

Specialist Diploma in Real Estate Management

OVERVIEW

Real Estate Management is the operation, control and oversight of real estate as used in its most broad terms. Management indicates a need to be cared for, monitored and accountability given for its useful life and condition. This is much akin to the role of management in any business.

PROGRAMME OBJECTIVES:

To obtain a general understanding of the: a) Basic of Properties law; b) Principles of Real Estate marketing related to public and private housing; c) Basic knowledge of property and facilities management; d) Safety Health & Human management in the real estate industry and e) Essential of contract and procurement management in the real estate manage.

ASSESSMENT METHODS:

70% Coursework & 30% Examination

DURATION COMPONENTS:

Classroom Training Hours: 30 Hours Per Module

MODULE SYNOPSIS:

WSH201 Workplace Safety and Health Practice in Building Industry

This module is equipped students with the workplace health & safety problems associated with the construction industry. This is including the safety laws in Singapore relevant to construction operations and the office environment, Work Place Safety & Health Regulations by the Ministry of Manpower and the theory and practice of safety management in the construction industry.

CP202 Contracts & Procurement

This module focuses on the contract administration, bidding and procurement processes to enable students to progress to the next module focus on the practical theme of contracts and procurement theme at the Advanced Diploma level.

HMBE203 Human Management in the Built Environment

Human Resource Management (HRM) is the process of managing people within an organisation. In construction, HRM is primarily concerned with ensuring that a project has sufficient human resources, with the correct skill-sets and experience, to complete. HR managers have to identify and document project roles and responsibilities and develop a plan describing the end-to-end processes required on a project (or series of projects) to determine its human resource requirements.

PPM206 Professional Practice & Management

This module is built on academic modules in a realistic environment to increase maturity and motivation by learning as a member of a professional team in the real estate/property field and handling real-life real estate/property projects. The module assists students in developing their own professional identity and provides them with an underlying communication and interpersonal skill base to effectively operate as a real estate/property professional. This module assists students in making foundation choices that will enhance their early career.

Effective Date: 15 July 2021

Version: 1.4

GSTM-ACD-050

PROGRAMME OUTCOMES:

Upon completion of this course, the student will able:

- to achieve an understanding of the functioning of real estate marketing, practice of real estate management;
- to achieve the ability of the local real estate management with reference to transaction methodology;
- to obtain the knowledge of safety, health & human management in real estate industry.

AWARDING BODIES:

Global School of Technology and Management

NUMBER OF MODULE:

8

TOTAL CONTACT HOURS:

240

REM207 Real Estate Marketing

Advances in technology and international business trends are reshaping real estate marketing. This module covers the scope of real estate marketing strategies includes direct and indirect marketing techniques, marketing mix, market research and segmentation, product management and pricing, negotiation and selling techniques, distribution methods, etc. It also focuses on the practical applications of marketing theories to actual case studies in the real estate market, emphasising residential, commercial and industrial properties. Network, social and technological innovations and applications also will be discussed.

LRP205 Law of Real Estate Property

The Law of Real Estate Property module will equip students with an understanding of ridding and controlling property law and professional knowledge elements not limited to advise clients on appeals procedures and bases. The course is designed to help students develop a conceptual understanding of the legal environment in which real estate operates in Singapore.

MMBE204 Marketing Management in the Built Environment

This module is focus on the knowledge of marketing management in the context of construction and the built environment industry. Students will learn the solid knowledge of strategic marketing planning process and marketing plans for building and construction projects.

PFM208 Property Maintenance & Facilities Management

The Property Maintenance and Facilities Management module is essential knowledge and skills for the real estate industry's property/real estate profession. Applying the increases the satisfaction of tenants and guests and thereby improves a company's reputation. This finer reputation leads to higher retention of tenants and repeats business from visitors.