

Model Curriculum

Airline Revenue Management Analyst

SECTOR: AEROSPACE AND AVIATION
SUB-SECTOR: AIRLINE
OCCUPATION: OPERATIONS
REF ID: AAS/Q0608
NSQF LEVEL: 4



Skill India
कौशल भारत - कुशल भारत



Aerospace & Aviation
Sector Skill Council



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Certificate

**CURRICULUM COMPLIANCE TO
QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS**

is hereby issued by the

AEROSPACE & AVIATION SECTOR SKILL COUNCIL (AASSC)
for the

MODEL CURRICULUM

Complying to the National Occupational Standards of
Job Role/Qualification Pack: "Airline Revenue Management Analyst" QP No. AAS/Q0608 NSQF level 4

(Authorised signatory)

Aerospace & Aviation Sector Skill Council (AASSC)

Date of issuance : 11 July 2017
Valid up to : 10 July 2018
* Valid up to the next review date of the Qualification Pack

TABLE OF CONTENTS

1	Curriculum	5
2	Trainer Pre-requisites	7
3	Annexure: Assessment Criteria	8

Airline Revenue Management Analyst

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Airline Revenue Management Analyst”, in the “Aerospace & Aviation” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Airline Revenue Management Analyst		
Qualification Pack Name & Reference ID.	AAS/Q0608		
Version No.	1.0	Version Update Date	15 – 03 - 2017
Pre-requisites to Training	Graduate (with a paper in mathematics/statistics/economics)		
Training Outcomes	<p>After completing this programme, participants will be able to;</p> <ul style="list-style-type: none"> • Regularly review an airline’s seat inventory management • Regularly review related business practices • Identify revenue control risks • Develop and implement seat inventory pricing plans • Achieve basic communication skills and good inter-personal skills. • Acquire abilities to stand and walk for long periods of time consistent kneeling, squatting and reaching above the head with caution to avoid accidents. 		

This course encompasses 2 out of 2 National Occupational Standards (NOS) of “Airline Revenue Management Analyst” Qualification Pack issued by “Aerospace & Aviation Sector Skill Council (AASCC)”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Perform revenue management and revenue analysis Theory Duration (hh:mm) 83:00 Practical Duration (hh:mm) 125:00 Corresponding NOS Code AAS/N0616</p>	<p>Candidates will be able to;</p> <ul style="list-style-type: none"> • perform analysis of relevant commercial data and development of market strategies • perform strategy implementation in the revenue management system • perform assigned routes revenue optimization on daily basis by deciding on the best possible price strategy and seat availability • perform analysis of historical data to identify trends in the existing markets and emerging of new ones • perform flight performance analysis through relevant commercial reports on regular basis • perform constant monitoring and analysis of relevant competitors • perform development of demand forecasting of the assigned flights based on performance and reporting it to the Management • use different marketing tools to facilitate achievement of company's revenue goals • regularly communicate with the team members and Management regarding relevant issues • prepare all management reports as required by the organisation 	<p>White/Black board, Markers, computer and projector, trainer's guide, student handbook,</p>
2	<p>Work Effectively in a Team Theory Duration (hh:mm) 13:00 Practical Duration (hh:mm) 19:00 Corresponding NOS Code AAS/N0503</p>	<p>Candidates will be able to;</p> <ul style="list-style-type: none"> • display courteous and helpful behaviour at all times. • take opportunities to enhance the level of assistance offered to colleagues. • meet all reasonable requests for assistance within acceptable workplace timeframes. • complete allocated tasks as required. • seek assistance when difficulties arise. • use questioning techniques to clarify instructions or responsibilities. • identify and display a non-discriminatory attitude in all contacts with customers and other staff members. • observe appropriate dress code and presentation as required by the 	<p>White/Black board/ Chart paper, Markers/Computer and projector, trainer's guide, student handbook,</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>workplace, job role and level of customer contact.</p> <ul style="list-style-type: none"> • follow personal hygiene procedures according to organisational policy and relevant legislation. • interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task • interpret, confirm and act on legal requirements in regard to antidiscrimination, sexual harassment and bullying. • ask questions to seek and clarify workplace information. • plan and organise daily work routine within the scope of the job role • prioritise and complete tasks according to required timeframes • identify work and personal priorities and achieve a balance between competing priorities 	
	<p>Total Duration Theory Duration (hh:mm) 96:00 Practical Duration (hh:mm) 144:00</p>	<p>Unique equipment used;</p> <ul style="list-style-type: none"> • PC/ laptop/ palmtop with ticketing system software • Concerned wall charts • ERP software like SAP, Tally, etc. 	

Grand Total Course Duration: 240 Hours, 0 Minutes

(This syllabus/ curriculum has been approved by Aerospace & Aviation Sector Skill Council)

Trainer Prerequisites for Job role: “Airline Revenue Management Analyst” mapped to Qualification Pack: “AAS/Q0608”

Sl. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “AAS/Q0608”.
2	Personal Attributes	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	Minimum Educational Qualifications	Graduate (with a paper in mathematics/statistics/economics)
4a	Domain Certification	Statutory Certificate from Aerospace & Aviation Sector Skill Council (AASSC) for Job Role: “ <u>Airline Revenue Management Analyst</u> ” mapped to QP: “AAS/Q0608”. Minimum accepted score for domain certification will be 80%.
4b	Platform Certification	Recommended that the Trainer is certified for the job role “Trainer” mapped to the Qualification Pack : “MEP/Q 0102”. Minimum accepted percentage as per respective SSC guidelines is 80%.
5	Experience	2-3 years of experience.

Annexure: Assessment Criteria

Job Role : Airline Revenue Management Analyst
Qualification Pack : AAS/Q0608
Sector Skill Council : Aerospace & Aviation

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 50% in aggregate
6. The marks are allocated PC wise, however, every NOS will carry a weightage in the total marks allocated to the specific QP

Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Marks Allocation		
			Out of	Theory	Skills Practical
1. AAS/N0616 Perform revenue management and revenue analysis	PC1. perform analysis of relevant commercial data and development of market strategies	100	10	4	6
	PC2. perform strategy implementation in the revenue management system		10	4	6
	PC3. perform assigned routes revenue optimization on daily basis by deciding on the best possible price strategy and seat availability		10	4	6
	PC4. perform analysis of historical data to identify trends in the existing markets and emerging of new ones		10	4	6
	PC5. perform flight performance analysis through relevant commercial reports on regular basis		10	4	6
	PC6. perform constant monitoring and analysis of relevant competitors		10	4	6
	PC7. perform development of demand forecasting of the assigned flights based on performance and reporting it to the Management		10	4	6
	PC8. use different marketing tools to facilitate achievement of company's revenue goals		10	4	6
	PC9. regularly communicate with the team members and Management regarding relevant issues		10	4	6
	PC10. prepare all management reports as required by the organisation		10	4	6
	Total	100	40	60	

Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Marks Allocation		
			Out of	Theory	Skills Practical
2. AAS / N0503 Work Effectively as a Team	PC1. display courteous and helpful behaviour at all times.	100	8	3	5
	PC2. take opportunities to enhance the level of assistance offered to colleagues.		7	3	4
	PC3. meet all reasonable requests for assistance within acceptable workplace timeframes.		8	3	5
	PC4. complete allocated tasks as required.		7	3	4
	PC5. seek assistance when difficulties arise.				

	PC6. use questioning techniques to clarify instructions or responsibilities.		7	3	4
	PC7. identify and display a non discriminatory attitude in all contacts with customers and other staff members.		7	3	4
	PC8. observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		7	3	4
	PC9. follow personal hygiene procedures according to organisational policy and relevant legislation.		7	3	4
	PC10. interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		7	3	4
	PC11. interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.		7	3	4
	PC12. ask questions to seek and clarify workplace information.		7	3	4
	PC13. plan and organise daily work routine within the scope of the job role.		7	3	4
	PC14. prioritise and complete tasks according to required timeframes.		7	3	4
	PC15. identify work and personal priorities and achieve a balance between competing priorities.		7	3	4
	Total		100	42	58