Award in Commercial Real Estate MQF Level 4 – (3 ECTS)

Full course details:

Module 1: Introduction to Commercial Real Estate, Property Types and Research						
Attendance	**Mode of Delivery**	**Assessment (pass mark: 50%)**	**Hours of total learning**			
			Contact hours	**Supervised placement**	**Self-study**	**Assessment**
Compulsory	Face-to-face	Written assignment	5	13	5	2

Module description:
This module will be introducing commercial real estate, expounding on the differences between residential and commercial properties, the different types of commercial property and research which is vital to keep abreast of the market.

Learning outcomes:
Competences:
At the end of the module/unit the learner will have acquired the responsibility and autonomy to:
a) Advise on the appropriate commercial property according to the business requirements of the client;
b) Conduct market research and analysis on the properties available and follow market trends.

Knowledge:
At the end of the module/unit the learner will have been exposed to the following:
a) Identify the difference between residential and commercial property;
b) Understand the different classifications and class uses of commercial property.

Skills:
At the end of the module/unit the learner will have acquired the following skills: a) Match existing commercial properties to clients' needs and preferences; b) Study the market for emerging trends in the commercial property sector;

Module-Specific Learner Skills:
At the end of the module/unit the learner will be able to
a) Differentiate between residential and commercial real estate and identify the applicable category and user class for particular business operations.

Module-Specific Digital Skills and Competences
At the end of the module/unit, the learner will be able to
   a)   Communicate verbally and in writing with clients to determine their needs.

Module 2: Valuation Techniques and Legal Considerations						
Attendance	**Mode of Delivery**	**Assessment (pass mark: 50%)**	**Hours of total learning**			
			Contact hours	**Supervised placement**	**Self-study**	**Assessment**
Compulsory	Face-to-face	Written assignment	5	13	5	2

Module description:
This module addresses various valuation techniques employing different approaches. It encompasses the interpretation and calculation of essential financial metrics, including Net Operating Income (NOI), Return on Investment (ROI), and Capitalization Rate (cap rate). Moreover, it covers all pertinent legal considerations, such as lease terms, regulatory requirements, and zoning laws.

Learning outcomes:
Competences:
At the end of the module/unit the learner will have acquired the responsibility and autonomy to:
Give advice on the right property needed for specific business operations.
a) Interpret financial metrics and explain them to clients;
b) Interpret and explain legal terms and lease agreements in a contract;
c) Identify the categories and zoning requirements for different business operations.

Knowledge:
At the end of the module/unit the learner will have been exposed to the following:
a) Financial metrics which are essential to give accurate calculations;
b) Different legal terms and clauses which one would find in a commercial lease agreement;
c)Commercial categories as defined by local legislation.

Skills:
At the end of the module/unit the learner will have acquired the following skills:
a) Give a valuation on a commercial property using diverse financial metrics and considerations;
b) Draw a lease agreement that complies with local legislation.

Module-Specific Learner Skills
At the end of the module/unit the learner will be able to
a) Use different valuation techniques depending on different situations and property categories;
b) Negotiate the best terms for an agreement between a landlord and lessee in case of leases.
c)Give advice on the different requirements according to the commercial activity being planned.

Module-Specific Digital Skills and Competences
At the end of the module/unit, the learner will be able to
a) Develop skills in gathering, analyzing, and manipulating financial and market data using digital tools and software.

Module 3: Building Client Profiles and Marketing CRE						
Attendance	**Mode of Delivery**	**Assessment (pass mark: 50%)**	**Hours of total learning**			
			Contact hours	**Supervised placement**	**Self-study**	**Assessment**
Compulsory	Face-to-face	Case study	5	13	5	2

Module description:
This module offers a methodical approach to creating thorough client profiles and putting into practice successful marketing techniques in the field of commercial real estate (CRE). In order to create customised client profiles, students will explore the nuances of comprehending the needs, interests, and goals of their clients. The session also covers a variety of CRE-specific marketing strategies and tools, giving participants the knowledge and abilities to advertise properties, draw in prospective tenants or buyers, and close deals.

Learning outcomes:
Competences:
At the end of the module/unit the learner will have acquired the responsibility and autonomy to:
a) Conduct comprehensive client profiling by effectively gathering and analysing information about client needs, interests, and objectives.
b) Implement effective marketing strategies tailored to the commercial real estate (CRE) industry.

Knowledge:
At the end of the module/unit the learner will have been exposed to the following:
a) Various methods and techniques for conducting comprehensive client profiling in the commercial real estate (CRE) sector,
b) Fundamental marketing principles and strategies applicable to the CRE industry.

Skills:
At the end of the module/unit the learner will have acquired the following skills:
a) The ability to effectively gather and analyse information about client needs, interests, and objectives through active listening, effective questioning, and research techniques.
b) To develop and implement marketing strategies tailored to the CRE industry.

Module-Specific Learner Skills
At the end of the module/unit the learner will be able to
a) Develop the ability to conduct comprehensive market research to identify potential clients and understand market trends, demand drivers, and competitive landscape in the commercial real estate sector.
b) Participants will learn to segment clients based on various criteria such as industry, size, location, and specific real estate needs. They will understand the importance of tailoring marketing strategies and messages to different client segments.

Module-Specific Digital Skills and Competences
At the end of the module/unit, the learner will be able to
a) Utilise digital tools and platforms to gather and analyse data about client preferences, behaviour, and demographics.
b) Use digital marketing techniques to implement effective strategies in the CRE industry. This includes proficiency in using social media advertising, email marketing platforms, and website analytics to promote properties and engage with potential clients.