

EUROPEAN CREDIT TRANSFER SYSTEM (ECTS)

Consecutive Sheet

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| Study Programme | MSc in Facility Management | | | | |
| Study Year | 2018_19 | | | | |
| Course | Corporate & Public Real Estate Management (CREM / PREM) | | | | |
| Code | n.MA.FM.Elec2.16FS | | | | |
| Module | Compulsory Course | | | | |
| Status | Elective | | | | |
| *Type | C | X | R | M | |
| Regulations applicable | RPO vom 29. Januar 2008, Studienordnung für den Masterstudiengang MSc in Facility Management vom 24. März 2011, Anhang für den Masterstudiengang MSc in Facility Management vom 30. August 2011 | | | | |
| Total Workload (hours) | | | | | |
| | 1. Sem. | 2. Sem. | 3. Sem. | 4. Sem. | 5. Sem. |
| <i>Lectures</i> | | 24 | | 24 | |
| <i>Coached Self-study</i> | | 12 | | 12 | |
| <i>Autonomous selfstudy</i> | | 54 | | 54 | |
| <i>Total Workload</i> | | 90 | | 90 | |
| Course Co-ordinator | Rudolf Ernst | | | | |
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| Lecturer(s) | Rudolf Ernst | | | | |
| Speaker(s) | | | | | |
| Associate(s) | | | | | |

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**Learning Outcomes
and Competencies**

The course gives students an understanding of the importance of CREM & PREM in management and development of building portfolios for companies or the public sector. The strategic importance of managing corporate building portfolios is becoming increasingly recognised as key tool, which can help facilitate and shape improvements to an organisation and its staff. This is in terms of the ability to perform, the staff welfare and ultimately profitability.

The property market is in a paradigm change and Facility Managers are ideally placed to ensure that buildings meet the needs of the user and the wider organisation by ensuring buildings are sustainable with flexible infrastructures. By combining the needs of the user, corporate strategy and the real estate strategy, FM is a key factor to improve the performance of buildings.

The CREM & PREM Elective Course provides the following learning outcomes understanding and competencies:

- Understanding of the importance of sustainable buildings in Corporate and Public Real Estate Management
- Understanding of influencing factors to CREM or PREM by the organisation's strategy and the demand of space of the company's business units
- Understanding of strategic decisions (owning property vs. renting space, acquisition and disposition of buildings)
- Understanding of the added value of FM in the context of sustainable buildings
- Understanding of modern, flexible usage concepts of buildings
- Understanding of the importance and relevance of CSR and brands
- Understanding of the reporting process in CREM/PREM and ability to define relevant key figures

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| <p>Course Content</p> | <p>This elective provides students with an understanding of the importance and role of FM in the subject area of CREM and PREM (Corporate & Public Real Estate Management). It considers the critical issue of strategic alignment of CREM or PREM strategy with the corporate strategy and objectives and explores how Facility Managers can add value to the alignment process.</p> <p>Business drivers, issues and trends that help shape the CREM/PREM strategy are reviewed and students focus on understanding how to set up a CREM/PREM strategy and align it to meet the users and organisation's needs. The Course syllabus covers primarily:</p> <ul style="list-style-type: none"> - Understanding of CREM, CREAM and PREM terminology - The key goals of CREM/PREM - The need to align CREM/PREM strategy with corporate strategy - CREM/PREM state of the art – methods, tools and instruments - Performance measurement and benchmarking RE portfolio - Drivers, issues and trends driving change - Economic aspects and optimizing costs with innovative concepts <p>In Addition:</p> <ul style="list-style-type: none"> - The importance of building sustainability in corporate RE portfolios - Strategies to preserve and enhance buildings - Added value of FM understanding of customer needs in strategy development - Socio-cultural criteria running buildings - Brand management <p>The course's focus is on Public Real Estate Management with cases from this field to be discussed.</p> |
| <p>Language of Instruction</p> | <p>English</p> |
| <p>Expected Attendance</p> | <p>Attendance is expected and strongly recommended. Mandatory attendance on selected dates – the exact dates will be provided at the beginning of the course.</p> |
| <p>Assessment</p> | <p>Written Report (70%) and Presentation (30%)</p> |
| <p>Course Materials / References</p> | <p>Course reading material and access to lecture hand-outs will be provided on Moodle.</p> |
| <p>Entrance Requirements</p> | |

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| Follow-up Courses | |
| Comments | Students are expected to acquire the theoretical background in self-study mode. In class, more in-depth knowledge will be developed by working on case studies, practice reports and exercises. |

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| *Typus (Type) | <p>C <i>Core Course/Module</i> (Kerngebiet eines Studienprogramms)</p> <p>R <i>Related Course/Module</i> (Unterstützung des Kerngebiets mit Vermittlung von Vor- oder Zusatzkenntnissen)</p> <p>M <i>Minor Course/Module</i> (Wahl- oder Ergänzungskurs/-modul)</p> |
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