

# LEADING THE WAY

with the right qualifications



**(ACSCCL) Advanced Certificate in  
Shopping Centre  
LEADERSHIP**

March 2019 - February 2020



# CONTENTS OF THE COURSE

## TOWN PLANNING PROCEDURES

to provide an understanding of the role of town planning in shopping centre development.

## MARKET RESEARCH

to introduce the principles of market research generally and market research of shopping centres specifically.

## CONSUMER RESEARCH

to make participants aware of the importance of consumer research, for the success of shopping centres and to introduce the principles of marketing research generally and consumer research specifically.

## BUILDING TECHNOLOGY & SERVICES

to provide a basic understanding of building technology and services in shopping centres.

## FINANCIAL MATHEMATICS

to enable the participant to do elementary financial calculations, and the principles and application of discounted cash flow and measures of return (NPV, IRR) will be explained and illustrated.

## OPERATING BUDGETS

to provide a brief overview of the purpose, format and preparation of operating budgets for shopping centres.

## PROPERTY FINANCE

to provide an overview of the various sources of finance for shopping centres, including the cost of debt.

## INVESTMENT ANALYSIS

to provide an overview of the principles of investment, and particularly investment in shopping centres, including the principles of viability studies, applied investment principles and the role of shopping centres in investment portfolios.

## PROPERTY TAX

make participants aware of the importance of and the opportunities of tax planning in relation to property transactions.

## PROPERTY MANAGEMENT

to provide an overview of the importance and scope of proactive management of a shopping centre, so as to enhance the continued value of the shopping centre.

## RISK MANAGEMENT

to explain the principles of risk management and its application to fire prevention and control, emergency planning and disaster recovery, the management of insurance and the management of environmental issues.

## NEGOTIATION SKILLS

to introduce the principles of the negotiation process and the techniques that may be used in the process.

## STRATEGIC MANAGEMENT

to introduce participants to strategic positioning of a shopping centre, and the management of strategic and transformational processes.

## COURSE MATERIAL

a complete set of lecture notes will be provided to participants.

# REQUIREMENTS, STRUCTURES AND FEES

## ENTRANCE REQUIREMENTS

Admission requirement is the successful completion of the **Certificate in Shopping Centre Management Programme (CSCM)** or a minimum of seven years' appropriate experience in the shopping centre industry.

## STRUCTURE OF THE COURSE & PROGRAMME

- / The course comprises of 21 modules.
- / Welcoming session at the University of Pretoria.
- / Three day block session will take place between 13 – 16 November 2019. at Faircity Roodevallei Hotel & Conference Venue, Plot 81, Zeekoeigat, Kameeldrift East, Pretoria. Delegates will be required to book into the venue the day before the block session. The block session is a compulsory "live-in" session i.e. accommodation is not optional.
- / During first two days of block sessions – practical case studies and problems will be discussed.
- / On the third day the project will be briefed, followed by a visit to a shopping centre.
- / Each participant will then be requested to prepare an individual report.
- / Evaluation is by submission of six assignments on a monthly basis, as well as a 4 hour written examination, in February 2020.
- / Admission to the examination will be granted based on an average of 40% in the assignments and project.
- / To qualify for the ACSCL, an aggregate pass mark of 50%, with a sub minimum of 40% in the examination is required.

## AREAS OF STUDY

### MODULES

|   |           |
|---|-----------|
| Location Analysis and the Urban Retail Market | 1         |
| Town Planning Procedures                      | 1         |
| Market Research                               | 2         |
| Consumer Research                             | 1         |
| Building Technology and Services              | 1         |
| Financial Mathematics                         | 2         |
| Operating Budgets                             | 2         |
| Property Finance                              | 1         |
| Investment Analysis                           | 3         |
| Property Tax                                  | 1         |
| Property Management                           | 2         |
| Risk Management                               | 2         |
| Negotiation Skills                            | 1         |
| Strategic Management                          | 1         |
| <b>TOTAL</b>                                  | <b>21</b> |

## COURSE FEES AND ACCOMMODATION

**SACSC MEMBER: R32,800 Ex VAT**

**SACSC NON-MEMBER: R38,000 Ex VAT**

Fees for the ACSCL include: lecture notes, accommodation, all meals for the 3-day block session and examination fees, but does not include the cost of a financial calculator, or transport to and from the venue.



# PROGRAMME, REGISTRATION AND DETAILS

## PROGRAMME

| MONTH          | ACTIVITY                |
|----------------|-------------------------|
| 02 MARCH 2019  | Induction               |
| APRIL 2019     | Assignment 1            |
| MAY 2019       | Assignment 2            |
| JUNE 2019      | Assignment 3            |
| AUGUST 2019    | Assignment 4            |
| SEPTEMBER 2019 | Assignment 5            |
| NOVEMBER 2019  | Block Session           |
| DECEMBER 2019  | Assignment 6            |
| FEBRUARY 2020  | Examination (1x4 hours) |
| MARCH 2020     | Graduation              |

The graduation will take place at the University of Pretoria.

## VENUE

The 3-day block session will take place from 13 – 16 November 2019. at Faircity Roodevallei Hotel & Conference Venue, Plot 81, Zeekoeigat, Kameeldrift East, Pretoria.

Please Note: Delegates will be required to book into the venue the day before the block session commences between 16:00 and 18:00.

## PAYMENT OPTIONS

CHEQUES OR DIRECT DEPOSITS SHOULD BE MADE TO:

Account name: Enterprises University of Pretoria  
Account number: 40-8782-3354  
Generic bank code: 632005  
Account type: Cheque account  
Swift: ABSAZAJJ

**CLOSING DATE:**

**Friday, 15 February 2019**

- \* Please register timeously to facilitate mailing of notes.
- \*\* Early booking and payment will allow for early mailing of text books, to give more study time, if required.
- \*\*\* Cancellations will be accepted up until 2 weeks prior to the course date in writing only.

## TO REGISTER

Complete the application form and return by fax: 086 630 3916 or email [rene@sacsc.org.za](mailto:rene@sacsc.org.za)  
The enrolment form can also be downloaded from [www.sacsc.co.za](http://www.sacsc.co.za)

- / An invoice with bank details will be sent to you via email from Enterprise University and reflect a payment reference which must be quoted when payments are being made.
- / A booking confirmation letter will also be sent to you via email.

## RULES AND CONDITIONS

- / In order to receive your lecture notes, FULL PAYMENT of the course must be received in advance by mail or transfer.
- / Course fees must also be paid in FULL before the course starts.
- / Proof of payment must be faxed to: Marinda Prinsloo at 012 434 2559 or email to [marinda.prinsloo@enterprises.up.ac.za](mailto:marinda.prinsloo@enterprises.up.ac.za)
- / Cancellations received in WRITING two weeks prior to the course will be accepted.
- / Cancellations received after that, cannot be cancelled and a substitute delegate may be nominated in writing, at any time before the course starts.

Please note that faxed or emailed registration forms constitute valid reservations and will be treated as such.

Invoice will be issued according to the SACSC membership status of the delegate confirmed at the time of enrolment. Delegates will receive their course material and text books only once full payment of the course fee or a Purchase Order has been received.

## FOR MORE INFORMATION CONTACT

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