

## Course Outline

**Course Code** : RE3803  
**Course Title** : Strategic Asset Management  
**Semester** : Semester 1, Academic Year 2024/2025  
**Faculty** : Dr Wong Khei Mie, Grace  
**Department** : Real Estate  
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### Overview

The course examines the application of strategic asset management policies and concepts within the context of physical property, in particular, at the various stages of the asset's lifecycle. The topics under discussion include corporate real estate management, business planning and usage, decisions relating to acquisition, leasing and divestiture, strategies concerning benchmarking and outsourcing, asset enhancement initiatives, whole-life asset management, the impact of technology, and sustainability challenges. The course will feature real-life case studies to reinforce the link between theoretical concepts and current industry practice and trends.

### Learning Outcomes

Students will be able to appreciate the main aspects of strategic asset management as well as workplace and retail space planning, usage and transformation. Students will also learn about decision-making in relation to site location and selection, acquisition, leasing and divestiture of corporate real estate. Students will be conversant with the benefits and constraints associated with benchmarking, asset enhancement initiatives and outsourcing. Furthermore, students will comprehend how a building's whole-life management could be affected by technology issues and sustainability challenges.

### Course Prerequisite(s)

RE2707 Asset and Property Management

### Course Preclusion(s)

Nil

### General Guide & Reading

Nil

### Tentative Schedule & Outline

Week	Date	Topic	Activity
1	16 Aug 2024	<ul style="list-style-type: none"> <li>Introduction to Strategic Asset Management</li> <li>Seminar 1: CRE &amp; Asset Management</li> <li>Seminar 1 &amp; Assignment 1 Brief</li> </ul>	
2	23 Aug 2024	Seminar 1 Preparation & Discussion	CANVAS Discussion 1
3	30 Aug 2024	<ul style="list-style-type: none"> <li>Seminar 2: Business Space Planning &amp; Usage</li> </ul>	Seminar 1 Presentation

		<ul style="list-style-type: none"> <li>Seminar 2 &amp; Assignment 2 Brief</li> </ul>	Seminar 1 Submission Assignment 1 Submission
4	6 Sep 2024	Seminar 2 Preparation & Discussion	CANVAS Discussion 2
5	13 Sep 2024	<ul style="list-style-type: none"> <li>Seminar 3: Acquisition, Leasing &amp; Divestiture</li> <li>Seminar 3 &amp; Assignment 3 Brief</li> </ul>	Seminar 2 Presentation Seminar 2 Submission Assignment 2 Submission
6	20 Sep 2024	Seminar 3 Preparation & Discussion	CANVAS Discussion 3
	<b>21 – 29 Sep</b>	<b>RECESS WEEK</b>	
7	4 Oct 2024	<ul style="list-style-type: none"> <li>Seminar 4: Benchmarking, Outsourcing &amp; AEI</li> <li>Seminar 4 &amp; Assignment 4 Brief</li> </ul>	Seminar 3 Presentation Seminar 3 Submission Assignment 3 Submission
8	11 Oct 2024	Seminar 4 Preparation & Discussion	CANVAS Discussion 4
9	18 Oct 2024	<ul style="list-style-type: none"> <li>Seminar 5: Whole Life Management, Technology &amp; Sustainability</li> <li>Seminar 5 &amp; Assignment 5 Brief</li> </ul>	Seminar 4 Presentation Seminar 4 Submission Assignment 4 Submission
10	25 Oct 2024	Seminar 5 Preparation & Discussion	CANVAS Discussion 5
11	1 Nov 2024 <b>NUS Well-Being Day</b>		
12	8 Nov 2024	Site Visit (Students choose own sites to visit.)	Seminar 5 Presentation Seminar 5 Submission Assignment 5 Submission
13	15 Nov 2024	<ul style="list-style-type: none"> <li>Independent Work on Site Visit Reflection</li> </ul>	Site Visit Reflection Submission Peer Review & Reflection Submission
	<b>16 – 22 Nov</b>	<b>READING WEEK</b>	
	<b>23 Nov – 7 Dec</b>	<b>EXAMINATION (2 WEEKS)</b>	

### Assessment

Assessment Components	Weightage (%)
<u>Group Work</u>	
Seminar Case Study	25
Seminar Case Study Presentation	5
Seminar Assignments	20
<u>Individual Work</u>	
Seminar Participation	10
CANVAS Discussions	25
Site Visit Reflection	10
Peer Review & Reflection	5
<b>Total</b>	<b>100</b>

### **Academic Honesty & Plagiarism**

Academic integrity and honesty is 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’ 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**

Grace K.M. WONG is a Senior Lecturer at the School of Business, National University of Singapore. Her academic qualifications include B.Sc. (Estate Management) (Honours) and M.Sc. (Property & Maintenance Management) at NUS, as well as MPhil (Housing Economics) and PhD (Housing Economics) at University of Cambridge, UK. Since 1989 when she first joined NUS, Dr. Wong has taught a wide range of core, elective and GEM modules, and has won numerous teaching awards including NUS Annual Teaching Excellence Awards, School of Design & Environment Teaching Excellence Awards as well as GEM and SS Incentive Scheme Awards. Dr. Wong is an Alumnus of the NUS Teaching Academy as well as Member of the School of Business Teaching Excellence Council. Her teaching research publications, which focus on her pedagogical initiatives, are featured in *Ideas on Teaching*, *CDTL Brief*, *CDTLink*, *Teaching Connections* as well as in conferences for teaching and learning in higher education.