

UCT GSB hosts 'MBA' for the commercial property industry

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Applications for selection to the ever popular short course - Property Development Programme (PDP) - widely regarded as the 'MBA' for the commercial property industry - are now open. The course is run by the University of Cape Town Graduate School of Business (UCT GSB) in conjunction with SAPOA, the South African Property Owners Association at the GSB's Waterfront campus.

The intensive two week programme has become the highest recognised qualification in the commercial property field. According to SAPOA's HR Development Manager and PDP Programme Director, Martin Ferguson, the course is designed to sharpen the skills of senior managers in the commercial property field.

With a track record of 37 years, the programme attracts professionals from the financial, legal, architectural, engineering, quantity surveying, property valuation, building planning and the broking sectors, with a relevant learning programme for the development of managers and leaders at senior level.

The PDP course, which runs from 19-31 July is NQF-7 certified and recognised by professional institutions, enabling delegates to claim CPD (Continued Professional Development) points.

"Although only spanning a two-week period, the course is intensive, with delegates committing to a punishing 13 hour daily lecture schedule and five day practical planning exercise."

"The course is always oversubscribed" said Ferguson.

Ferguson said in 2014, 140 local and international applications were received but only 71 individuals made it through the selection process.

"We select senior managers from a diverse range of professions and career backgrounds, essential to the field of commercial property development. These include architecture, quantity surveying, legal, engineering, project management, urban planning, valuing, finance and marketing amongst others. Participants are arranged into groups or teams with each group containing a full set of professional disciplines from the eight or nine team members. A maximum of 72 'students' can be accommodated on a course" he said.

Ferguson explains that the first week of the course comprises day and night lectures and the second week exposes the groups to a vacant site in Cape Town where each group has to produce, within five days, a complete feasibility and bankable development plan of the site.

"All aspects of the development process must be covered from council zoning to architecture, engineering, financial feasibility and marketing" he said.

A panel of judges review the development plans and the top three winning teams are announced at a ceremony on the concluding day.

"The calibre of participants is very high, and the standard of instruction is pitched at senior and potential senior management. Delegates will leave with increased confidence in the areas of financial management, group dynamics, strategic thinking, negotiation, presentation skills and economics," Ferguson said. .

Those interested in attending the programme can contact the course convenor - Mafonti Marobi on +27 (0)11 883 0679, by email: hr-education@sapoa.org.za or visit the SAPOA website: www.sapoa.org.za/pdp.htm

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