

Course Outline

Course Code : RE1707
Course Title : Real Estate, Society and Enterprise
Semester : Semester 2, Academic Year 2024/2025
Faculty : Professor Joseph Ooi / Assoc Prof Qin Yu / Dr Wong Khei Mie, Grace
Department : Real Estate
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Overview

Real estate is the study of the physical environment that surrounds us, and the buildings that we live, work and play in. This introductory course is divided into two major components: (1) The Place-making segment covers the planning, provision and management of cities and buildings. Topics include strategic master planning, urban design, growth and sustainability of cities, urban economics, housing affordability and home ownership. (2) The Money-making segment discusses the business and enterprise part of real estate. Topics include real estate investment and market analysis, branding and property product positioning, finance and securitisation, real estate investment trusts (REITs) and private equity. The course describes the public and private institutions and the “rules of the game” which ensure that cities develop harmoniously, with people that are part of resilient communities, and businesses that thrive. Real-life case studies complement a wide spectrum of theoretical concepts to teach students about government regulations, affordability, wealth accumulation, project management, property technology, and other topics essential to understand prevailing market conditions and future trends in the real estate industry.

Learning Outcomes

Students will learn:

1. How the urban environment is planned and developed
2. How real estate, in the form of land and buildings, are managed and marketed
3. How real estate such as homes and investment properties are purchased and owned

Course Prerequisite(s)

Nil

Course Preclusion(s)

Nil

General Guide & Reading

Nil

Tentative Schedule & Outline

Week	Dates	Lecture Topic	Activity
1	13 – 17 Jan 2025	Lecture 1: Plan-making	Group Project Brief
2	20 – 24 Jan 2025	- The Singapore Story (The Inspiration)	Group Formation Project Consultation
3	27 – 31 Jan 2025 29 & 30 Jan 2025 – Chinese New Year	Lecture 2: Place-making - Institutions and Regulations (The Context)	In-class Activity
4	3 – 7 Feb 2025		
5	10 – 14 Feb 2025	Lecture 3: Place-making - From Space to Place-making (The Strategy)	In-class Activity
6	17 – 21 Feb 2025		
	22 Feb – 2 Mar 2025	RECESS WEEK	
7	3 – 8 Mar 2025	Lecture 4: Money-making - Real Estate Wealth Creation (The Growth)	Online Quiz 1 (Lectures 1-3)
8	10 – 14 Mar 2025		
9	17 – 21 Mar 2025	Lecture 5: Money-making - Real Estate Investment & Finance (The Wealth)	In-class Activity
10	24 – 28 Mar 2025 28 Mar 2025 – NUS Well-Being Day		
11	31 Mar – 4 Apr 2025 31 Mar 2025 – Hari Raya Puasa	Lecture 6: Megatrends in the Real Estate Industry (The Future)	Online Quiz 2 (Lectures 4 & 5)
12	7 – 11 Apr 2025		End-of-Semester Peer Review & Reflection Submission (due on 11 Apr 2025) Group Project Submission (due on 11 Apr 2025)
13	14 – 18 Apr 2025 18 Apr 2025 – Good Friday		
	19 – 25 Apr 2025	READING WEEK	
	26 Apr – 10 May 2025	EXAMINATION (2 WEEKS)	

Assessment

Assessment Components	Weightage (%)
<u>Group Work</u>	
• Group Project	40%
<u>Individual Work</u>	
• In-Class Tutorial Participation	20%
• Online Quiz 1	10%
• Online Quiz 2	10%
• End-of-Semester Reflection	20%
• End-of-Semester Peer Review (optional)	0%
	100%

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’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

Grace Wong (Lead lecturer)

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 a 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.

Assoc Prof Qin Yu

Yu Qin is an associate professor in the Department of Real Estate at the NUS business school. She holds a PhD in Applied Economics from Cornell University. She teaches Real Estate Finance and Real Estate Economics. Her research interest lies in the field of environmental and urban economics.

Prof Joseph Ooi

Joseph Ooi is a Professor of Real Estate in NUS Business School, National University of Singapore (NUS). He is also serving concurrently as Co-Director of the Institute of Real Estate and Urban Studies (IREUS) and Programme Director of the Executive Certificate in Real Estate Finance (ECREF). He is a past President of the *International Real Estate Society*, which is a federation of six regional academic societies. A winner of more than 25 best paper prizes at international conferences, Joseph received the NUS *Young Researcher Award*, *Dean’s Chair*, and the Weimer School of Advanced Studies in Real Estate & Land Economics *Fellowship* for his outstanding and impactful scholarly accomplishments. Joseph has also won many teaching excellence awards, including the NUS *Outstanding Educator Award*. Joseph received the Public Administration Medal from the Singapore’s Prime Minister Office for his contributions to Singapore in the field of education. In his free time, he volunteers as a guide at the Singapore Botanic Gardens as well as the Istana’s open house.