



# AI280U Advanced Center Management 15.0 credits

Kvalificerad centrumledning

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for AI280U valid from Autumn 2013

## Grading scale

P, F

## Education cycle

Second cycle

## Main field of study

Built Environment

## Specific prerequisites

Higher education in engineering, economics or equivalent knowledge through work experience.

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

The course will provide students with theoretical and practical basis for understanding and interpreting the external changes that have implications for the management of shopping centers.

Center management in brief, Market analysis of retail centers, center management in practice, marketing and branding of retail centers and project work resulting in documented skills.

## Course contents

- After completing module 1, Center Managementan Introduction the student should be able to describe the current industry standard for retail centers around the world and those trends that effect successful management of retail centers.
- After completing module 2, Market Analysis and Retail Development the student should be able to apply market analysis theory to manage changes in demand and supply conditions having effect on the profitability of a retail center. The student will also have knowledge of critical factors that effects the development of a retail center.
- After completing module 3, Center Management the student will be able to manage rental agreements and contractual issues, waste issues matters of security and key drivers for innovation in the retail industry.
- After completing module 4, Asset Management the student will have skills in managing strategic business issues for retail centers. The student will be able to evaluate market valuations made by consultancy companies.
- After completing module 5, Marketing and Branding the student will be able to make strategic marketing decisions. The student will also be capable in determine which marketing channels to use and when. The student should also be able to analyze, identify and describe customer's touch-points in a retail center.
- In completing module 6, Project Work the student shall prove his skills in applying the content of previous modules. This assignment shall be presented in a written report and by an oral presentation.

## Disposition

Six independent modules which are coordinated by KTH, see above.

## Course literature

The appropriate course literature will be chosen by the responsible teacher at the different Universities and module.

## Equipment

Classrooms that meet the University's requirements in each country.

## Examination

- PRO1 - Project Work, 7.5 credits, grading scale: P, F
- TEN1 - Written Exam, 7.5 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

- PRO1 - Project Work, total 7.5 hp, grade scale: P, F.
- TEN1-4 Four written exams, total 7.5 hp, grade scale: P, F: The examiner for each module decides pass or fail.
- KTH is responsible issuing credits for the course and final certificate.

## Other requirements for final grade

Pass: Four written exams in total 7,5 hp.

Pass: One project work, 7,5 hp.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.