

Liverpool John Moores University

Title: CORPORATE PROPERTY PROJECT
Status: Definitive
Code: **5111BEUG** (118139)
Version Start Date: 01-08-2012

Owning School/Faculty: Built Environment
Teaching School/Faculty: Built Environment

Team	Leader
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Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48.000
Seminar	6.000
Tutorial	18.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1		70.0	
Presentation	AS2		30.0	

Aims

To develop students' understanding of the systems and principles by which real property owned and used by business entities can contribute to strategic objectives of the entities/organizations

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge and understanding of the business environment and the concept of business strategy
- 2 Display an enlarged understanding of the principles of management and their application to corporate property
- 3 Critically assess decision-making processes in relation to complex legal and practical issues concerned with corporate property
- 4 Analyze corporate property management problems and formulate appropriate strategies to deal with complex legal and practical issues concerned with corporate property
- 5 Demonstrate Graduate Skills development

Learning Outcomes of Assessments

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

YEAR LONG PROJECT PRESENTATION	2	3	4	5
	1			

Outline Syllabus

1. *An introduction to the business environment*
A historical perspective of the business environment
The changing business environment
2. *Principles of property management within the built environment*
Underlying general principles of management
Application of general principles of management to property
Types of property management
3. *Lease management and decision making strategy*
4. *Public strategies for the management of corporate property*
Determinants of intensity of business competition
Competitive advantage and corporate property strategy
Corporate property and strategic differentiation
Corporate property and strategic focus
Corporate property and strategy implementation
Corporate property and strategy evaluation
5. *Case studies*
6. *E Portfolio*

Learning Activities

Lectures, tutorials and seminars

References

Course Material	Book
Author	Haynes, B. P. & Nunnington, N
Publishing Year	2010
Title	Corporate Real Estate Asset Management: Strategy and Implementation
Subtitle	
Edition	
Publisher	Estates Gazette
ISBN	0728205734

Course Material	Book
Author	Edwards, V. & Ellison, L
Publishing Year	2003
Title	Corporate Property Management: Aligning Real Estate with Business Strategy
Subtitle	
Edition	
Publisher	Blackwell Publishing
ISBN	9780632060511

Course Material	Book
Author	Pinder, J
Publishing Year	2005
Title	The Private Finance Initiative and Corporate Property Outsourcing in the UK
Subtitle	
Edition	
Publisher	College of Estate Management
ISBN	9781904388425

Course Material	Book
Author	Silverman, R. A
Publishing Year	1987
Title	Corporate Real Estate Handbook: Strategies for Improving Bottom-Line Performance
Subtitle	
Edition	
Publisher	Mcgraw-Hill
ISBN	978-0070459007

Notes

This module equips students with the necessary skills that would enable them to explore corporate property management problems and options, plan and implement options, and review strategies.