American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
BUSN222
Real Estate Property Management
3 Credit Hours
8 Weeks
Prerequisite(s): None

Please see the Lessons area in the classroom for additional course specific information

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Course Description (Catalog)

This course explores the role and major functions of the property manager. Students will have the opportunity to discuss and review terminology, concepts, and best practices for landlord policies, operational guidelines, leases and lease negotiations, tenant relations, habitability laws and the Fair Housing Act. Topics will include the impact of electronic technology on the industry and fair housing regulations.

Course Scope

This course is divided into 8 weeks and is organized to give students a broad context in which to study real estate principles. Real estate related Internet resources are provided.

Course Materials

Required Course Textbook:

<table>
<thead>
<tr>
<th>Number</th>
<th>Authors</th>
<th>Book Title</th>
<th>Publication Info</th>
<th>ISBN</th>
</tr>
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</table>
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Course text is available via VITALSOURCE.

Validate your carts with EdMap and you will receive instructions on how to access the e-book. There is no link to provide in the classroom.

Information on the new bookstore and other helpful information, including a video on how to validate carts, is available here: [http://apus.campusguides.com/bookstore](http://apus.campusguides.com/bookstore)

Required Readings

See Lessons area for additional reading requirements.

Additional Resources

See Lessons area for additional resources.

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Website URL/Address</th>
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<tbody>
<tr>
<td>American Real Estate Society</td>
<td><a href="http://www.aresnet.org">www.aresnet.org</a></td>
</tr>
<tr>
<td>Institute for Real Estate Management</td>
<td><a href="http://www.irem.org">www.irem.org</a></td>
</tr>
<tr>
<td>All Property Management</td>
<td><a href="http://www.allpropertymanagement.com">http://www.allpropertymanagement.com</a></td>
</tr>
<tr>
<td>State Real Estate Licenses</td>
<td><a href="http://www.vaned.com/index.cfm/fa/PRE?qclid=CIu6hpj9h6QCFQ4EiQodb3LJJQ">http://www.vaned.com/index.cfm/fa/PRE?qclid=CIu6hpj9h6QCFQ4EiQodb3LJJQ</a></td>
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Course Objectives

After successfully completing this course, the student will be able to:

1. Differentiate the responsibilities between the Property Manager and the Property owner.

2. Analyze the factors affecting the real estate economy along with the impact of marketing the property.
3. Prepare a management and marketing plan which aligns with the Property Owner’s primary objectives.

4. Extrapolate upon legal aspects and Federal laws governing property management as a business.

5. Interpret real estate marketing trends, along with urban and regional economics regarding property management.

6. Compare and contrast the differences between residential and commercial property management.

7. Identify elements of current Risk Management strategy and various approaches within property management.

8. Examine the property management licensing laws, pre-licensing qualifications, and continuing education requirements within a given state.

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**Course Outline**

Please see the [Student Handbook](#) to reference the University’s grading scale.

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**8-Week Course Outline**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic(s)</th>
<th>Learning Objective(s)</th>
<th>Reading(s)</th>
<th>Assignment(s)</th>
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<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Lessons, Week</th>
<th>Chapters</th>
<th>Forums</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Professional PM, PM Economics, Planning &amp; Trends, Owner Relations</td>
<td>1</td>
<td>1,2,3</td>
<td>-Introduction Forum - Week 1 Forum - Quiz 1</td>
</tr>
<tr>
<td>2</td>
<td>Marketing, Advertising, Leases</td>
<td>2</td>
<td>4,5,6</td>
<td>-Week 2 Forum -Assignment 1</td>
</tr>
<tr>
<td>3</td>
<td>Lease Negotiations, Tenant Relations</td>
<td>3</td>
<td>6,7</td>
<td>-Week 3 Forum -Assignment 2</td>
</tr>
<tr>
<td>4</td>
<td>Maintenance and Construction</td>
<td>4</td>
<td>8</td>
<td>-Week 4 Forum -Quiz 2</td>
</tr>
<tr>
<td>5</td>
<td>Managing the Office Reports, Federal &amp; State Laws</td>
<td>5</td>
<td>9,10</td>
<td>-Week 5 Forum -Quiz 3</td>
</tr>
<tr>
<td>6</td>
<td>Residential Property, Specialized Housing, Office Property</td>
<td>6</td>
<td>11,12,13</td>
<td>-Week 6 Forum -Quiz 4</td>
</tr>
<tr>
<td>7</td>
<td>Retail Property, Industrial Property Issues</td>
<td>7</td>
<td>14,15</td>
<td>-Week 7 Forum -Assignment 3</td>
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</table>
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<table>
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<tr>
<th>8</th>
<th>Safety Issues</th>
<th>8</th>
<th>Lessons, Week 8 Chapters: 16,17</th>
<th>-Week 8 Forum -Assignment 4: Final</th>
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<tbody>
<tr>
<td></td>
<td>Risk and Environmental Licensing Laws</td>
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Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

- Drop/Withdrawal Policy
- Plagiarism Policy
- Extension Process and Policy
- Disability Accommodations

Grading Scale
Please see the Student Handbook to reference the University’s grading scale.

Citation and Reference Style
Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette
Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the
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Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), ; ), ☺

**Disclaimer Statement**
Course content may vary from the outline to meet the needs of this particular group.

### Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying,
test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

- **Disability Accommodations**: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

**Request a Library Guide for your course**

(https://apus.libguides.com/index.php)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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**Turnitin.com**

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.