

# EXECUTIVE DIPLOMA IN SHOPPING MALL MANAGEMENT 商場管理行政文憑

*Creating Excellent Shopping  
Experience for Your Customers*



The **Institute of Advanced Executive Education (IAEE)** of The Hong Kong Polytechnic University (PolyU) is now offering the **Executive Diploma in Shopping Mall Management** (Part-time) programme (EDSMM). It is 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.

- Apply and evaluate shopping mall management concepts and techniques in decision making, including property management, real estate evaluation, marketing, asset management, accounting and maintenance technology.
- Combining expertise from PolyU's scholars and industry experts
- Recognised by the Royal Institution of Chartered Surveyors (RICS) to have satisfied the academic requirements for qualification of the Institute's Associate membership grade (AssocRICS)

Initiated and supported by:



Recognised by:



**EDSMM Forum - How to Make a "Perfect" Shopping Mall (1 CPD Hour)**  
26 May 2016 (Thu), 7:00 - 8:00pm, PolyU campus

- Trend and changes in Shopping Mall Management
- Keys to success
- Patronage and how to improve it
- Challenges and threats ahead
- Introduction to **Executive Diploma in Shopping Mall Management**



Professor,  
Department of Building  
and Real Estate, PolyU

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