

## Liverpool John Moores University

Title: PROPERTY MARKET PROJECT  
Status: Definitive  
Code: **4515BEKL** (119125)  
Version Start Date: 01-08-2014

Owning School/Faculty: Built Environment  
Teaching School/Faculty: Imperia Institute of Technology

Team	Leader
Vida Maliene	

**Academic Level:** FHEQ4  
**Credit Value:** 24.00  
**Total Delivered Hours:** 84.00  
**Total Learning Hours:** 240  
**Private Study:** 156

### Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Lecture	28.000
Tutorial	28.000
Workshop	28.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1		65.0	
Presentation	AS2		25.0	
Reflection	AS3		10.0	

### Aims

*This module will facilitate the learning process by enabling students to put the theory gained in Level 4 modules into practice. A suitable property derived project will be simulated to provide the vehicle for this purpose.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Practically apply built environment principles and techniques to a suitable property based project.
- 2 Analyse and solve problems
- 3 Work effectively in a group
- 4 Demonstrate effective oral communication skills
- 5 Express ideas effectively using appropriate written forms
- 6 Apply best practice and ideas to a range of different situations.
- 7 Apply numerical reasoning to given scenarios.
- 8 Utilise ICT in the context of a property based project.
- 9 To identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivations and values, ability to work with others.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Project Documents	1	2	3	5	6	7	8
Oral Presentations	4						
Individual Reflection	9						

## Outline Syllabus

*The Nature of Property Markets*  
*Definition of the Property Market*  
*Components of the Market*

*Dynamics of the property Market*  
*Global and National markets*  
*Regional Variations*

*Sectors of the Market*  
*Structure and performance of the:*  
*1. Retail market*  
*2. Office market*  
*3. Industrial market*  
*4. Leisure market*  
*5. Residential market*

*Relevance of the property professional in the property market*  
*Land ownership*  
*Role of the property professional in the property market*  
*Assessing the future of the property market.*

*Personal development, employability and self-awareness skills.*

## Learning Activities

Lectures, tutorials and workshops.

## References

<b>Course Material</b>	Book
<b>Author</b>	Newman, M
<b>Publishing Year</b>	1997
<b>Title</b>	Marketing in Commercial Property
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	EG Books
<b>ISBN</b>	9780728202771

<b>Course Material</b>	Book
<b>Author</b>	Isaac, D
<b>Publishing Year</b>	1998
<b>Title</b>	Property Investment
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Palgrave Macmillan
<b>ISBN</b>	9780333693148

<b>Course Material</b>	Book
<b>Author</b>	Roberts, G
<b>Publishing Year</b>	2005
<b>Title</b>	EG Property Handbook
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	EG Books
<b>ISBN</b>	9780728204331

<b>Course Material</b>	Book
<b>Author</b>	Isaac, D et al
<b>Publishing Year</b>	2010
<b>Title</b>	Property Development
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Palgrave Macmillan
<b>ISBN</b>	9780230201781

<b>Course Material</b>	Book
<b>Author</b>	Levin, P
<b>Publishing Year</b>	2006

<b>Title</b>	Perfect Presentations
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	OUP
<b>ISBN</b>	0335219055

<b>Course Material</b>	Book
<b>Author</b>	Dainty, A
<b>Publishing Year</b>	2006
<b>Title</b>	Communication in Construction: Theory & Practice
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Taylor & Francis
<b>ISBN</b>	000724318

<b>Course Material</b>	Book
<b>Author</b>	Myers, D
<b>Publishing Year</b>	1994
<b>Title</b>	Economics and Property
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Estate Gazette
<b>ISBN</b>	0728201992

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## Notes

This module develops the learning process at level 4 by integrating the knowledge gained from modules and applying them to a work related learning project. It is intended to simulate the experience and discipline of the world of work and to provide opportunities for students to develop and practice work-related skills.