- Basic principle of weight and balance
  - Aircraft structural load limitations
  - Unit Load devises
  - Bulk hold loading
  - Load Sheet
  - Balance tables
  - Loading instruction, messages
  - Dangerous goods
  - Aircraft specific instructions
  - Area load limitation
  - Loading and unloading operation
  - Close, compose and send Load messages (LDM, CPM, LPM) manually
- 

### **15. Aircraft Weight & Balance for Freighter Aircrafts (MKT 017-F)**

**Duration:** 5 days

---

### **16. Aircraft Weight & Balance for Freighter Aircrafts - Recurrent (MKT 017-FR)**

**Duration:** 3 days

---

### **17. Aircraft Weight & Balance - Recurrent (MKT 017-R)**

**Duration:** 3 days

---

### **18. SABRE Load Manager (E-Mergo) (MKT 018)**

#### **Objectives**

- To give the Load Control agent/supervisor a clear understanding of all the basic load control functions and entries with expected system responses
- To be able to produce load planning instructions of both narrow bodied and wide bodied aircrafts and any special cargo notification for departure messages as required
- To be able to close flights and make any necessary trim adjustments to produce final load sheet for on time departure
- To be able to dispatch all LDP departure messages at the end of the flight
- To be able to handle any late aircraft version or type changes with less disruption to passengers

**Who should attend:** front line airport staff working as Load Controllers. Manual **Aircraft weight and Balance (Course MKT 017) is pre requisite.**

**Duration:** 3 days

#### **Course content**

- Manual flight creation

- Flight data display
  - List of Active flights
  - Open screen display
  - Fuel screen
  - Passenger payload screens
  - Cargo payload and load distribution screen
  - Additional flight entries and information
  - Miscellaneous load planning entries
- 

## 19. World Tracer (MKT 020)

### Objectives

- To familiarize the trainees with the aspects of the World Tracer baggage management module that relate to the baggage service functions they perform on the job
- To learn entries in the system describing missing, found, forwarded, damaged and pilfered baggage.
- To learn how to retrieve information (file and reports) from the system
- Learn how to change and add information to the system
- To understand match messages and other types of displays from the system and take any necessary action
- Recognize error messages and understand

**Who should attend:** front line staff working at the airport and Lost and Found section, Customer Relations staff handling customer complaints with regards to customers luggage

**Duration:** 5 days

### Course content

- Creating basic files in world tracer
  - Displaying and amending files
  - Using action file transaction
  - Report transactions
- 

## 20. Defensive Driving II & Ramp Safety Course (MKT 021)

### Objectives

At the end of the course participants are expected to:

- Understand definition of safety
- Have the knowledge of defensive driving and ramp safety
- Develop positive attitude towards preventing human as well as property damages.
- Develop skill in defensive driving.
- Keep work places safe

**Who should attend** - Mandatory to all GSE operators, Ramp and cargo area workers

**Duration** 1 day

### Course content

- Pre –driving safety issues
- Critical elements to avoid collision
- Special (weather) conditions

- Alcohol, Drugs and other medicines
- Parking
- Backing
- Ramp safety and driving in ramp area
- Loading and unloading aircraft
- First Aid
- Ramp fire protection and combating

---

## 21. Basic Cargo Skills and Procedures (MKT 022)

### Objectives

- Gain familiarity with air cargo industry terms and expressions
- Learn to control and maximize the use of the space in aircraft holds
- Make fuller and more effective use of Unit Load Device
- Be able to accept cargo consignment and utilize the procedures involved in handling special cargo such as human remain and live animals
- Gain knowledge of an airline's liability for the goods it carried and the correct handling of claims
- Be able to understand and complete an Airway Bill to IATA standards
- Apply basic rating principals and state and operator variations
- Understand the principles of interline carriage

**Who should attend:** operational staff of airlines and airlines' handling agents, newly hired staff assigned to work at the cargo section, station managers and ground handling staff.

**Duration:** 5 days

### Course content

- Glossary of air cargo terms
- Aircraft loading: types, holds and compartments
- Unit Load Devices (ULD): types, sizes, weight, identification, acceptance standards, contours and positioning.
- Aircraft loading: import/export systems, aircraft servicing, ground support equipment, loading limitations and load restraint and load spreading
- Flight routings: narrow/wide-body passenger flights, dedicated cargo flights, OAG guides, loadability, timing, transfer/transit times
- Acceptance of Cargo from customers, (shippers, airlines, agents) packages and documents
- Special loads, including live animals, human remains, dangerous goods
- Liability and handling of claims, conditions of contract
- Cargo documentation, shipper's letter of instruction, AWB completion
- Basic rating system, rate structures-general cargo rates, specific commodity rates, class rates, unpublished rates, additional charges, weight and volume charges for united/non united consignments
- Interline carriage-ULD Control, transfer manifest and transfer of ULD

---

## 22. SITA Air Cargo System (AVIVA) (MKT 023)

### Objectives

To perform the complete functions related to the operational use of the cargo system

**Who should attend:** Front line staff working at the cargo section handling incoming, outgoing and transit cargo, cargo marketing and cargo space control staff

**Basic Cargo and Procedures is prerequisite.**

**Duration:** 5 days

**Course Content:**

- Creation of Basic booking (CAR)
  - Basic reservations entries
  - Amendments and optional fields
  - Lying and booked shipment list
  - Issuance of AWB record
  - Freight arrival
  - Creation of manifest
  - Group booking
  - Creation of mail record
  - ULD handling
  - Notification of arrival
  - CDR (Cargo Damage Report)
  - Notice of non delivery
- 

**23. DGR regulation (Initial) (MKT 024)****Objectives**

- To create an awareness and recognition of undeclared Dangerous Goods
- Learn how to use IATA's Dangerous Goods Regulations manual and complete the necessary dangerous goods transport documents.
- Be able to apply the regulations to identify, pack, mark, label and document dangerous goods
- Develop a working knowledge of the legal responsibilities involved with the transport of dangerous goods

**Who should attend:** Cargo acceptance and cargo agency staff, Cargo sales representatives, load planning and load control staff, operations and ground handling staff. Shippers, cargo agents, consolidators, freight forwarders and other agencies involved in processing cargo.

**Advantageous to have Basic Cargo and Procedures knowledge for all DGR courses. Course valid for 24 months. .**

**Duration:** 5 days

**Course Content:**

- Detailed interpretation of the current IATA Dangerous Goods Regulations Manual, Familiarization
  - Operator's and shipper's responsibilities
  - Classification and identification of the nine hazard classes with their main criteria, the alphabetic list and precedent of hazards table, special provisions
  - Packaging, marking and labeling requirements
  - Shipment of radioactive materials
  - Procedures, loading, storage and inspection, emergency procedures
  - Information requirements, Airway bill, shipper's declaration for Dangerous goods and notification to Captain.
-

## 24. DGR Regulation Book II (MKT 025)

The Dangerous Goods Regulations has sub sections, with the same objective as the initial course but which targets different groups as follows.

**Who should attend:** Flight crew and load planners.

**Duration:** 3 days

**Content:**

- Gain knowledge of the current regulations and be aware of the general philosophy
  - Identify the classes of dangerous goods
  - Extract information from the list to dangerous goods
  - Recognize/identify the hazard/handling labels applicable to DGR
  - Distinguish package use and package specification
  - Maximize your awareness of loading restrictions and requirements
  - Gain knowledge of the provisions for DGR in baggage of passengers and crew.
  - Be familiar with emergency procedures.
- 

## 25. Dangerous Goods Regulation—Book 3 (MKT 026)

**Who should attend:** Cabin crew, passenger handling personnel, security screening personnel

**Duration:** 3 days

**Content**

- Define Dangerous Goods and describe origin of current regulation
  - Identify classes of Dangerous goods
  - Be knowledgeable of the special provisions for passenger and crew
  - Look for un declared DGR
  - Recognize/identify the hazard/handling labels applicable to Dangerous goods
  - Be aware of the requirement to report incidents/accidents and mis-declarations involving dangerous goods
- 

## 26. DGR Regulation – Book 4 (MKT 027)

**Who should attend:** Ramp and warehouse personnel

**Duration:** 3 days

**Course Content**

- Define Dangerous Goods
- Describe the origin of the current regulations
- Identify the classes of dangerous goods
- Name the limitations for dangerous goods
- Look for undeclared DGR
- Recognize/identify the hazard/handling labels applicable to dangerous goods
- Distinction package use and package specification markings
- Recognize the need for package inspection
- Apply specific storage and loading procedures for Dangerous Goods
- Update pilot notification forms (NOTOC) as required
- Be aware of the requirement to report incidents/accidents and mis- declarations involving dangerous goods
- Apply the appropriate emergency procedure action as per emergency response matrix.

---

## 27. DGR Refresher—Book 1 (MKT 028)

**Who should attend:** Shippers, packers, Dangerous Goods acceptance personnel (Operators and Cargo Agents)

**Duration:** 3 days

**Content:**

- Find out about the recent updates to the IATA DGR regulations
  - Revalidate your knowledge in accordance with the latest ICAO and IATA amendments and directives
  - Explore modifications instituted by other governing authorities such as the IAEA (International Atomic Energy Agency)
  - Review and share practical aspects of Dangerous Goods Handling
- 

## 28. DGR—Refresher—Book 2 (MKT029)

**Who should attend:** flight crew and load planner

**Duration:** 2 days

---

## 29. DGR—Refresher Book 3 (MKT030)

**Who should attend:** cabin crew, passenger handling and security screening personnel

**Duration:** 3 days

---

## 30. DGR—Refresher Book 4 (MKT 031)

**Who should attend:** ramp and warehouse personnel

**Duration:** 3 days

---

## 31. Live animal Regulation (MKT 032)

**Objectives**

- Satisfy compliance standards and the use of IATA's Live Animals Regulations manual
- Review and discuss special routings and animal behavior
- Know how to maintain the safety and welfare of animals on the ground and in the air
- Learn how to assess the quantity of animals to be carried on the aircraft

- Be able to handle emergency situations
- Understand container design principles for Live Animals

**Who should attend:** Cargo acceptance staff of airlines, shippers, cargo agents, consolidators, freight forwarders and ground handling companies. Manager and supervisors involved with the transportation of Live Animals

**Duration:** 3 days

**Course Content:**

- Proper use of IATA's Live Regulation Manual
- Government and airline regulations
- Shippers and airlines responsibilities
- Classification and identification of live animals
- Packaging, documentation and marking requirements
- Shipment of endangered species
- Delay and emergency handling
- Load planning and calculation
- Airport and aircraft handling

### 32. Advanced Cargo Skills & Procedures (MKT 033)

**Objectives:**

- Gain greater insight into the workings of the air cargo industry sector, its regulations and acceptance limits
- Be able to construct and combine unpublished cargo rates and charges familiarity with air cargo industry terms and expressions
- Obtain more detailed knowledge of aircraft loading procedures and safety regulations
- Learn about the dangerous goods regulations and all types of special cargo
- Be able to rate all air cargo shipments, including special rates and ULD rates

**Who should attend:** Cargo Agents, station managers and supervisors who had background experience of the air cargo industry.

**Participants should have successfully completed the Basic Cargo Skills and Procedures course.**

**Duration:** 10 days

**Objectives**

- To gain greater insight into the working of the air cargo industry sector, its regulations and acceptance limits
- Be able to construct and combine unpublished cargo rates and charges
- Obtain more detailed knowledge or aircraft loading procedures and safety regulations
- Learn about DGR and all types of special cargo
- Be able to rate all cargo shipments, including special rates and ULD rates

**Who should attend:** Cargo agents, station Managers and Supervisors who had background experience of the air cargo industry

**Duration:** 10 days

**Course Content:**

- Refer and use the TACT rules and rates manual
- Maximizing space in ULD
- Correct procedures for restraint and spreading of loads on ULD, handle special cargoes, AVI,HUM,DG,VAL,PER and NWP
- Applying minimum charges, general cargo, specific commodity and class rated commodity correctly and effectively

- Construction and combination of rates
  - ULD rates and advantages of airlines bold unitization program
  - Service and valuation charges, handling fees, disbursement fees and CCA fees and round off currency units
  - Mixed consignments and ULD rating
  - The Warsaw convention and conditions for carriage
- 

### **33. Advanced Cargo Skills & Procedures - Recurrent (MKT033-R)**

**Duration:** 3 days

---

### **34. Ground Operations & Ramp Handling (MKT034)**

#### **Objectives**

- To know all the functions in connection to the safe and efficient preparation of loading and unloading

**Who should attend:** agents working at the ramp area

**Duration:** 3 days

#### **Course content**

- Aircraft structural load limitations
  - Principles of aircraft loading
  - Bulk hold loading
  - Ramp safety
  - Serviceability of ULD
  - Movement control (aircraft movement messages, delay codes etc.)
  - Load messages
  - Consequences of load damage, and spillage, prevention and reporting
  - Positioning of loading and servicing equipment
  - Securing ULDs
  - Missing load procedures
  - GSE equipments
- 

### **35. Automated ULD Handling (MKT 035)**

#### **Objective**

- To accurately record the movement of all ULDs to facilitate the most efficient utilization of equipment
- To learn how to update the inputs/telex detailing ULD movement

**Who should attend:** Ramp and Cargo agents

**Duration:** 5 days

#### **Course content**

- The individual ULD records

- The specific flight/date records
  - The relevant station inventory records
  - All these records can be displayed by the ACC or mechanized stations to see the latest status
  - Individual ULD records, displaying all movements for the last month or the last 70 movements, whichever is greater.
- 

### **36. Occupational, Passenger & Ramp Safety Course (MKT 036)**

#### **Objectives**

At the end of the course participants are expected to:

- Acquire new knowledge about Occupational, Passenger and Ramp Safety.
- Develop new skill in identifying sources of Accidents/Incidents & hazards that may affect employees & passengers safety & find solutions to prevent & control such sources.
- Develop new Attitude in communicating and co-operating with subordinates, colleagues and management in finding solutions and implementing safe environment towards employees & passengers.

**Duration:** two days.

**Who should attend:** mandatory for all staff working at airport, Ramp and Cargo Areas.

#### **Course Content**

- safety management awareness
  - Unsafe Act / human factors
  - Safety rules and regulations
  - Prevention strategies of accidents and incidents
  - Selection and use of personal protection
  - Prevention and control of workplace hazards
  - Requirements for equipment and vehicle operation
  - Housekeeping
  - Passengers Safety
  - Response to emergency situations
  - Ramp safety & airside markings
- 

### **37. Cargo Security (MKT 036-C)**

**Duration:** 2 days

---

### **38. Perishable Handling (MKT 037)**

#### **Objectives**

- Satisfy compliance standards and the use of IATA's Perishable Cargo Manual
- Review and discuss special routings and handling of Perishable cargo
- To learn the efficient handling techniques and packaging methods to ensure the delivery of perishable shipments in first class condition

**Who should attend:** all agents working at the cargo areas, Cargo handling agents

**Duration:** 3 days

**Course Content:**

- Proper use of IATA's Perishable Cargo Manual
  - Government and airline Regulations
  - Familiarization with Terms and terminologies
  - Shippers and Airlines Responsibilities
  - Packaging, documentation and marking requirements
  - Delay and emergency handling
- 

**39. Introduction to Cargo (MKT 038)**

**Duration:** 5 days

---

**40. Salesmanship & Customer awareness (MKT 039-a)****Objectives:**

- To understand why people buy and why they don't
- To develop the essential skills used by successful salespeople
- To learn to use effective questioning and listening techniques to create good relationship and influence your customers
- Define the features of your product and accurately match benefits to your customer's needs
- Learn the skills of active listening, identify real objections and handle them professionally
- Recognize when and how to close a sale using different methods and give after sale service
- To learn different behaviors and understand ours, so that we can flex accordingly
- To learn how to deal professionally and confidently with customers

**Who should attend:** Sales people, front line staff

**Duration:** 5 days

**Course Content:**

- Marketing
  - The role of the sales person
  - The sales cycle
  - Communication , Listening
  - Defining customer and Service
  - Skills for Customer care
  - Types of behavior
- 

**41. Selling Skills (MKT 039-b)**

---

## 42. Professional Customer Handling (MKT 040)

### Objectives

- To welcome customers professionally and create a lasting first impression
- To recognize your role in building and enhancing customer loyalty and meeting customer needs and exceeding expectations
- Achieve excellence in the service you provide to customers and maintain professionalism under pressure
- Communicate with customers confidently and professionally when face to face, on the telephone or in writing
- Handle difficult customers and complaints positively
- Communicate clearly and concisely with customers, build stronger relationships, listen and identify their real needs

**Who should attend:** all staff who provide service and support to internal and external customers

**Duration:** 3 days

### Course content

- Introduction to the course
  - Customer care– ok to have or must have
  - The customer first approach
  - Creating customer loyalty
  - Communicating positively with Customers
  - Turning complaints into opportunities
  - Managing Stress
- 

## 43. Professional Telephone Handling (MKT 041)

### Objectives

- How to create a confident, personalized service on the phone
- Key impressions on the phone
- The importance of first impression
- Re-routing a call
- Projecting professionalism in words and voice
- Asking the right questions
- Listening to Customers
- Handling difficult customers and complaints

**Who should attend:** front line and support staff who have a regular contact with customers on the telephone

**Duration:** 2 days

### Course Content

- Defining service excellence
- Creating professional image over the telephone
- Effective listening and questioning
- Handling complaints and managing difficult situations

---

#### **44. Introduction to Airline (MKT 043)**

##### **Objectives**

- To familiarize new recruits with the airline industry, regulations, organizations that govern the industry
- Familiarize trainees with airline terms and terminologies
- To acquaint trainees on how to use the Sales Tools, and learn to calculate time differences and flying times
- To learn how to make travel arrangements

**Who should attend:** all new recruits in the school marketing, college trainees and school of Finance

**Duration:** one week

##### **Course content:**

- International Organizations- IATA, ICAO & AFRAA
- Bilateral Agreements
- International Flight numbering system
- World Geography
- Time conversion calculation
- Bilateral Agreements – Freedom of the Air
- International Conventions
- Terms and Definitions of Travel and airline Terminologies

---

#### **45. Recurrent Cargo Skills & Procedures (MKT 044)**

##### **Objectives:-**

- To enrich the knowledge and skills of cargo acceptance and handling personnel.
- To gain an in depth knowledge on the policies, procedures and operating practices of cargo functions and responsibilities.
- To refresh various safety and security measures in cargo handling activities.
- To develop utilization of cargo related IATA publications

**Who should attend:** Cargo Agents, station managers, supervisors and personnel of ground handling companies who have background experience of the cargo industry.

**Participants should have successfully completed the Basic Cargo Skills and Procedures course.**

**Duration:** 3 days

##### **Course Content:**

- Safety and Security Measures in Cargo Operations.
- Emergency Response in Cargo Operations.
- Cargo and Mail Acceptance Policies, Procedures and Operating Practices.
- Cargo and Mail Handling Policies, Procedures and Operating Practices.
- Guidelines of Arrival and Delivery of Cargo.
- Handling Mechanisms of cargo and Mail Irregularities.

---

## **46. Ramp and Airside Safety (in Amharic & in English) (MKT 045)**

### **Objectives:-**

At the end of the course participants are expected to:

- Understand definition of safety
- Develop positive attitude towards preventing human as well as property damages.
- Keep work places safe
- Learn how to help people who involved in accident/incident

**Who should attend:** Aircraft Loaders; cleaners, passenger assistants who work within the airport terminal and around baggage and ramp area. Refresher is mandatory every 36 months.

**Duration:** 1 day

### **Course Content:-**

- Ramp Safety;
- Loading and Unloading of Aircraft;
- Ergonomics
- First Aid;
- Ramp Fire Protection and Combating

---

## **47. Spoken English Class (MKT042)**

### **Objectives**

- Develop spoken English proficiency for front line staff
- Learn how to use proper English when welcoming customers in person and over the telephone
- Build participants confidence when talking and presenting in English language
- Learn how to use professional English language

**Who should attend:-** newly recruits for front line offices

**Duration:-** 30 hours

### **Course Content:-**

- Addresses different issues under which trainees will do presentations like Talking on the Telephone, Customer Handling, Complaint handling, Cultural differences
- Vocabulary, Grammar, pronunciation and language check