SACSC
South African Council of Shopping Centres

LEADING THE WAY

with the right qualifications

(CSCM) Certificate in Shopping Centre MANAGEMENT

11 – 17 September 2022



ENTERPRISES
University of Pretoria

nurturing South Africa's retail network

ABOUT THE COURSE

WHAT IS IT ALL ABOUT?

The course is designed to impart to participants the principles and practice of shopping centre management and development, as well as to add value to organisations in training their personnel.

WHO SHOULD ATTEND?

Participants are generally from the shopping centre industry, legal profession, property development industry, financial sector, architectural, engineering, building, planning and retail brokers. The calibre of the participants is expected to be high and instruction standards are pitched at middle and potential senior management. Tertiary qualifications are not a prerequisite for admission.

WHAT WILL YOU LEARN?

- Location Theory
- Location, Location, Location
- Geographical Market Analysis (Macro Scale)
- Trade Area Analysis (Meso Level)
- Market Research in Shopping Centre Marketing
- The Role of Market Research in Centre Marketing
- The Market Research Process
- Shopping Centre Planning and Design
- The Planning Process
- The Building Shape
- Design of the Centre
- Parking
- Parking Considerations for Shopping Centres
- Design and Management of Services
- Administration and Staff Provision
- The Electrical Installation
- Lighting
- HVAC Systems
- Transportation Services
- The Concept of Life Cycle Costing
- Building Management Systems
- Principles of Feasibility Studies
- Characteristics of the Feasibility Study
- Socio-economic Feasibility
- Marketing Feasibility
- Financial Feasibility
- Shopping Centre Development
- Partnerships for Development
- The Role of the Developer
- Guarantees by the Developer
- Financial Arrangements
- Risks of Shopping Centre Development
- Tenant Mix in Shopping Centres
- The Role of Anchors
- Reasons for Remerchandising
- Creating a Remerchandising Plan of Action
- Leasing Support from Centre Staff
- Leasing of Shopping Space
- Rental to Sales Percentages
- The Lease Agreement
- Property Law
- Contract Law
- Contract of Lease
- The Shopping Centre Lease
- Refurbishing the Shopping Centre
- Is Refurbishment Necessary?
- Market Research

WHO PROVIDES THE KNOWLEDGE?

The panel includes academics and hands-on practitioners in the industry, thus creating an unique mix of theory and practical, immediate take-home value.

STRUCTURE, FEES AND VENUE

STRUCTURE OF THE COURSE AND PROGRAMME

The CSCM is a full-time residential course and all delegates have to stay at the venue for the duration of the course.

Participants receive study notes approximately one month before the Programme starts to enable the required pre-course reading. Evaluation is done on a daily basis on the course material itself as well as participation in, and contribution to, a specifically formulated project. Criteria will have to be met in terms of performance and a mark of at least 50% for the tests and project presentations is needed to qualify for the certificate.

The Programme is intensive with class contact hours normally from 08h00 - 17h00. Participants will be taken to an existing shopping centre where a "SWOT" (Strengths/Weaknesses/Opportunities and Threats) analysis will be prepared on the centre itself.

The course provides an exceptional opportunity for participants to acquire in a concentrated form, the principles of shopping centre management and development. Not only will participants benefit from the lectures themselves but also from the interchange of ideas with their colleagues on the course.

COURSE FEES AND ACCOMMODATION

SACSC MEMBER: **R39,500 Ex VAT**

SACSC NON-MEMBER: **R47,000 Ex VAT**

Fees for the CSCM include: lecture notes, accommodation, examination fees, but does not include the cost of a financial calculator, or transport to and from the venue. Extra charges will apply for special dietary requirements like halaal, kosher, etc.

VENUE

11 – 17 September 2022

Faircity Roodevallei Hotel & Conference Venue
Plot 81, Zeekoeigat
Kameeldrift East
Pretoria

REGISTRATION AND DETAILS

TO REGISTER

Complete the application form and return via email to rene@sacsc.org.za
The enrolment form can also be downloaded from www.sacsc.co.za

- An invoice with banking details will be sent to you via email from Enterprises University of Pretoria and reflect a payment reference which must be quoted when payments are being made.
- Proof of payment must be faxed to Marinda Prinsloo at 012 434 2559 or email to marinda.prinsloo@enterprises.up.ac.za

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.

RULES AND CONDITIONS

- In order to receive your lecture notes, FULL PAYMENT of the course must be received in advance by mail or transfer.
- The applicant remains responsible to ensure that the institution honors its payment commitment.
- By submitting the enrolment form, the applicant indicates his/her desire to be registered for the course and accepts full responsibility for the payment of the course.
- Should the course fee be funded by an institution (including employer) on behalf of the applicant, the applicant accepts full responsibility to supply the organisers with supporting documentation of an official purchase order will now read documentation or an official purchase order indicating that the institution will submit payment on behalf of the applicant.
- Course fees must also be paid in FULL before the course starts.
- 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.
- Candidates who cancel after the closing date for registrations, or less than 14 days prior to the commencement of the course, will be liable for 50% of the course fee or a substitute delegate may be nominated in writing, at any time before the course starts.
- Non-arrivals will be charged 100% of the course fees.
- Should the applicant cancel once fees are paid, a cancellation fee of R5000 will apply. If the prescribed text books are returned in good condition, this may be reduced to R2000.

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

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, 29 August 2022

* 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.

FOR MORE INFORMATION CONTACT

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