

vi. Senior Executive

QF Level	Job Title	Senior Executive
7	Job Descriptions	Guiding, developing and implementing the corporate's business development strategies and directions, including market strategy, human assets and development strategy, financial strategy, customer expectation management, corporate governance policy and market positioning, abide by various laws and regulations, sustainable development strategy, planning overall on promoting employee morale and establishing teamwork model, planning and promoting community development and fulfilling social responsibility, etc.

Functional Areas	Main Items	Unit of Competency	Code	Credit
BM	Repair, Maintenance & Improvement of a Property			
	Improvement & Enhancement of System & Installation	Develop strategically and sustainably the building, building facilities and services, and devise market analysis and benchmarking	110465L7	6
OS	Property Management Services for Owners, Tenants & the Community			
	Management Services & Communication	Strategic planning on the direction of community development and to fulfil obligations to the society	110478L7	6

	Application of Information Technology & Management of Smart Facilities	Develop strategically the quality management system, market analysis and positioning	110494L7	6
	Leasing	Evaluate lease management standard, plan on leasing strategies, market analysis and positioning	110509L6	6
FM	Facility Management relating to a Property			
	Shopping Centre, Industrial, Commercial & Other Premises	Develop strategically and sustainably on the asset and facilities of shopping centre and other premises including commercial and industrial buildings	110532L7	6
LW	Law in Practice relating to a Property			
	The Government & Legal System	Master the latest amendments in related legislations and submit views on draft bills	110555L6	6
	Contractual Arrangement	Review the provisions of contracts and legal documents and provide suggestions	110558L6	6
FN	Finance and Asset Management relating to a Property			
	Asset Management & Financial Control	Plan on corporate finance and asset management, and carry out risk assessment	110577L7	6
HR	Human Resources Management relating to a			

	Property			
	Human Resources Planning, Recruitment and Training	Develop strategically on the human assets	110592L7	6
	Teamwork & Leadership	Devise the direction on team management and leadership	110598L6	6
			Total Credit:	60