

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.

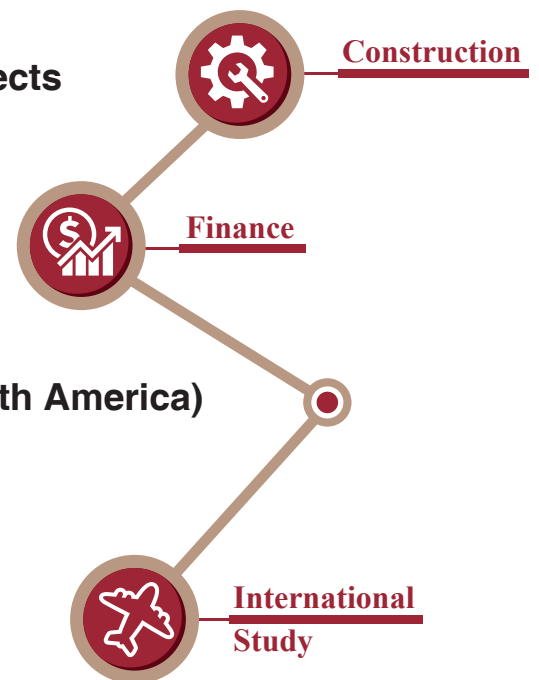
To be eligible for the DIREC award, students are required to complete 9 taught subjects (a total of 27 credits) and a Thesis (8 credits for Thesis I; 16 credits for Thesis II). Normally, students study 2 to 3 subjects in each semester.

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 normal 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

(This programme is offered subject to approval)

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.”

