

## Liverpool John Moores University

Title: CORPORATE PROPERTY PROJECT  
Status: Definitive  
Code: **5511BESG** (120579)  
Version Start Date: 01-08-2015

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

Team	Leader
Raymond Abdulai	Y
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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
Presentation	AS2		30.0	
Report	AS1		70.0	

### 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:

PRESENTATION	1				
YEAR LONG PROJECT	2	3	4	5	

## 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

## **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.