

## Liverpool John Moores University

Title: REAL ESTATE AND ASSET STRATEGY  
Status: Definitive  
Code: **6541BEKL** (125464)  
Version Start Date: 01-08-2020

Owning School/Faculty: Civil Engineering and Built Environment  
Teaching School/Faculty: Imperia College

Team	Leader
Mal Ashall	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 40  
**Total Learning Hours:** 200  
**Private Study:** 160

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	20
Workshop	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Real Estate Strategy Portfolio	100	

### Aims

*To understand how a property portfolio can be improved through strategic planning and management*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Develop, communicate, monitor and review real estate and asset strategy for a property portfolio
- 2 Develop a process for implementing change for organisations
- 3 Evaluate and review the role of financial management and performance within real estate and asset strategy

## **Learning Outcomes of Assessments**

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

PORTFOLIO	1	2	3
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## **Outline Syllabus**

- *Managing property portfolio*
- *Strategic planning of real estate and assets*
- *Maintenance management and strategy*
- *Change management and leadership*
- *Financial management and performance*
- *Life-cycle costing*

## **Learning Activities**

Lectures are used in order to identify and explain key concepts and theories and provide detailed information on particular subject areas within the module. They help to stimulate the student's interest in the subject area. Lectures may also include guest industry speakers to add industry context to the material.

Workshops are used to engage students in more intensive discussion and activity on particular subject areas within the module. This helps shape the student's own understanding and place the lecture material in context.

## **Notes**

A key element of this module is to understand real estate and asset management in the context of dynamic changing environments, to which the strategic planning process becomes essential.