

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

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

Title	Plan as a whole and evaluate on shopping centre, cultural, recreational and community activities and value-added services
Code	110499L6
Range	Works of shopping centre, and cultural, recreational and community activities, applicable to the overall planning of shopping centre, cultural and recreational facilities, community activities and value-added services to build community relations
Level	6
Credit	6
Competency	<p>Performance Requirements</p> <p>1. Integrate all strategies</p> <ul style="list-style-type: none"> <li>• Integrate all strategies of activities, services and development of community relations</li> <li>• Integrate market trends, promotion strategies and directions of community development</li> </ul> <p>2. Plan as a whole and evaluate the activities and services</p> <ul style="list-style-type: none"> <li>• Be able to integrate and plan as a whole the scope and direction of the shopping centre, cultural and recreational, community and various activities and customer service in overall, and revise it in response to market trends</li> <li>• Be able to assess the cost-effectiveness and data of shopping centre activities, cultural and recreational, community activities and customer services or value-added services as a whole, and determine future development strategies</li> <li>• Be able to integrate the directions of market and community development, and plan interactive strategies for activities and community development</li> <li>• Be able to promote the overall shopping centre activities, cultural and recreational activities, community and various activities and customer services to build a harmonious community and make contributions to the community</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Be able to integrate the strategies of activities, services and development of community relationships, integrate market trends, promotion strategies and directions of community development;</li> <li>• Be able to conduct in-depth research on the positioning and community needs of the shopping centre, cultural and recreational activities, community activities in overall, critically evaluate relevant data and information, and study the interaction between activities and communities, so as to evaluate the benefits and directions of future development systematically; and</li> <li>• Be able to contribute to the community by planning community activities, leading community development and building a harmonious community.</li> </ul>
Remark	