

CEM Course Specification

Course: BCSC Diploma in Shopping
Centre Management

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Status: Final
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Section A Summary Course Details

Title of Course Award	BCSC Diploma in Shopping Centre Management	Credit Points	120
		Level of Award Refer QAA FHEQ	Certificate of Higher Education Level 4
Interim Awards			
1. Title	N/A	Credit Points	N/A
		Level of Award Refer QAA FHEQ	N/A
Validating University Partner	N/A	Date of last Course validation	02/09/2010
		Date of next Periodic Review	2015/2016
Professional Accreditation	BCSC		
Accrediting Body 1	BCSC	Date of last Course accreditation	10/03/11
		Date of next Periodic Review	2016
Accrediting Body 2	N/A	Date of last Course accreditation	N/A
		Date of next Periodic Review	N/A
QAA Benchmark Statement (inc date)	Construction property and surveying 2008 and General business and management 2007, as relevant	Refer	QAA BSc Hons (nearest equivalent, albeit at higher level)
Mode of Study	Supported Distance Learning		
Course Commencement Dates	16 January 2012	Semester A	16/01/2012
		Semester B	04/06/2012
Date of Course Specification	12 January 2012	Version	2.0

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Section B Rationale for the Course and Entry Requirements

Rationale for the course	<p>The British Council for Shopping Centres (BCSC) represents the British retail property industry. Its primary objective is to encourage improvement in the standards of management, planning and design of British shopping centres. In order to achieve this, the BCSC and CEM have worked together to produce this academic course based on the industry's requirements. This course is designed for people engaged in shopping centre management or the retail industry, including both long-standing centre managers and new entrants to the shopping centre sector. It is intended that by undertaking the course, students will:</p> <ul style="list-style-type: none"> • Improve the management of shopping centres for the benefit of customers, retailers and owners • Develop business skills and gain a wider understanding of shopping centre management • Build on personal and practical experience in the workplace
Entry Requirements (Include International equivalence where the entry point has been confirmed)	<p>The College welcomes applications to this course from students demonstrating relevant work experience or having attained levels of qualifications as follows:</p> <ul style="list-style-type: none"> • At least two years' experience of, or employment within, centre management, or appropriate experience of management in the retail or related industries over, subject to appropriate supporting evidence; <p>OR one of the following:</p> <ul style="list-style-type: none"> • 1 'A' level pass or local equivalent qualification, including Scottish Highers or Irish Leaving Certificate • BTEC/Edexcel National Certificate or National Diploma • NVQ Level 3 • Pass in one 6-unit Vocational Certificate of Education at Advanced Level (AVCE) • Other equivalent qualifications at NQF Level 3 • CEM Diploma in Surveying Practice/Construction Practice • Relevant professional qualifications <p>Applicants also require:</p> <ul style="list-style-type: none"> • English language proficiency • Mathematics Grade C or above at GCSE or equivalent
Accredited Prior Learning (APL) or Accredited Prior Experiential Learning (APEL) routes into the Course	<p>Candidates who do not possess the normal minimum entry qualifications are considered on an individual basis.</p>

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Section C: Course Aim and Learning Outcomes

Intended programme aim and learning outcomes are listed below.

C1 Course Aim

Course Aim

The BCSC Diploma in Shopping Centre Management is designed to provide students with an understanding of the shopping centre management industry and associated retail sector. The course is primarily targeted at existing or aspiring shopping centre managers, retailers and real estate professionals wishing to specialise in retail or shopping centre management. The course is principally focused upon UK practice and most case study examples are drawn from the UK shopping centre industry.

C2 Course Learning Outcomes

A. Knowledge and understanding

Learning outcomes:

By the end of the course students should be able to demonstrate knowledge and understanding of:

- A1) The principles of marketing in a shopping centre management context.
- A2) The principles of retailing and the relationship between the retail industry and shopping centres.
- A3) The principles of planning, operating and managing a retail or shopping centre business.
- A4) The principles of shopping centre design within the constraints of town and country planning legislation.
- A5) The identification and management of resources in shopping

Learning; teaching and assessment methods

Teaching/learning methods and strategies

Acquisition of knowledge in the modules of the course is promoted through distance education resources including customised text material, core textbooks, web based material and communication channels. These are complemented and supplemented by tutorials, guest lectures, seminars and team project work in face-to-face sessions and site visits.

In the project module, self directed learning and problem solving combined with supervisor consultation further enhances knowledge and understanding.

Throughout, the student is encouraged to undertake independent study

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A. Knowledge and understanding	
<p>centres.</p> <p>A6) The principles of, and factors influencing, property income generation and capital value enhancement.</p> <p>A7) The elements of law relating to the management and operation of a shopping centre.</p>	<p>and enquiry to broaden their knowledge and understanding of the subject.</p> <p>Assessment In 20 credit modules students complete a mid-semester coursework artefact and an end of semester 2 hour unseen examination. 10 credit modules are assessed by a single assessment artefact.</p>

B. Cognitive skills	
Learning outcomes:	Learning; teaching and assessment methods
<p>By the end of the course students should be able to demonstrate how to:</p> <p>B1) Apply marketing and business theory to a retail context.</p> <p>B2) Evaluate and appraise the effect of factors influencing the value of retail property</p> <p>B3) Identify and explain the key issues affecting shopping centre design within the wider town and country planning context</p> <p>B4) Recognise and apply the law in the context of shopping centre management</p>	<p>Teaching/learning methods and strategies These skills are developed through prescribed reading, seminars, coursework and detailed feedback. The reading includes core texts, papers and relevant web-based material. Web-based discussion forums between tutors and students offer an opportunity for students to discuss topics and exercises. In addition tutors facilitate these discussions and provide formative assessment for the student group. In the Project module students gain more detailed individual formative assessment.</p> <p>Assessment Coursework varies across the modules but collectively develops and assesses all cognitive skills. Summative feedback is provided on all coursework and web-based answer guides provide more generic detail.</p> <p>Intellectual skills are assessed through coursework assignments; these vary in nature and include problems, essays, reports, appraisals and project report. Unseen examinations also test these skills.</p>

C. Practical and professional skills	
Learning outcomes:	Learning; teaching and assessment methods
<p>By the end of the course students should be able to demonstrate how to:</p> <p>C1) Summarise the planning, control and management processes for the use and maintenance of property, systems, services and staff in a shopping centre.</p> <p>C2) Locate information sources and assemble and present information in a variety of contexts.</p> <p>C3) Collect, record, interpret and analyse data.</p> <p>C4) Assess and analyse management and negotiation techniques.</p> <p>C5) Prepare and write a report.</p>	<p>Teaching/learning methods and strategies Learning outcomes 2-3 and 5 are particularly developed through the Project Module. Detailed guidelines are provided and explained on the VLE and in seminar sessions.</p> <p>Learning outcomes 1,4 and 5 are variously developed in face-to-face syndicate exercises and coursework within the taught modules and 4-5 are extended through the assignment and project preparation.</p> <p>Assessment Assessment of these skills is undertaken mainly through module assignments and examinations, which differ according to the module.</p> <p>Learning outcomes 3 and 4 are particularly assessed through unseen examination.</p> <p>Learning outcome 5 is assessed through the project as well as the assignments.</p> <p>Learning outcomes 2 and 3 are assessed in coursework assignments and the project report particularly assesses learning outcome 3.</p>

D. Key/transferable skills	
Learning outcomes:	Learning; teaching and assessment methods
<p>By the end of the course students should be able to demonstrate how to:</p> <ul style="list-style-type: none"> D1) Work in a team. D2) Solve problems. D3) Communicate effectively in writing for academic and professional purposes. D4) Use and apply numbers and quantitative techniques. D5) Define and implement a research project involving the identification, analysis and evaluation of data, and formulation of conclusions. 	<p>Teaching/learning methods and strategies</p> <p>Learning outcomes 1, 2 and 5 are developed through the evaluation of ideas and issues through VLE discussion, seminar discussion and problem solving exercises for individuals or groups, both further develop learning outcomes 1 and 2.</p> <p>Learning outcomes 3 and 4 are developed through online resources and exercises, and through preparation of coursework submissions.</p> <p>Learning outcome 5 is developed through student engagement in the project process with tutor guidance.</p> <p>Assessment</p> <p>Both coursework and examinations assess the development of learning outcomes 1 to 5 as appropriate for a level 4 course.</p> <p>The project report in particular assesses learning outcomes 3 and 5.</p>

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Section D Programme Structure

Programme Structure - Year 1

Compulsory modules	Credit points	Optional modules	Credit points
<u>Semester A</u> Management of Retail Centres Marketing the Shopping Centre	20 10	None	
<u>Semester B</u> Valuation of the Retail Asset Creating and Refurbishing Retail Space	10 20	None	

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Programme Structure – Year 2			
Exit award: BCSC Diploma in Shopping Centre Management. 120 level 4 credit points.			
Compulsory modules	Credit points	Optional modules	Credit points
<u>Semester A</u> Managing People in Shopping Centres Retailing	20 10	None	
<u>Semester B</u> Contract & Lease Management Project	10 20	None	

Distinctive features of the programme structure:

- Semester length is 20 weeks.

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Section E Curriculum map

This table indicates which study modules/units assume responsibility for delivering (X) and assessing (A) particular course learning outcomes.

Stage	Study module/unit	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
1	Management of Retail Centres		X A	X A					X	X A		X	A	X A		X	X A	X A	X A	A	A	X
	Marketing the Shopping Centre	X A	X								X	X A					A		X A	A		
	Valuation of the Retail Asset						X A		X	X A	X A			X A	X A		A	A	A	A	A	X A
	Creating and Refurbishing Retail Space				X A				X A	X A		X	X A			X A	X A	A	A			
2	Managing People in Shopping Centres		X			X A			X	X	X A		X A				A	X A	X A	X A	X A	X A
	Retailing		X A	X					X A	A	X A	A					A		A			
	Contract & Lease Management							X A		X A	X A			X A			A	X A	X A	A		
	Project								A	A		A	X A	X A	X A		X A	A	A			X A

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Chair of Board of Studies	Balkees Noor-Mohamed
Signature (signed as Chair's action)	
Date	13/04/12