

# ENGLISH TRACK

GESTIONNAIRE D'AFFAIRES IMMOBILIÈRES  
Rentrée 2021 - 3<sup>ème</sup> année - Temps plein

SUBJECTS	SEMESTER 1				SEMESTER 2				LEARNING OBJECTIVES
	HOURS	EVALUATION Continuous Assesment Coeff. 1	EVALUATION Final Examination Coeff. 3	ECTS*	HOURS	EVALUATION Continuous Assesment Coeff. 1	EVALUATION Final Examination Coeff. 3	ECTS*	
<b>MODULE 1 - LAW</b>									
Introduction To Law	24 h	1 cc	written exam 2h	2 ects					<ul style="list-style-type: none"> <li>Acquire basic knowledge of fundamental concepts of law (the nature of law, sources of law, basics of subjective law, classification of rights, evidence) as well as basic legal terminology and concepts.</li> <li>Understand the French judicial organization and the main rules of jurisdiction.</li> <li>Identify most important legal professions and their organisation.</li> <li>Understand all the stages of a trial.</li> <li>Learn alternative dispute resolution methods.</li> <li>Analyze differences among different European law systems.</li> </ul>
Urban Planning Law	24 h	1 cc	written exam 2h	2 ects					<ul style="list-style-type: none"> <li>Gain knowledge and practice of urban planning law.</li> <li>Analyze all the planning documents, management tools and various requests for planning permission.</li> <li>Identify regulatory urban planning practices in France and Europe.</li> </ul>
<b>MODULE 2 - ECONOMICS AND MANAGEMENT</b>									
Real Estate Economics	24 h	1 cc	written exam 2h	2 ects					<ul style="list-style-type: none"> <li>Acquire essential knowledge necessary for real estate market analysis: supply, demand, price formation, types of markets.</li> <li>Identify different types of properties and services in real estate.</li> <li>Identify business strategies in the real estate sector: business structures and clustering.</li> <li>Link theory to economic mechanisms in the real estate area.</li> <li>Understand how the french and european market works in general and especially the real estate market (DiPasquale-Wheaton model).</li> <li>Understand the concept of a real estate cycle.</li> </ul>
Urban Economics	24 h	1 cc	course-work	2 ects					<ul style="list-style-type: none"> <li>Analyse the evolution of urban systems (development of large cities and small towns), metropolisation, urban system, economic and demographic dynamics.</li> <li>Understand the internal organization of cities and its transformations: inner and outer suburbs, secondary centres, specialization / functional diversity of space, urban sprawl or densification, urban externalities.</li> <li>Identify the levers of city council policies: cost of urban growth, infrastructure and urban development, urban externalities and territorial governance.</li> </ul>
Financial Mathematics	36 h	1 cc		3 ects					<ul style="list-style-type: none"> <li>Be able to calculate simple and complex interests, capitalization and actualization process.</li> <li>Learn how to calculate self-financing capacity and cash flow.</li> <li>Be able to calculate the net present value, the profitability index of an investment, the internal rate of return, the discounted payback period and the payback period.</li> <li>Gain knowledge on different factors to be considered before making an investment.</li> <li>Being able to choose between several investments.</li> </ul>
Project Management	24 h	1 cc	course-work	3 ects					<ul style="list-style-type: none"> <li>Project management including business plan.</li> <li>Case study : use the acquired knowledge to set up an agency : regulations and ethics, market research, be able to write a business plan.</li> <li>Master all the necessary steps for creating an agency in France in comparison to another european country.</li> </ul>
<b>MODULE 3 - DEVELOPMENT AND BUILDINGS</b>									
Real Estate And Urban Dynamics	24 h	1 cc	course-work	2 ects					<ul style="list-style-type: none"> <li>Understand territories, performance and its specifics.</li> <li>Thoroughly analyze territories using a vast range of tools and techniques types of spaces (urban, rural, artificial, natural), types of buildings (housing, activities, infrastructure, monuments).</li> <li>Acquire basic knowledge of density and spreading.</li> </ul>
									<ul style="list-style-type: none"> <li>Identify major stages in the history of city building</li> </ul>

Urban History And Architecture	32 h	1 cc	written exam 2h	2 ects	<ul style="list-style-type: none"> <li>Identify major stages in the history of city planning.</li> <li>Examine urban morphologies and link them to expansion / densification movements.</li> <li>Identify urban morphologies factors : historical, demographic, economic, social, cultural, ecological ...</li> <li>Know the main trends developed from the 19th to the 21st centuries: Haussmann renovations, self-contained accommodation, post-war urban development, group housing, large housing projects, new city models, redensification...</li> </ul>
Housing And Sustainable Development	32 h	1 cc	course-work	2 ects	<ul style="list-style-type: none"> <li>Identify stakes and challenges related to sustainable development in housing (France and International).</li> <li>Analyze environmental regulations applicable to housing, living environment, and their prospects for development.</li> <li>Apply methods, tools, and techniques of eco-design (sustainable design).</li> <li>Be able to set up efficient and innovative housing projects (biodiversity; decarbonization; revegetation and land renaturation; atmosphere and comfortable living space; new approach in terms of use and service, solidarity and mobility)</li> </ul>
Real Estate Development : Planning And Subdivision	24 h		course-work	2 ects	<ul style="list-style-type: none"> <li>Identify stakeholders of a land development and zoning operation.</li> <li>Know how to use town planning documents and assess constructability potential.</li> <li>Know how to set up a subdivision operation (permits, service providers and contracting authority).</li> </ul>

MODULE 4 - LANGUAGE PROFICIENCY (elective)

Professional English	36 h	1 cc	oral	3 ects	<ul style="list-style-type: none"> <li>Learn how to communicate with others in practical, business oriented situations.</li> <li>Know how to express yourself in English with greater fluency, accuracy and confidence</li> <li>Learn how to handle yourself in English in a variety of business contexts, from negotiating, to using the telephone, to making presentations, to socialising.</li> </ul>
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MODULE 5 - PROFESSIONAL SKILLS

Benchmarking In Real Estate Practices	24 h	1 cc	course-work	2 ects	<ul style="list-style-type: none"> <li>Understand different legislations of real estate practices all around Europe.</li> <li>Have a global vision of the European real estate market.</li> <li>Learn about real estate practices of different European countries.</li> <li>Understand foreign markets: economic attractiveness, brand image, opportunities.</li> </ul>
Sales Techniques	32 h	1 cc	course-work	3 ects	<ul style="list-style-type: none"> <li>Develop effective negotiation strategies during the sales process.</li> </ul> <p>REAL ESTATE MANDATES</p> <ul style="list-style-type: none"> <li>Know how to identify the characteristics of a property and estimate its value</li> <li>Identify different types of mandates within the legal framework</li> <li>Learn how to advise a client</li> </ul> <p>COMMERCIALIZATION</p> <ul style="list-style-type: none"> <li>Understand sellers and buyers</li> <li>Practice and use market research</li> <li>Analyze service offers (listings, files etc ...)</li> </ul> <p>CLOSING OF A TRANSACTION</p>
Conferences					<ul style="list-style-type: none"> <li>Related to real estate markets. Understand role and responsibilities of real estate professions : real estate developer, property manager, real estate surveyor and jobs in financial engineering and asset management</li> </ul>
Business Ethics	16 h	1 cc	written exam 2h	2 ects	<ul style="list-style-type: none"> <li>Acquire knowledge on ethical and professional regulations of real estate professions</li> </ul>
Dissertation Methodology	12 h	1 cc		1 ects	<ul style="list-style-type: none"> <li>Learn all stages of writing a dissertation, learn how to write a dissertation statement and define a problem statement.</li> </ul>
ESPI Inside				2 ects	<ul style="list-style-type: none"> <li>Develop a proactive behavior towards the industry</li> </ul>
Research Paper				4 ects	<ul style="list-style-type: none"> <li>Know how to carry out a project within the allotted time</li> <li>Know how to respond to a problem by following a detailed plan</li> <li>Know how to present research work orally</li> </ul>
Professionnal Immersion				24 ects	<ul style="list-style-type: none"> <li>Apply theoretical lessons in professional immersion in a company</li> </ul>

TOTAL	388 h		10 h	30 ects	
TOTAL A PLANIFIER (FFP + ECRITS)			398		

*\*ECTS : The European Credit Transfer System is designed to make it easier for students to move between European countries and to have their academic qualifications and study periods abroad recognised.  
60 ECTS credits are the equivalent of a full year of study or work.*