



Aviation Service Management Major

Department of
Cultural Industry & Arts

Graduate School of
Culture Industry & Arts



성신여자대학교 | 대학원
SUNGSHIN WOMEN'S UNIVERSITY | GRADUATE SCHOOL

Tel. 02-920-7070

- Korea's only 'Master's Degree in Aviation Service Management' course boasting the latest curriculum

- It is a master's degree program that develops aviation service management experts with dominant capabilities by deepening aviation management fields such as aviation service, aviation management, aviation entertainment, aviation legislation, global management, and tourism based on basic understanding of culture and arts and culture industries. (semester 4 or 5)

- The aviation business, which was regarded simply as a high-tech transportation service, has recently been required to converge creative service management on various cultural preferences of consumers and the rapidly changing digital environment beyond cultural tourism such as tourism, shopping, and entertainment. To this end, this major studies aviation service and management from a convergent and creative perspective and strengthens the integration with the field to balance theory and practice.

This major is the only graduate school in Korea that specializes in Aviation Service Management. Therefore, in line with this clear educational goal, enthusiastic faculty and students with strong achievement motivation come together to create a wonderful academic style, focusing on fostering attractive professionals. When a certain course is completed, unlike other graduate schools, a "Master of Aviation Service Management" degree is awarded. Men can also enter the school, and it provides a favorable environment for them to grow into leaders in the field of aviation service management in aviation tourism-related companies and institutions and advance into professors' and research positions. Entrants in the aviation field are given abundant scholarships, including basic scholarships and academic scholarships, which account for more than 30% of their tuition each semester to foster aviation experts, and additional scholarships are provided to those who work in related fields from their alma mater in order to expand the retraining service for undergraduate graduates.

Major's Educational goal and Specialization Objectives

Distinctive Aspects of the Major

- **Culture Marketing: 3 credits.** Based on the basic theory of cultural marketing, focus on cultural marketing strategies and cases and developing the ability to create effective cultural marketing programs in connection with each major.
- **Students in Culture Industry: 3 credits.** It is possible to develop a strategy that focuses on the overall cultural industry and expands intuition to explore convergence plans with each major field of the Graduate School of Culture, Industry and Arts and use them in practice for each major.
- **Seminar in Aviation Industry: 3 credits.** Identify the latest trends and trends in the aviation industry by the entire aviation industry, large airlines (FSC), low-cost airlines (LCC), and individual airlines to explore and discuss improvements and directions of development in depth.
- **Studies in Future Aviation Industry: 2 credits.** Develop the ability to predict changes by examining the characteristics of the global or regional aviation industry and exploring in-depth the preparations of the next-generation aviation industry, such as satellite and space development and advanced aircraft development.
- **Airline Operation Management: 2 credits.** Explore airline management from various perspectives, including organization composition and operation, business strategy, management performance management, and development of sustainable management strategies, and explore its transition process and trends.
- **Airline's PR and Crisis Management: 3 credits.** Research on airline promotion and crisis management, which have a decisive effect on airline management, marketing, and external image, focusing on basic theories and practical cases.
- **Studies in Flight Customers Service: 2 credits.** The characteristics of airline customers and service manuals are studied from various perspectives such as airline size (FSC, LCC), airline, route, country, and service process (reservation, ticketing, boarding, in-flight).

- **Airline's HR Organization Management: 2 credits.** Research strategies such as selecting and fostering human resources such as office, ground, flight attendant, pilot, and technical positions that lead the management of airlines, strengthening organizational communication and leadership, and labor-management relations.
- **Students in Aviation Law Policy: 2 credits.** Improve knowledge and application level as an expert by exploring various aviation-related laws and historical policies governing the aviation industry, aviation operations, and safety.
- **Studies in Aviation Logistics: 2 credits.** Learn about the entire logistics industry, including existing air cargo and transportation belonging to the air logistics industry and new transportation business using newly emerging overseas direct purchases and drones.
- **Students in Global Tourism Management: Based on learning about 2 credits,** tourism, tourism management theory, and practice, the flow and trend of the tourism industry directly connected to the aviation industry are explored from an international perspective.
- **Students in Airport Administration: 2 credits.** Explore the current status of domestic and foreign airport operations case by case and conduct an in-depth study on the management strategies of major airports focusing on expanding demand and strengthening functions in conjunction with growth strategies.
- **Hotel Leisure Management: 2 credits.** Learn the management mechanisms and trends of the overall hotel leisure industry, including hotels, resorts, theme parks, amusement parks, ski resorts, condominiums, golf courses, water parks, casinos, and horse racing related to the aviation sector.
- **Students in Tour Packages Development: 2 credits.** Develop a sense and know-how to apply to actual tourism management by developing highly competitive creative travel products in connection with general destinations in each country, transportation systems in special areas, and local conditions.

- **Sustainable Management CSR (CSR): 3 credits.** Study how to strategically plan and implement social responsibility activities (CSR) to realize sustainable management, which is the company's biggest concern, and apply them to the aviation industry.
- **Studies in Global Culture: 3 credits.** Various cultures from around the world, which are key to the safe launch of aircraft and comfortable tourism design, are identified as destinations and used in aviation and tourism practice.
- **Studies in Service Start-up : 3 credits.** Learn service management theory, start-up theory, legal system, strategy, and business model development methods to target niche markets in service and related fields to lay the foundation for start-ups.
- **Seminar in Service Start-up: 2 credits.** Based on taking the service start-up theory, which is the basic theory of start-up, research a profit model that enables actual service sector start-ups and present them individually to explore the possibility of success and improvement.
- **Law Thesis and Publication Manual Study: 3 credits.** Learn and practice the thesis writing procedures and principles essential for writing academic papers and master's degree papers suitable for the master's degree in aviation service management.
- **Research Methodology: 3 credits.** It has the ability to conduct independent research by learning and mastering the various research methods and research methods required for graduate research, academic thesis, and thesis writing.
- **Statistics and Big Data: 2 credits.** Learn various statistics and big data analysis methods useful for graduate research, academic papers, and thesis writing, and master them and apply them to actual research.
- **Research Project 1: 3 credits.** Basic research tasks in aviation service-related fields are selected and completed through in-depth guidance based on the research methods and thesis writing methods learned so far.
- **Research Project 2: 3 credits.** Select in-depth research projects in aviation service-related fields and complete academic papers and research projects through in-depth guidance based on the research methods and thesis writing methods learned so far.

Required Qualifications for Graduation

In this major, thesis tracks must at least 24 regular credits and pass the examination under the guidance of a supervisor, and non-paper (credit) tracks must take at least 30 regular credits and pass the graduation exam (two prescribed courses) in order to obtain a degree.

Procedure	Credits for Completion	English Exam	graduate examination	Thesis
Thesis	24	Exempt	Exempt	Examination of research plans and papers
A non-paper article (Acquiring Credits)	30		2-subject evaluation	