

# Degree in Shopping Centre Business Management

2019-2020



Forum

## Objective

The objective of the programme is to provide the participant with an overall picture of shopping centre business operations.

After the education, the participant

- knows how to analyse the shopping behaviour of consumers and utilises this knowledge in planning the shopping centre strategy
- is familiar with the trade of different types of tenants and knows their needs
- understands the business of a shopping centre
- understands the operational environment of a shopping centre
- knows the industry's legislation and contractual practice
- learns to predict future trends

## Target group

People with three years of working experience or an education on the field. The programme is suitable for everyone working in the industry from shopping centre management to more technical areas; shopping centre managers, real estate managers, coordinators and leasing managers.

## Realisation

The programme consists of four contact education periods, advanced exercises between the modules and dissertation.

## Location

The education will be organised in the capital area of Finland except for the last module in Tallinn.

## Price

The education programme is government supported further vocational education and the individual's/company's share will be confirmed by end of 2018. The government supports a limited number of participants. The price of the programme without the government support is EUR 6,200. The education programme is free of value added tax.

The participation fee includes an advance payment of EUR 500 which will be sent along with the confirmation and the rest of the sum will be invoiced after the first period.

## Registration

E-form registration to the education programme by 10 February 2019 [www.kiinko.fi/2501004](http://www.kiinko.fi/2501004)

## Further information

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# Degree in Shopping Centre Business Management

19.9.2019–26.3.2020

## Module 1 | 19–20 Sept 2019

### The changing operational environment of shopping centre business management

- The challenges and opportunities of shopping centres
- The vital operators and roles in shopping centre management
- Market analyses and customer surveys
- Consumer behaviour
- Marketing and communications

## Module 2 | 13–11 Nov 2019

### Shopping centre management

- The business models of lessees and tenants
- In-depth familiarisation with tenants
- Leasing legislation
- The analytics of shopping centre economy
- The commercial image of a shopping centre and image building
- Practical examples

## Module 3 | 3–4 Feb 2020

### Security and environment

- The changing security environment
- Shopping centre security
- Crisis communication
- Technical maintenance
- Managing services business
- Environmental and ecological issues
- Environmental categorisation

## Module 4 | 24–26 Mar 2020

### The future

- The change in commerce
- The attraction factors and renewal pressure
- The strategic challenge of marketing
- Tools for predicting the future
- An international point of view, megatrends from the world

Information on the prices and timetable of the programme and the registration form:  
[www.kiinko.fi/2501004](http://www.kiinko.fi/2501004)

Changes may occur.