



## **MEMBERS CIRCULAR**

12 January 2024

Ref 002/01/24

Dear Members

**SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SEMINARS (SMMCES)**  
(formerly known as **CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT**):

- **Marketing and Leasing**
- **Administration**
- **Operations and Maintenance**

Greetings ! PPK Malaysia is pleased to announce that we shall be offering the abovementioned **SHOPPING MALL MANAGEMENT CONTINUOUS EDUCATION SEMINARS (SMMCES)** (or formerly known as **CERTIFICATION COURSES for 1-2024**, as indicated below:

Module	Dates	Venue
Operations & Maintenance (Part 1 & 2) (classes run concurrently)	Monday, 4 March 2024 to Wednesday, 6 March 2024 (3 days)	One World Hotel, Bandar Utama, Petaling Jaya
Administration (Parts 1&2 combined) (3 days)	Thursday, 7 March 2024 to Saturday, 9 March 2024 (3 days)	One World Hotel, Bandar Utama, Petaling Jaya
Marketing and Leasing (Part 1 & 2) (classes run concurrently)	Monday, 11 March 2024 to Wednesday, 13 March 2024 (3 days)	One World Hotel, Bandar Utama, Petaling Jaya

**Please be informed that we have obtained approval from HRD Corp for the following:**

Marketing and Leasing Part 1	Training Programme No.	10001254601
Administration (Parts 1&2 combined)	Training Programme No.	10001258777
Operations & Maintenance Part 1	Training Programme No.	10001256062

Therefore, if you are applying for HRD Corp grant approval, kindly quote the above programme reference.

Parts 1 and 2 for the 3 modules will be run concurrently and are **repeat courses** for those who did not manage to participate during the previous occasions. However, we have updated the syllabus for Part 1 to include a new topic on **SUSTAINABILITY** as this has become significant in mall operations.

Individuals who wish to undertake the **FULL** certification ie Part 1+2+3 will be given thirty six (36) months to complete a full certification course. (However, in view of the schedule disruption caused by the pandemic, appropriate concessions will be accorded to previous candidates who are advised to contact/email our secretariat for further details.)

**Persatuan Pengurusan Kompleks Malaysia (PPK)**

**Malaysia Shopping Malls Association**

A608, 6th Floor, Lobby 2, No. 1, Jalan SS20/27, Damansara Intan, 47400 Petaling Jaya, Selangor D.E. Malaysia

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The structure of the full certification for the 3 modules, comprising of Part 1 --> Part 2 --> Part 3 is as follows:

PART 1	PART 2	PART 3	CERTIFICATION
<u>CERTIFICATE I</u> MALL MARKETING & LEASING (SEMINAR ONLY)	<u>CERTIFICATE II</u> SEMINAR & WORKSHOPS	<u>CERTIFICATE III</u> COURSE WORK, EXAMINATION, PRESENTATION, & INTERVIEW	CERTIFIED MALL MARKETING & LEASING MANAGER (CMMLM)*
<u>CERTIFICATE I</u> MALL ADMINISTRATION (SEMINAR ONLY)	<u>CERTIFICATE II</u> SEMINAR & WORKSHOPS	<u>CERTIFICATE III</u> COURSE WORK, EXAMINATION, PRESENTATION, & INTERVIEW	CERTIFIED MALL ADMINISTRATION, MANAGER (CMAM)*
<u>CERTIFICATE I</u> MALL OPERATIONS & MAINTENANCE (SEMINAR ONLY)	<u>CERTIFICATE II</u> SEMINAR & WORKSHOPS	<u>CERTIFICATE III</u> COURSE WORK, EXAMINATION, PRESENTATION, & INTERVIEW	CERTIFIED MALL OPERATIONS MANAGER (CMOM)*
			PART I + II + III CERTIFIED MALL MANAGER (CMM)*

\* Upon completion of the relevant courses, participants can then apply to be a Certified Manager in the selected module or Mall Manager (upon completion of all 3 modules).

Please note as follows:

- A separate schedule/invitation for Part 3 (final Part) will be forwarded in due course to qualified participants ie those who have completed Parts 1+2 in the required time frame.
- Participants who wish to apply for certification must be ordinary individual members of PPK Malaysia and non-individual members who attend the course will only obtain a Certificate of Attendance

**Our Certification Courses are uniquely special, with dedicated content focused on shopping mall operations and instructors/speakers are hands-on practitioners in their specialized fields so do take the opportunity to join us.** We are confident that these will be the first step in the right direction to address the need for the certification of individuals in the industry and boost the level of professionalism and performance of the shopping mall industry.

Kindly note that we shall be applying for CPD (Continuous Professional Development) credits for the forthcoming courses from Lembaga Penilai, Pentaksir, Ejen Hartatanah, dan Pengurus Harta Malaysia (Board of Valuers, Appraisers, Estate Agents & Property Managers Malaysia).

Enclosed are the programmes for the Course for your perusal and interested participants may submit their registrations (details overleaf) **on or before the deadline of Monday, 19 February 2024.**

**Kindly note that the following SOPs will apply:**

- Registrations for the above courses will only be accepted for fully vaccinated individuals
- Hand sanitisers must be used upon entry to the premises / masks encouraged to be worn during the seminar, except when eating and drinking
- In the event participants are unwell, we reserve the right to refuse entry and/or they will be asked to leave immediately
- We will reconfirm registrations as soon as possible on a first-come-first served basis subject to the venue's maximum capacity. At the same time, we reserve the right to re-schedule any classes which do not meet the minimum requirements by the venue provider.
- Any registrations received after the above deadline will incur late surcharges of RM216 per registration per module.

For further details and information, you may call our Secretariat at Tel: 03-7727 6232/email to [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my).

Thank you.

Yours faithfully

**PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)**



**TAN SRI DATO TEO CHIANG KOK, President**

Endorsed by:



## PPKM CERTIFICATION COURSE REGISTRATION

### \*\*SPECIAL PROMOTION !

**Enjoy a RM 270.00 discount from the total cost for participants taking both Mall Marketing & Leasing and Mall Administration OR Mall Operations & Maintenance and Mall Administration**

#### PLEASE TAKE NOTE OF THE FOLLOWING:

- No cancellation will be accepted after registration has been received. In the event the participant is unable to attend the course, a replacement from the same organisation may be arranged. In the event the registered and/or replacement delegate(s) are absent for whatsoever reasons, we will bill the company directly for the full sum of the seminar fees.
- **PPK MALAYSIA** reserves the right to make any amendments and / or changes to the programme if warranted by circumstances beyond its control.
- *Full payment is required with registration and must be received prior to the seminar **latest by 19 February 2024** to confirm seating.*
- ***For registrations received after the closing date, a late surcharge of RM216 per registration per module shall be imposed. Deadline: 19 February 2024***
- *Walk-in delegates will only be admitted on the basis of the space availability on the day of the seminar held and with immediate full payment including the late surcharge.*
- *All participants are required to attend the full day course failing which Certificate of Attendance will not be given.*
- *The **non-refundable fee** includes the cost of the sessions, lunch & tea breaks, seminar notes and a Certificate of Attendance.*
- *Attire - office wear.*

**FEES below include service tax and have been marginally increased due to increase in service tax from 1 March 2024 as announced. There will be a discount per pax for minimum 3 or more participants who register for the same module from the same organization.**

MODULE	Single Registration		Group Registration (min. 3 pax from the same company)	
	Members PPKM / MRCA / REHDA / MRA / FIABCI (RM)	Non- members (RM)	Members PPKM / MRCA / REHDA / MRA / FIABCI (RM)	Non- members (RM)
A Marketing & Leasing Part 1 (3 days)	1,566	1,782	1,512	1,728
B Marketing & Leasing Part 2 (3 days)	1,782	1,998	1,728	1,944
C Administration Parts 1&2 combined (3 days)	1,782	1,998	1,728	1,944
D Operations & Maintenance Part 1 (3 days)	1,566	1,782	1,512	1,728
E Operations & Maintenance Part 2 (3 days)	1,782	1,998	1,728	1,944

Please register at the following links:

Marketing & Leasing Part 1: <https://forms.gle/KApBtNNrjQ4ZmFgr8>

Marketing & Leasing Part 2: <https://forms.gle/Js6xcmNsyEs99TMm6>

Administration (Parts 1+2 combined): <https://forms.gle/99UzV1kuTovuByN16>

Operations & Maintenance Part 1: <https://forms.gle/UeC717XEng3Wibt5A>

Operations & Maintenance Part 2: <https://forms.gle/RyosKuzGYAQAFVAKA>

**\*\*if you wish to register for this special promotion or have any queries, kindly email us at [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) and/or call us at 03-7727 6232.**

**For online banking transfers**, please bank in to our account as follows:

A/c payee: PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

CIMB Account Number: **8002636850**

Thereafter, please email your bank-in slip to [secretariat@ppkm.org.my](mailto:secretariat@ppkm.org.my) to confirm your seat.

Thank you.



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**PPK Malaysia**

Malaysia Shopping Malls Association

# **CERTIFICATION COURSE IN SHOPPING MALL MANAGEMENT**



## About the Programme

**T**his Certification Programme is designed to elevate the level of professionalism for mall management. It expands your knowledge, skills and offers participants a series of introductory and advanced learning sessions from experienced mall practitioners. It covers the fundamentals of mall management and comprehensive course materials, case studies and interaction sessions.

### MODULE

- Marketing and Leasing
- Operations and Maintenance
- Administration

### BENEFITS OF PROGRAMME

- Increase your knowledge and skills
- Elevate your professional standards
- Advance your worth and career
- Raise mall management standards
- Drive results for your company
- Networking

## Course Certification

### Certificate of Attendance

Completion of Part 1 or Part 2 of any module

### CMM Certified Mall Manager

Completion of Part 1, Part 2 and Part 3 of all modules

### CMMLM Certified Mall Marketing & Leasing Manager

Completion of Part 1, Part 2 and Part 3 of Marketing & Leasing module

### CMOM Certified Mall Operations Manager

Completion of Part 1, Part 2 and Part 3 of Operations & Maintenance module

### CMAM Certified Mall Administration Manager

Completion of Part 1, Part 2 and Part 3 of Administration module

### Certificate Specifications

- Part 1 is an Introductory Course
- Part 2 is an Advanced Course with Case Studies and Workshops
- Part 3 is Course Paper, Examination, Presentation and Interview with the Board of Examiners
- For full certification, candidates are given maximum time frame of thirty six (36) months to complete the full programme in either one or all of the three (3) modules
- All certified managers must be current individual members of PPK Malaysian.

**IF YOU ARE INTERESTED  
IN THE PROGRAMME,  
PLEASE CONTACT PPK  
MALAYSIA AT:**

**T: +603 7727 6202 / 6232**

**F: +603 7727 6203**

**E: SECRETARIAT@PPKM.ORG.MY**

## Part 1

### Marketing & Leasing

In this constantly evolving market, you need to stay in touch with the evolution of the shopping mall industry. Learn of the humble beginnings of the Malaysian mall industry, its definitions and how it has evolved to become global icons and landmarks.

#### Marketing

Understanding what marketing is and the roles it plays for a shopping mall is pivotal for its success. You will learn the fundamentals of marketing and gain insights into the formulation of a marketing plan and budget. The marketing mix of events, sales promotions, visual merchandising and media will be discussed and how it can be used cohesively to execute the plan.

Today's competitive environment has forced malls to communicate effectively and persuasively. Learn how to design a good communications programme and the foundation for a crisis communication plan.

#### Advertising

Be introduced to the world of advertising and the principles of an effective campaign. This session equips you with the knowledge of an effective plan using different types of media to drive results.

#### Market Research

This session teaches you the objectives of research design and data in mall development. Research allows for the understanding of consumers and prepares you for better decision making.

#### Leasing

One of the critical success factors for a shopping mall is good retail and tenant mix. Learn the basics, roles, terminology and procedure of leasing a store. You will be given insights into the strategies for good tenant selection, tenancy mix to layouts. This interactive session with case studies will enable you to solve conflicts and provide resolutions to lease situations.

### Fit Out and Design

Mall and store designs have become icons that shaped cities and towns. Learn the correlation between leasing, fit-out and design and how consumers' changing habits have shaped the retail spaces in malls.

### Operations & Maintenance

#### Safety and Security

In this session, you will be exposed to all aspects of safety and security practices in malls. The Command centre and Control system operations will be outlined along with the procedures for an ERT (Emergency Response Team). A mall tour will be organised for a site learning experience.

#### Mechanical and Electrical (M&E)

An integral component to mall operations is the M&E systems. Learn the terminology and systems operations of the air conditioning and ventilation systems that impact your mall's common spaces, retail stores, car park and more. Case studies will be presented to demonstrate the systems and its link to the mall.

#### Energy Savings and Managements

With the electricity tariff increase, malls are proactively taking steps to go green and stay sustainable. Find out more on energy saving practices and how to convert malls into energy efficient buildings. Discover how energy audits are performed to keep energy consumption at the most cost-effective level.

#### Housekeeping

Housekeeping is important in creating a conducive, hygienic and well-maintained shopping environment for shoppers. Gain insights into how to maintain a good housekeeping standard to get the best out of your mall's service contracts.

#### Car Park Management

All you need to know about managing a quality car park. From equipment, payment methods, signage, cleaning, security controls of staff, for you to

make the best assessment for your car park operations.

### Maintenance Plan

Learn all about the mall's reactive, preventive and predictive maintenance plans and its advantages. A good plan is essential to ensure the most cost-effective way to maintain our malls in the long term.

### Administration

#### Managing Industrial Relations and Disputes

Setting KPIs (key performance indicators) for employees is important to drive results. Learn how to create efficiency, innovation, and networking within your workplace to charter staff growth.

This session addresses issues related to work misconduct, poor performance and disputes and how to manage it effectively.

#### Effective Organizational Control

Having a company vision and effective control in an organization is a driving force for success. By providing a clear understanding of the employees' roles, the team will work cohesively and motivate change as a tool for innovation. Malls must stay effective in the face of competition and promote good organizational culture.

#### Insurance-An Essential Need

A review on why malls need insurance and the various types to cover mall management and operations. Understand what are the consequential losses due to mall incidents, the associated risks and how essential insurance is for a mall management.

#### Management of Litigation

A number of questions arise from what happens if a lawsuit were to happen. In this session, you will be exposed to various types of legal actions that can happen in a mall environment. Past cases will be reviewed for a clear understanding of litigation matters.



## Part 2

### Marketing & Leasing

An introduction on how good planning, pre-development, feasibility along with layout, concept, tenant mix and market positioning is essential in mall development. In post-development, malls have to undergo expansion, redevelopment and renovation to stay competitive.

#### Marketing

An advanced marketing module on how to cope with changing consumer trends and steering changes in the way we market our malls. Understand partnership and tourism marketing and how to expand your network of resources. Learn about creative thinking and the ability to imagine and invent new ideas, raise possibilities and generate excitement.

#### Advertising

The advancement of mobile and social media has forced advertising campaigns to get creative and engaging. See how malls are tackling this change and learn how to develop campaigns using various media for optimum results and reach.

#### Leasing

A more comprehensive approach of leasing from rent structures, rent setting and reviews to deal making and negotiations. Learn the art of a leasing process, how to generate sustainable income and growth while increasing the value and worth of your mall.

#### Market Research

Learn how to identify problems, approach them and design your own research methodology for your mall. You will be guided on data collection, analysis to report preparation and

presentation, enabling your company to make decisions on the problems at hand.

### Operations & Maintenance Safety and Security

Learn about the meticulous planning of a mall's safety practices and security features to provide a safe and secure ambience for shoppers. In-depth emergency situations and evacuation will be tackled along with the sharing of good security practices adopted by successful malls.

#### Housekeeping

An elaborate housekeeping study on the equipment and practices by malls to meet the high demands of consumers. Constant increase in labour and material prices have forced malls to instill a hands-on approach to maintenance standards and the experiences will be shared here.

#### Operations Management and Scope of work

Embracing change is the key to a mall's success. The role of the Head of Operations has changed and grown as malls evolve and this session will outline the key responsibilities of operations and its contribution to the mall as a whole.

You will learn how to create an operational organization chart that is in line with your mall's vision and mission along with the job scope of the managers of each operational division.

### Administration

#### Managing Employees' Performance Problems

Dismissal of an employee on poor performance is a question of fact and varies from case to case. Learn details of what documents are important to

support management decisions and the correct procedures to manage employees' performance.

### Advanced Effective Organizational Control

Organizational control is the process of assigning, evaluating and regulating resources on an ongoing basis to accomplish an organization's goals. To successfully control an organization, managers need to not only know what the performance standards are, but also figure out how to share that information with employees.

### Insurance – An Essential Need II

Look into the various insurance policies required by shopping malls and the insurance needs of strata properties.

#### Talent Management

It's all about an organization's ability to create and optimize the talent resources needed to execute on business strategies. Effective mining and multiplying talent is the key to organization success so there is a need to understand market trends and challenges.

### Advanced Management of Litigation II

Delve in depth on how tenants can breach tenancy agreements and how management can recover rental arrears and / or obtain vacant possession. Learn to recognize the pros and cons of such actions and the enforcement proceedings after judgement has been obtained.

#### Operations Cost Settings

Get into a practical workshop of how to work out operations cost and what items make up these costs in a shopping mall.

Endorsed by:



### PERSATUAN PENGURUSAN KOMPLEKS MALAYSIA (PPK)

Malaysia Shopping Malls Association

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