

## Subject Description Form

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| <b>Subject Code</b>                            | BRE371   |
| <b>Subject Title</b>                           | Introduction to Property Management  |
| <b>Credit Value</b>                            | 3  |
| <b>Level</b>                                   | 3  |
| <b>Pre-requisite / Co-requisite/ Exclusion</b> | Nil  |
| <b>Objectives</b>                              | <p><i>This subject is intended to:</i></p> <ol style="list-style-type: none"> <li>1. Introduce to the students the principles and practice of property management.</li> <li>2. Focus on the application of the principles to the property management services.</li> <li>3. Give the students a basic knowledge for managing buildings in the private and public sectors.</li> <li>4. Help them to develop management skills in practice.</li> </ol>  |
| <b>Intended Learning Outcomes</b>              | <p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. Review the fundamentals of property management.</li> <li>b. Identify the business and work environment in property management services in Hong Kong.</li> <li>c. Apply the principles and practice necessary for efficient planning and administration of property management.</li> <li>d. Synthesize their knowledge to solve problems in property management.</li> </ol>  |
| <b>Subject Synopsis/ Indicative Syllabus</b>   | <p><i>Managing Marketing of Property Management Services</i></p> <p>An introduction to the nature of property management and the market for property management services.</p> <p>An analysis of existing services; types of buildings and estates; internal organization of property management business; marketing of property management services.</p> <p><i>Managing Common Areas of Owner's Property</i></p> <p>Pre-management planning before take-over of premises: Organizational principles and establishment of a new management office; testing of building services; identifying defects of premises.</p> <p>Provision of services after take-over of premises: Staff management; financial management; security services; fire services installations; water and electricity supply; cleansing services; air-conditioning and so on.</p> <p>Environmental and conservation issues in property management: energy saving; control of illegal structures and estate modernization.</p> <p><i>Managing Leased Property</i></p> <p>Leasing and tenancy arrangements: Contractual and statutory lease conditions; tenancy renewals; tenant mix rent reviews; Landlord and Tenant (Consolidation) Ordinance.</p> |

|   | <p><i>Managing Owner and Tenant Relations</i></p> <p>Formation of Owners' Incorporation: Deed of Mutual Covenant; Building Management Ordinance; consultation channels with landlords and tenants.</p> <p><i>Managing Risk and Liability</i></p> <p>Statutory and professional liability in property management: Insurance; negligence; nuisance; employer's liability and contractor's liability.</p>  |  |   |   |   |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
|---|---|--|---|---|---|--|----------|-----------------------------------|-------------|--|--|--|--|--|--|---|---------|---|---|--|--|---------------|---------|---|------------------|---|---|--|--|----------------|---------|-----------------------------|---|---|---|--|--|-------|-------|---|------------|--|--|--|--|--|---------|----------------------------|--|--|--|--|--|--|----------|
| <p><b>Teaching/Learning Methodology</b></p>                                   | <p>The principles of property management will be introduced in lectures. Application of the principles to solve property management problems will be taught in case studies, role play and management games. Discussion will be facilitated in tutorial by small group studies, which provide opportunities for students to deliver their discussion results and thinking. Lectures, seminars, laboratory as well as tutorials will form a basic skeleton for learning the subject.</p>   |  |   |   |   |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
| <p><b>Assessment Methods in Alignment with Intended Learning Outcomes</b></p> | <table border="1" data-bbox="443 846 1473 1227"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Coursework</td> <td>30 %</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>3. Examination</td> <td>70 %</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Students will be assessed through both coursework and examination.</p> <p>Coursework will consist of 1 term paper and problem solving assignments.</p> <p>Both examination and coursework assess learning outcome a to d.</p> |  |   |   |   |  |          | Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) |  |  |  |  |  | a | b       | c | d |  |  | 1. Coursework | 30 %    | √ | √                | √ | √ |  |  | 3. Examination | 70 %    | √                           | √ | √ | √ |  |  | Total | 100 % |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
| Specific assessment methods/tasks   | % weighting   | Intended subject learning outcomes to be assessed (Please tick as appropriate) |   |   |   |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
|   |   | a  | b | c | d |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
| 1. Coursework   | 30 %  | √  | √ | √ | √ |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
| 3. Examination  | 70 %  | √  | √ | √ | √ |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
| Total   | 100 %   |  |   |   |   |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
| <p><b>Student Study Effort Expected</b></p>                                   | <table border="1" data-bbox="443 1597 1473 1977"> <tr> <td colspan="2">Class contact:</td> <td colspan="5"></td> <td></td> </tr> <tr> <td>▪</td> <td>Lecture</td> <td colspan="5"></td> <td>26 Hrs.</td> </tr> <tr> <td>▪</td> <td>Seminar/Tutorial</td> <td colspan="5"></td> <td>13 Hrs.</td> </tr> <tr> <td colspan="2">Other student study effort:</td> <td colspan="5"></td> <td></td> </tr> <tr> <td>▪</td> <td>Self-study</td> <td colspan="5"></td> <td>81 Hrs.</td> </tr> <tr> <td colspan="2">Total student study effort</td> <td colspan="5"></td> <td>120 Hrs.</td> </tr> </table>  |  |   |   |   |  |          | Class contact:                    |             |  |  |  |  |  |  | ▪ | Lecture |   |   |  |  |               | 26 Hrs. | ▪ | Seminar/Tutorial |   |   |  |  |                | 13 Hrs. | Other student study effort: |   |   |   |  |  |       |       | ▪ | Self-study |  |  |  |  |  | 81 Hrs. | Total student study effort |  |  |  |  |  |  | 120 Hrs. |
| Class contact:  |   |  |   |   |   |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
| ▪   | Lecture   |  |   |   |   |  | 26 Hrs.  |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
| ▪   | Seminar/Tutorial  |  |   |   |   |  | 13 Hrs.  |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
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| ▪   | Self-study  |  |   |   |   |  | 81 Hrs.  |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |
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| <p><b>Reading List and References</b></p>                                     | <p><b>Recommended:</b></p> <p>Dunlap N. (2018) Principle of Real Estate Management, Institute of Real Estate Management, Chicago, IL, Seventeenth edition.</p>  |  |   |   |   |  |          |                                   |             |  |  |  |  |  |  |   |         |   |   |  |  |               |         |   |                  |   |   |  |  |                |         |                             |   |   |   |  |  |       |       |   |            |  |  |  |  |  |         |                            |  |  |  |  |  |  |          |

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**Essential:**

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**Supplementary:**

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