



University of Houston - C.T. Bauer College of Business

Real Estate Operations and Asset Management

FINA 4397/7397

Tuesdays 6pm- 9pm

Melcher Hall 118

Professor Mark Garcia-Prats

Office hours: by appointment only

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When leaving messages or sending emails, please include your full name

General Info: This introductory course covers the fundamentals of real estate operations and asset management

Objectives: Students will be able to:

- *Understand the Role of a Real Estate Manager:* Define key responsibilities and impact on property performance.
- *Staff and Lead Property Teams:* Implement effective staffing, leadership, and management practices.
- *Master Financial Management:* Analyze budgets, financial reports, and property performance.
- *Interpret Management Agreements:* Understand legal and operational obligations of contracts.
- *Drive Marketing & Resident Retention:* Develop strategies to attract and retain tenants.
- *Comprehend Lease Agreements:* Interpret lease terms, tenant rights, and compliance.
- *Manage Physical Assets:* Oversee property maintenance, repairs, and capital improvements.
- *Differentiate Asset Classes:* Understand unique management strategies for multifamily, retail, office, and industrial properties.
- *Conduct Property Site Assessments:* Evaluate property conditions and operational performance.
- *Leverage PropTech & Innovation:* Apply emerging technology to improve property management.
- *Practice Ethical Decision-Making:* Apply ethical standards in property management decisions.

Text: *Principles of Real Estate Management, 18th Edition. Editor: Kathy Whitman, CPM. Institute of Real Estate Management*

Case Studies: Case studies are used to convey the course concepts and reinforce the principles. Several case studies will be considered in class during the course. As a class assignment, a local property may be identified for analysis for class discussion purposes.

Projects: The final project challenges students to apply their knowledge of real estate management through a comprehensive, real-world case study. Students will develop a detailed property management plan that includes financial analysis, marketing strategies, lease management, maintenance planning, and operational improvements. The project culminates with a professional presentation simulating real-world stakeholder engagement and decision-making. This capstone experience allows students to demonstrate their mastery of core concepts, problem-solving abilities, and presentation skills essential for success in the field of real estate management.

Resources: The instructor will provide websites that are used as information sources for physical data, demographic data, and legal data needed in the valuation process. These websites will be presented and visited in class.

Grading: The course assignments and participation points are as follows:

Quiz 1	12.5 points
Midterm	30 points
Quiz 2	12.5 points
Project	30 points
Participation	15 points
Total	100 points

The total points earned will translate into the following letter grades for the course:

- 93 – 100 = A
- 90 – 92 = A-
- 87 – 89 = B+
- 83 – 86 = B
- 80 – 82 = B-
- 77 – 79 = C+
- 73 – 76 = C
- 70 – 72 = C-

60 – 69 = D

Week	Date	Reading Assignment by Chapter	Topic	In-Class Activity & Assignment
1	Jan 14		Intro to the Class / Overview of Real Estate Management	
2	Jan 21	Chapter 2 & 7	Real Estate Managers and Staffing	Lecture
3	Jan 28	Chapter 6	Financial Management	Lecture & Guest Speaker
4	Feb 4	Chapter 5	Management Agreements	Lecture & Guest Speaker
5	Feb 11	Chapter 8	Marketing & Resident Retention	Lecture & Guest Speaker
6	Feb 18	Chapter 9	Understanding The Lease	Lecture & Quiz (15 pts) & Prep for Midterm
7	Feb 25	Chapter 10	Managing The Physical Asset	Lecture & Intro Final Project & Select Groups for Project
8	Mar 4		Midterm	Midterm (30 pts)
	Mar 11		Spring Break	
9	Mar 18		Site Visit – TBD	
10	Mar 25	Chapter 12	Asset Class Deep Dive: Multifamily & Retail	Lecture & Guest Speaker
11	Apr 1	Chapter 13	Asset Class Deep Dive: Office and Industrial	Lecture & Guest Speaker & Quiz (15 pts)
12	Apr 8	Chapter 11	Technology & Innovation in the Real Estate Management	Lecture
13	Apr 15		Final Project Presentations	Final Project (30 pts)
14	Apr 22		Final Project Presentations	Final Project (30 pts)

Note: The schedule is subject to change

Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our [Power-On](#) website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Blackboard; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

UH Email

Email communications related to this course will be sent to your [Exchange email account](#) which each University of Houston student receives. The Exchange mail server can be accessed via Outlook, which provides a single location for organizing and managing day-to-day information, from email and calendars to contacts and task lists. Exchange email accounts can be accessed by logging into Office 365 with your Cougarnet credentials or through Access UH. Additional assistance can be found at the [Get Help](#) page.

Honor Code Statement

Students may be asked to sign an honor code statement as part of their submission of any graded

work including but not limited to projects, quizzes, and exams: *"I understand and agree to abide by the provisions in the (select: [University of Houston Undergraduate Academic Honesty Policy](#), [University of Houston Graduate Academic Honesty Policy](#)). I understand that academic honesty is taken very seriously and, in the cases of violations, penalties may include suspension or expulsion from the University of Houston."*

Mental Health and Wellness Resources

The University of Houston has a number of resources to support students' mental health and overall wellness, including CoogsCARE and the UH Go App. UH Counseling and Psychological Services (CAPS) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit uh.edu/caps, call 713-743-5454, or visit a Let's Talk location in-person or virtually. Let's Talk are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

Need Support Now?

If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text 988, or chat 988lifeline.org.

Title IX/Sexual Misconduct

Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at <https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/>.

Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing jdcenter@Central.UH.EDU.

The Student Health Center offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The A.D. Bruce Religion Center offers spiritual support and a variety of programs centered on well-being.

The Center for Student Advocacy and Community (CSAC) is where you can go if you need help but don't know where to start. CSAC is a "home away from home" and serves as a resource hub to help you get the resources needed to support academic and personal success. Through our Cougar Cupboard, all students can get up to 30 lbs of FREE groceries a week. Additionally, we provide 1:1 appointments to get you connected to on- and off-campus resources related to essential needs, safety and advocacy, and more. The Cougar Closet is a registered

student organization advised by our office and offers free clothes to students so that all Coogs can feel good in their fit. We also host a series of cultural and community-based events that fosters social connection and helps the cougar community come closer together. Visit the CSAC homepage or follow us on Instagram: @uh_CSAC and @uhcupbrd. YOU belong here.

Women and Gender Resource Center

The mission of the WGRC is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting the UH community. The WGRC suite is open to you. Stop by the office for a study space, to take a break, grab a snack, or check out one of the WGRC programs or resources. Stop by Student Center South room B12 (Basement floor near Starbucks and down the hall from Creation Station) from 9 am to 5 pm Monday through Friday.

Academic Honesty Policy

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The UH Academic Honesty Policy is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston Undergraduate Excused Absence Policy and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the Justin Dart, Jr. Student Accessibility Center. If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

Webcams

Access to a webcam is required for students participating remotely in this course. Webcams must be turned on at all times.

Syllabus Changes

Please note that the instructor may need to make modifications to the course syllabus. Notice of such changes will be announced as quickly as possible through Canva

