

## Course Outline

**Course Code** : RE3810  
**Course Title** : Strategic Asset Management & PropTech  
**Semester** : Semester 2, Academic Year 2025/2026  
**Faculty** : Dr Wong Khei Mie, Grace  
**Department** : Real Estate  
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### Overview

This course provides a strategic overview of real estate asset management concepts and policies, covering the spectrum of asset management functions from acquisition to disposition, while focusing on how to maximise value and performance of real estate assets over time. Topics include acquisition and investment considerations, operational and leasing decisions as well as income-generation and value enhancement options across asset classes. The latter part of the course complements with applications of PropTech in smart and green buildings, facility and sustainability management as well as digital marketing and transactions for real estate assets. The course features real-life case studies and industry guest lectures to reinforce the link between theoretical concepts and industry practice and trends.

### Learning Outcomes

Students will be able to:

- Describe the spectrum of real estate asset management functions as well as the range of asset classes.
- Identify different types of real estate asset owners and their respective goals.
- Understand the asset's performance and investment potential in relation to market and risk analysis.
- Examine the asset's operation management and leasing strategies.
- Discuss the asset's value enhancement initiatives, processes and challenges.
- Appreciate the asset's financial and operational performance through discussion of targets and KPIs.
- Comprehend how to plan and execute an exit strategy for an asset.
- Gain insights into the applications of PropTech in smart and green buildings, facility and maintenance management, space planning and occupancy management, real estate marketing and transactions as well as tenant selection and rent pricing.

### Course Prerequisite(s)

Any of the following:

- RE1701 Urban Land Use and Development
- RE1707 Real Estate, Society and Enterprise

### Course Preclusion(s)

- RE2707 Asset and Property Management
- RE3803 Strategic Asset Management

### Teaching Mode

3-hour sectional teaching (workshop)

### General Guides & Readings

1. Feth, M. (2021). *PropTech: The real estate industry in transition*. 1<sup>st</sup> Edition. Routledge. Retrieved from: <https://www-taylorfrancis-com.libproxy1.nus.edu.sg/chapters/edit/10.4324/9780429292903-27/proptech-marc-feth>
2. Ngwira, M. & Manase, D. (2015). *Public sector property asset management*. Copyright © 2016 John Wiley & Sons, Ltd. Retrieved from: <https://onlinelibrary-wiley-com.libproxy1.nus.edu.sg/doi/book/10.1002/9781118346556>
3. Oladiran, O. & Dickins, L. (2024). *PropTech and real estate innovations: A guide to digital technologies and solutions in the built environment*. 1st Edition. Routledge. Retrieved from <https://doi-org.libproxy1.nus.edu.sg/10.1201/9781003262725>
4. Read, D. (2017). Defining real estate asset management. *National Real Estate Investor*.
5. Scarrett, D. and Wilcox, J. (2018). *Property asset management*. 4<sup>th</sup> Edition. Routledge. Chapters 8, 9 & 10. Retrieved from: <https://www-taylorfrancis-com.libproxy1.nus.edu.sg/books/mono/10.1201/9781315628943/property-asset-management-douglas-scarrett-jan-wilcox>

### Tentative Schedule & Outline

Week	Date	Topic	Activity
1	12 Jan 2026	Introduction to Asset Management	Group Project Brief & Discussion
2	19 Jan 2026	Site Visit 1 (during class time)	
3	26 Jan 2026	Asset Profile & Performance	Seminar Discussion
4	2 Feb 2026	Asset Financial Objectives & Market Analysis	Guest Lecture 1
5	9 Feb 2026	Asset Leasing & Operations	Seminar Discussion Guest Lecture 1 Reflection due.
6	16 Feb 2026	Asset Enhancement Initiatives	Quiz 1 Project Consultation
	<b>21 Feb – 1 Mar</b>	<b>RECESS WEEK</b>	
7	2 Mar 2026	Asset Performance Monitoring & Optimisation	Seminar Discussion
8	9 Mar 2026	Asset Exit Strategy & Planning	Guest Lecture 2
9	16 Mar 2026	PropTech in Smart & Green Buildings	Seminar Discussion Guest Lecture 2 Reflection due.
10	23 Mar 2026	PropTech in Facility and Sustainability Management	Seminar Discussion
11	30 Mar 2026	PropTech in Marketing & Transactions of Real Estate	Quiz 2 Project Consultation
12	6 Apr 2026	Group Project Presentation	Group Project Submission
13	13 Apr 2026	Site Visit 2 (during class time)	
	<b>18 – 24 Apr</b>	<b>READING WEEK</b>	
	<b>25 Apr – 9 May</b>	<b>EXAMINATION (2 WEEKS)</b>	

### Assessment

Assessment Components	Weightage (%)
<u>Group Work</u>	
Group Project Submission	35
Group Project Presentation	5
<u>Individual Work</u>	
Seminars/Guest Lectures/Site Visits Participation	20

Guest Lecture Reflections (2 x 10 marks)	20
Quizzes (2 x 10 marks)	20
<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.