

EXECUTIVE DIPLOMA IN SHOPPING MALL MANAGEMENT

*Creating Excellent Shopping
Experience for Your Customers*



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Initiated and supported by:

SHOPPING MALL MANAGEMENT

Shopping is perceived as a favourite pastime of Hong Kong people and many tourists flocked here to shop and enjoy a myriad of lifestyle offerings. The rapid development and strong competition of the retail market as well as changes in shopping patterns have led to a high demand for talent in shopping mall management. The complexities of managing a shopping mall can be very challenging for those attempting to manage or market an entire shopping mall without relevant training.

This *Executive Diploma in Shopping Mall Management* is a programme designed to cover the key aspects that shopping mall executives and managers must comprehend so that they can carry out their job professionally and competently. This programme was initiated by Link Asset Management Limited who remains a strong supporter of this programme.

PROGRAMME OBJECTIVES

The programme aims at strengthening participants' skills and competencies of both professional and applicable tools in shopping mall management, accounting management knowledge and management of individual shopping malls. The programme provides seven subjects covering multidimensional areas and skills. Upon completion of all subjects, participants should:

- Possess in-depth professional knowledge in specialist areas within property and shopping mall management and be able to apply their knowledge and contribute to professional leadership.
- Evaluate the maintenance needs, develop and execute maintenance plan for individual shopping malls
- Apply valuation techniques to assist in making property management and investment decisions.
- Develop knowledge and understanding of the strategic management of corporate real estate.
- Apply the management accounting framework in business context.

COMES HIGHLY RECOMMENDED

George Hongchoy
Executive Director & Chief
Executive Officer
Link Asset Management Limited

"As the manager of Link REIT, Link Asset Management Limited has commissioned The Hong Kong Polytechnic University to develop and deliver this programme. Focusing on both the theory and practice of shopping mall management, it provides our high-potential staff with professional training tailored to industry's needs, and equips them with skills and know-hows that are highly relevant to their work. As one of our major talent development initiatives, the programme has not only helped in career building for our staff, but also enhanced service quality of our properties, bringing us closer to our vision of improving the lives of those around us."



Myron Ng
Assistant General Manager
Fresh Market Asset Management
Link Asset Management Limited

"The main programme attraction is the wide spectrum of modules amid physical asset management, combining business education and technical know-how, where PolyU has professors who are equally strong in academic and practical experience. During the class, we are encouraged to learn from each other and we can gain cross-disciplinary insights from classmates working in different fields. The interactions also enable our colleagues to engage among ourselves professionally at a personal level as well as increase our ability to look into the long-term development within the organisation. This is a good way for sponsoring company to retain talent."

Jelly Tang
Senior Leasing Manager
Link Asset Management Limited

"The programme enables me to learn many different aspects. It really taught me a wide range of subjects and the learning materials are very useful for my daily work. All the experienced professors have shared their fruitful experiences and I have gained a better understanding of the principles and knowledge of managing a shopping mall. I am well-equipped with the very useful knowledge learnt from the programme."

PROGRAMME CURRICULUM

Seven subjects are provided to enhance knowledge and skills for preparing practitioners to manage shopping malls.

+39 Contact Hours

Real Estate Valuation[^]

Examine various methods of valuation and undertake valuation for surrender and renewal of leases; apply valuation techniques in making property management and investment decisions.

Accounting for Management Decision Making[^]

Introduce management accounting concepts and techniques; use cost accounting and financial accounting information for planning, control and decision making; and develop planning and control techniques for strategy formulation and implementation in shopping mall management.

Maintenance Technology and Management for Shopping Mall[^]

Introduce knowledge of maintenance technology for diagnosing building defects and propose remedial actions; and develop management skills applicable to every type of buildings including shopping malls at managerial level.

Designing an Ultra Modern Shopping Experience[^]

Examine environmental features, explore service marketing and creation of unique shopping experience to allow creativity for shopping mall management sensibility; social media, lifestyle and multi-channeling marketing are also included to engage customers through emerging technology.

[^]30 Contact Hours

★ Property Law⁺

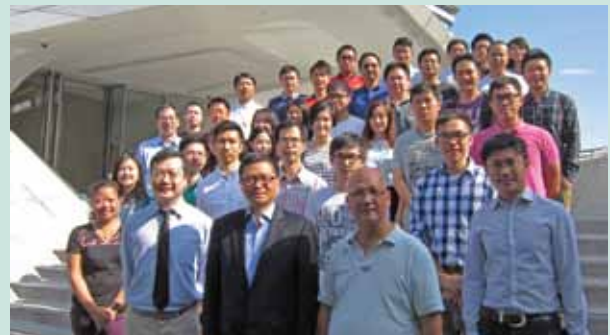
Introduce essential legal knowledge to building management and real estate development; develop abilities in making professional judgement for real estate management and development.

★ Property Management⁺

Broaden knowledge in property management practices as well as understand property management theories and techniques so as to enhance capability for continual professional development; and develop specific multi-disciplinary skills necessary in real estate development, urban planning and economics.

★ Real Estate Asset Management[^]

Introduce strategic management corporate real estate, theoretical models and concepts in analysing issues in asset management and performance applied to build assets.



Professional Recognition

This programme is recognized by the Royal Institution of Chartered Surveyors (RICS) to have satisfied the academic requirements for qualification of the Institution's Associate membership grade (AssocRICS).



Credit Transfer

Upon completion and assessment of the specified subjects★, participants will be eligible to apply for credit transfer at the Department of Building and Real Estate of the Hong Kong Polytechnic University towards its *MSc in Construction and Real Estate* and *Postgraduate Diploma in Construction and Real Estate*.

PROGRAMME INFORMATION

Offering Schedule

Every Saturdays

Time

9:00 am to 6:00 pm

Teaching Venue

Designated venue at PolyU main campus

Medium of Instruction

English

For Who

Executives and managers involved in shopping mall management and looking to strengthen their knowledge, professionalism and application for senior positions in the future.

Entry Requirements

- A recognised undergraduate degree holder or equivalent
- Recommendation by the sponsored company for:
 - A diploma holder awarded by a recognised post-secondary institute or equivalent; and/or
 - Awarded Grade E or above for a minimum of 2 subjects in Hong Kong Advanced Level Examination (HKALE) or equivalent.
- * Individual application will be assessed by Programme Director to ensure entry requirements are met, interview may be arranged for applicants with special circumstances.

Duration

1 year

Tuition Fee

HK\$68,000

Certificate of Completion

This is a non-credit bearing award. Upon successful completion of the programme, an Executive Diploma in Shopping Mall Management will be issued by IAEE. (Upon completion with over 70% attendance rate and assessment of seven subjects)

Discount

PolyU alumni discount: 5% off

OR

Early-bird discount: 5% off

OR

Group discount for full programme application (3 applicants): 8% off

APPLICATION

Application Fee

HK\$500*

Submission of Application

1. Completed application form, with copies of certificates and supporting documents, should be sent to IAEE on or before the deadline.
2. For exemption application, please provide course outline and subject description of relevant prior studies. Application fee should accompany completed application form with a cheque payable to "The Hong Kong Polytechnic University".
- 3.

Spaces are limited, registration will be accepted on first-come-first-served basis.



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