

21323 產業管理高級文憑

Higher Diploma in Real Estate Management

課程宗旨

本課程旨在灌輸學生有關房地產管理工作上的知識及技巧，包括營運管理、人力資源管理、市場推廣及租務管理、財務及資產管理、與風險管理等。課程著重於物業及房屋管理，包括商場、展覽及康樂設施、客戶關係、物業代理及轉易、與相關法例等，以迎合行業的需求。

就業

畢業生可受聘於房地產服務及管理行業之督導階層，出任屋苑主任、房屋主任、物業主任、客戶服務主任、物業及租務主任等職位。

課程內容

一年級

商業英語傳意(一)(甲)及(一)(乙),數量方法,資訊科技及通訊,產業管理經濟學,合約及侵權法,客戶關係及品質管理,產業管理會計學,商業管理學,職業普通話(產業管理)

二年級及三年級

商業英語傳意(二)(甲)及(二)(乙),職安健及環保關注,建築科技及材料,物業管理,房屋研習,設施管理,屋宇裝備,土地及物業法,產業市場學,中國產業研習,屋宇保養及翻新,智能屋宇系統,康樂設施及項目管理,風險管理及保險,專業操守及督導管理,項目管理,物業估價及財務,物業代理及轉易,專題習作

最低入學要求

香港中學會考五科成績達 E 級或以上，包括英國語文 (課程乙) E 級 / (課程甲) C 級及數學；或基礎文憑 / 基礎證書 / 毅進計劃課程及格；或同等學歷。

Course Aims

The Course Aims to provide students with the knowledge and skills to work in the area of Real Estate Management, including Operational Management, Human Resource Management, Marketing Promotion and Leasing Management, Financial and Asset Management, and Risk Management. Emphasis will be placed on Property and Housing Management, including shopping malls, exhibition and recreational facilities, customer relationship, agency and conveyance, and relating compliance aspects to meet the vocational needs of the industry.

Career Prospects

Graduates may take up positions at supervisory level in real estate services and management industry as Estate Officers, Housing Officers, Property Officers, Customer Services Officers and Property Leasing Supervisors.

Curriculum

Year 1

English & Communication for Business IA & IB, Quantative Methods, Information Technology & Communications, Economics for REM, Law of Contract & Tort, Customer Relationship and Quality Management, Accounting for REM, Business Management, Vocational Putonghua (REM),

Year 2 and Year 3

English & Communication for Business IIA & IIB, Occupational Safety & Health & Environmental Concerns, Building Technology & Materials, Property Management, Housing Studies, Facilities Management, Building Services, Land & Property Law, Real Estate Marketing, China Real Estate Studies, Building Maintenance & Renovation, Intelligent Building Systems, Recreational Facilities & Event Management, Risk Management and Insurance, Professional Ethics & Supervisory Management, Project Management, Property Valuation & Finance, Agency & Conveyancing, Project,

General Entry Requirements

The general minimum entry requirements are:

- HKCEE with Grade E or above in 5 subjects including English Language (Syllabus B) and Mathematics; *OR*
- Pass in Foundation Diploma / Foundation Certificate; *OR*
- Equivalent.