

Specification of Competency Standards
for the Property Management Industry
Unit of Competency

Functional Area - Property Management Services for Owners, Tenants & the Community

Title	Strategic planning on the direction of community development and to fulfil obligations to the society
Code	110478L7
Range	Community development and social responsibility, applicable to formulation of strategies for community development and social service and fulfilling social responsibilities
Level	7
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Research on community development and social responsibility</p> <ul style="list-style-type: none"> • Be able to analyse the direction of community development and social responsibility policies comprehensively, and be able to conduct research critically <p>2. Plan as a whole the direction of community development</p> <ul style="list-style-type: none"> • Be able to study the direction of development of the industry and the community, comprehensively analyse the public's demands on the living environment and the quality of the management property, lead the organisation to participate actively, and promote creatively the development and planning of the community • Be able to analyse the positioning of the property in the community comprehensively, the changes in the community environment, to study the role of the property and management company in the community, and lead the direction of policy on participation in the community development creatively and effectively <p>3. Exercise social responsibility</p> <ul style="list-style-type: none"> • Be able to lead and promote the establishment of good relationships between owners/tenants' organisation and community groups and institutions, and enhance their participation in community development • Be able to coordinate, promote and participate in relevant social activities by communication with relevant government agencies, district councils, political parties and relevant organisations • Be able to lead and plan projects or activities that fulfill social responsibility, and promote the active participation of owners and employees • Be able to lead and plan the policy direction of the organisation to fulfill its social responsibilities, and make continuous changes in response to the latest situation to create positive outcome
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Be able to analyse the direction of community development and social responsibility policies comprehensively, and be able to conduct research critically; • Be able to study the direction of property and community development, liaise with relevant organisations and groups, lead and plan the community development policy effectively, and provide creative ideas on the community development policy; and • Be able to analyse community development strategies comprehensively and conduct research critically, respond to community demands, creatively lead and plan projects that fulfill social responsibilities, and be able to lead and plan the policy direction of organisation to fulfill their social responsibilities.
Remark	