

## Module Outline

**Module Code** : RE3803  
**Module Title** : Strategic Asset Management  
**Semester** : Semester 1, Academic Year 2022/2023  
**Faculty** : NUS Business School  
**Department** : Real Estate

### Instructor(s)

Adjunct Associate Professor Tan Poh Hong ([bizpht@nus.edu.sg](mailto:bizpht@nus.edu.sg))

### Overview

The course examines the application of strategic asset management policies and strategies within the context of physical property, in particular, the various stages of asset lifecycle, such as planning and design, acquisition, operations and maintenance, rehabilitation as well as renewal and disposal. The course will feature lectures by industry leaders so that students are better to develop a link between theory and current industry trends.

### Learning Outcomes

After successful completion of the module, students will have good understanding of the role of active asset management as practiced by asset and portfolio managers. Students will be conversant about the importance and impact of such strategies to property asset operations as well as relate to current events in industry.

### Module Prerequisite(s)

RE2707

### Module Preclusion(s)

NIL

### General Guide & Reading

NIL

### Tentative Schedule & Outline

Lesson/ Week	Topic	Activity (preparation / cases & assignments / follow-up readings & resources)
1	Introduction Lecture, importance of strategic asset management	
2	Corporate Real Estate	
3	Business Space Planning & Usage	

4	Guest Lecture 1	
5 & 6	Seminar 1: Acquisition, Leasing & Divestment	
7	Benchmarking, Outsourcing & Asset Enhancement Initiatives	
8	Guest Lecture 2	
9 & 10	Seminar 2: Whole Life Management, Technology & Sustainability	
11	Group Project Presentation	
12	Guest Lecture 3	
13	Strategic Asset Management in Public Sector	
<b>Reading Week</b>		
<b>Examination Week (2 weeks)</b>		

### Assessment

Assessment Components	Weightage
Group Project	30%
Seminar Group Presentation	20%
Individual Assignment	25%
Quiz and Reflections	15%
Individual Participation	10%
<b>Total</b>	<b>100%</b>

### Academic Honesty & Plagiarism

Academic integrity and honesty are essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’s own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

**Additional guidance is available at:**

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

**About me**

I am an adjunct Assoc Prof with NUS Department of Real Estate, Business School. I was the CEO of the former Agri-Food and Veterinary Authority; and prior to that, the Deputy CEO of HDB. I held various positions in HDB ranging from estate and sales operations, policy and strategy formulation, to corporate functions. Currently, I sit as an independent director on various listed companies.