

2020



DIREC

Department of Building and Real Estate

**DOCTOR OF INTERNATIONAL
REAL ESTATE AND
CONSTRUCTION (DIREC)
PROGRAMME**



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

FACULTY OF CONSTRUCTION
AND ENVIRONMENT
建設及環境學院



Programme Aims

The Doctor of International Real Estate and Construction programme (DIREC) is the first professional doctorate in real estate and construction in Hong Kong. DIREC is designed for senior executives with more than 8 years of experience in the real estate and construction industry, who thus possess the core knowledge and basic competence needed to fulfil their duties. Many of them have already attained a significant knowledge base. We help these professionals build new ideas, develop positive values and attitudes, and upscale their capabilities for self-fulfilment and career advancement. It aims to provide a genuinely innovative professional development experience to enrich executives' theoretical and technical knowledge, develop their management and leadership skills, and equip them with the right mindset to fulfil senior or top management roles in the modern real estate and construction market.



Unique Features



Be the first-ever professional doctorate in the two arenas 'Real Estate' and 'Construction' in Hong Kong.



Equip senior executives with innovative professional development expertise along with academic knowledge of real estate and construction in Asian and global context.



Enrich senior executives' theoretical and technical knowledge for top level advancement in the modern and ever-competitive real estate and construction industry.



Bring together innovative and highly practical approaches in the areas of construction project management, the application of information technology, urban economic processes, urban and regional planning, price determination for land and real estate, environmental issues and other relevant professional issues.



Inspire senior executives with comprehensive thinking and analysis methods to address competition and tackle the complex influence of public policy and the global economic environment.

Programme Structure

The programme (part-time credit-based) comprises 51 credits.

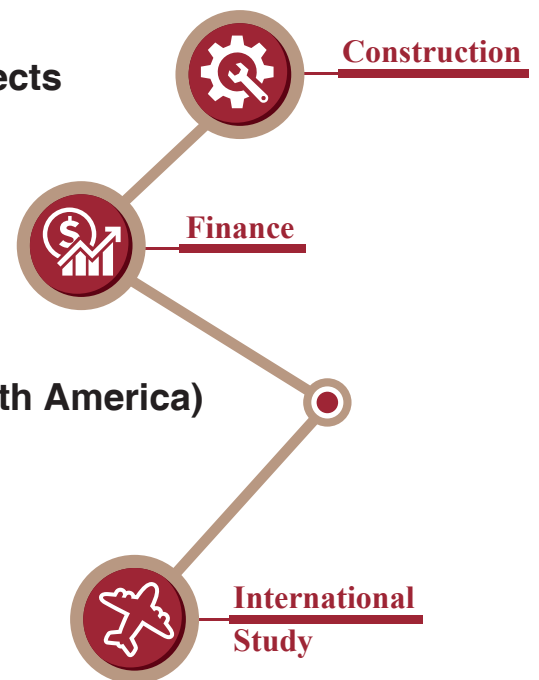
To be eligible for the DIREC award, students are required to complete 9 taught subjects (a total of 27 credits) and a Thesis (8 credits for Thesis I; 16 credits for Thesis II). Normally, students study 2 to 3 subjects in each semester.

| Components | Credit Units |
|-------------------|--------------|
| 9 Taught Subjects | 27 |
| Thesis I | 8 |
| Thesis II | 16 |
| Total | 51 |

Subjects

The subjects are delivered in the following order, with some flexibility to cater for overseas professors and experts who may be invited to deliver the subjects, together with the regular academic staff from the Department of Building and Real Estate :

- **Advanced Research Methods for Real Estate and Construction****
- **Strategic Project Management**
- **Digital Technologies for Construction Projects**
- **Real Estate Finance and Appraisal**
- **Urban and Regional Planning**
- **Topical issues in Construction**
- **Topical issues in Real Estate**
- **International Study Visit 1** (Europe or North America)**
- **International Study Visit 2** (Asia Pacific)**
- **Professional Workshop in Real Estate**
- **Professional Workshop in Construction**
- **Doctoral Thesis I #**
- **Doctoral Thesis II**



Remarks :

** Compulsory subjects (for the two international study visit subjects, students are required to pay for their own travel/accommodation costs, etc.).
Doctoral Thesis I: Students are required to pass this subject (i.e. 8 credits). The subject is an essential component in the programme, which assists students in developing a proposal for Doctoral Thesis II.

Duration

The minimum duration of the programme is three years (mode of study: part-time), comprising Semester 1, Semester 2 and an optional Summer Term in each year.

Students who have successfully completed the programme are granted a Doctor of International Real Estate and Construction (DIREC) award by The Hong Kong Polytechnic University.

Entrance Requirements

A Master's degree, preferably in a real estate or construction related area or relevant discipline.

Plus substantial industry experience (preferably at least 8 years) at middle to senior management level.

Exceptionally, special admission to non-Master's degree holders may be offered to experienced senior industry executives, preferably possessing at least 12 years of industry experience in management positions.

The entrance requirements for English Language are those set by the University. If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by institutions where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section for Taught Postgraduate Programme at Study@PolyU for details.

Programme Fee

 **HK\$408,000- per programme**
(excluding travel expenses of two international study visits)

Enquiry

**For further information,
please contact :**

Ms Connie Yap
☎ : (852) 3400 3819
✉ : connie.yap@polyu.edu.hk



<http://bre.polyu.edu.hk>

**For information on academic matters,
please contact :**

For real estate related issues :
Prof. Eddie Hui
☎ : (852) 2766 5881
✉ : eddie.hui@polyu.edu.hk

For construction related issues :
Dr Daniel Chan
☎ : (852) 2766 4387
✉ : daniel.w.m.chan@polyu.edu.hk



Comments from the Validation Panel Members

The Doctor of International Real Estate and Construction programme (DIREC) has received **very positive comments and feedback from the members of the validation panel.**

The validation panel members include:

- **Dr Cheung Tin-cheung, Former Director of Buildings**
- **Dr Tony Leung Ka-tung, Former President of HKIS**
- **Professor Mark Hastak (Purdue University)**

Dr Cheung Tin-cheung, Former Director of Buildings



- “The programme would meet the needs of society and students, particularly its emphasis on **international dimensions and inter-disciplinary nature.**
- The standard at which the aims of the programme are to be achieved is surely commensurate with the level of the award, offering a unique opportunity of **integrating knowledge from various fields** and sharpening understanding of the newest and most innovative managerial knowhows in relevant areas.”

Dr Tony Leung, Former President of HKIS



- “The teaching and learning strategies adopted should be able to fulfil the programme aims. In particular, the **international study visit subjects** form an essential element and unique characteristics of the doctoral programme.
- I agree with the suggested teaching and learning methods conducive to the **attainment of the intended learning outcomes** of various subjects offered.”

Professor Makarand (Mark) Hastak (Purdue University)



- “The programme addresses the need identified for the construction industry to **prepare managers beyond functional expertise and enrich their theoretical and technical knowledge, management and leadership skills,** and prepare them for modern construction and real estate finance market.”



2020



DIREC

建築及房地產學系

國際房地產及 建築博士學位課程 (DIREC)



THE HONG KONG
POLYTECHNIC UNIVERSITY
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課程目標

國際房地產及建築博士學位課程(DIREC)是香港首個業界的專業博士學位課程。此課程是特別為從事房地產及建築業，擁有八年以上工作經驗，並具備專業知識的資深管理人士而設。課程旨在啟發他們的新思維，樹立積極的價值觀和態度，達到自我增值，令事業更上一層樓。同時，本課程讓學生體驗創新的專業範疇，豐富他們相關的理論和技術，加強他們的管理與領導能力，在拓展嶄新的思維過程中，使他們勝任業內高級的管理角色。



課程特點



- 香港「房地產」和「建築」領域的首個專業博士學位。



- 幫助資深管理人員建立創意性的專長，並擴闊他們在房地產與建築業的亞洲及全球性視野，及相關學術領域。



- 豐富資深管理人員相關的理論和技術，在競爭激烈的現代房地產和建築業，更得心應手。



- 為建築項目管理，資訊技術應用，城市經濟發展，城市和區域規劃，土地和房地產定價，環境問題以及其他相關專業課題，提供嶄新及高度實用的解決方法。



- 用全面的思維和分析方法啟發資深管理人員，面對公共政策和全球經濟環境的複雜影響。

課程架構

課程合共51學分(非全日制)。

學生必須完成9個科目(共27學分)和一篇博士論文(論文I為8學分；論文II為16學分)，才可獲取博士學位。一般而言，學生每學期須完成2至3個科目。

| 內容 | 學分 |
|-----------|-----------|
| 9 個科目 | 27 |
| 博士論文 I | 8 |
| 博士論文 II | 16 |
| 總計 | 51 |

課程內容

教學課程將按照以下次序進行，但為了配合海外教授和專家的主題講座，與及建築及房地產學系教職員的教學，教學課程的次序也具有一定的靈活性。

- 房地產和建築業的高等研究方法**
- 策略項目管理
- 建築項目數碼技術
- 房地產財務與評估
- 城市和區域規劃
- 建築業的熱點課題
- 房地產業的熱點課題
- 國際考察1** (歐洲或北美地區)
- 國際考察2** (亞太區)
- 房地產專業研討會
- 建築專業研討會
- 博士論文 I #
- 博士論文 II



備註：

** 必修課程 (關於兩個國際考察，學生須自付交通/住宿等費用)。

博士論文 I：此科目是課程的重要組成部分，它可以幫助學生制定博士論文 II 的研究課題及計劃。因此在開始博士論文 II 之前，學生必須完成這科目(8學分)。

修讀時間

本課程最短修讀時間為三年(學習模式：非全日制)包括第一學期，第二學期和每年的夏季學期(可選)。成功完成課程的學生，將獲得香港理工大學頒發「國際房地產及建築博士學位」(DIREC)。

入學要求

- 持有與房地產或建築相關學科的碩士學位；
- 擁有業內中高層管理的工作經驗(最少8年)；或
- 在特殊情況下，非持有碩士學位，但擁有最少12年業內管理經驗的資深管理人士，也有機會被取錄。
- 申請人需符合香港理工大學之基本入學英語水平。如果申請人的母語不是英語，同時，學士學位或同等學歷是由非英語授課的機構授予，則申請人應符合大學最低入學英語要求。有關資料請參閱Study@PolyU相關課程的「入學要求」部分。

課程費用

🇺🇸 課程費用HK\$408,000
(不包括兩次國際考察的交通、住宿及相關支出)

聯絡方法

如有查詢，請聯絡：

Ms Connie Yap (葉小姐)
☎ : (852) 3400 3819
✉ : connie.yap@polyu.edu.hk



<http://bre.polyu.edu.hk>

相關學術資料，請聯絡：

房地產相關資料：
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建築相關資料：
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