

# Executive Master's Degree Real Estate Investment and Proptech

**M R E I P**



## Executive Master's Degree Real Estate Investment and Proptech

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16hrs/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates, diploma holders and university graduates who have previously completed any of the programs in the fields of social and legal sciences, administration and business

Website: [www.techtute.com/us/school-of-business/executive-master-degree/executive-master-degree-real-estate-investment-proptech](http://www.techtute.com/us/school-of-business/executive-master-degree/executive-master-degree-real-estate-investment-proptech)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 20*

06

Structure and Content

---

*p. 26*

07

Methodology

---

*p. 38*

08

Our Students' Profiles

---

*p. 46*

09

Course Management

---

*p. 50*

10

Impact on Your Career

---

*p. 54*

11

Benefits for Your Company

---

*p. 58*

12

Certificate

---

*p. 62*

# 01 Welcome

The acquisition of homes for refurbishment and subsequent sale has achieved great relevance due to the economic benefits it brings, becoming one of the most important types of real estate investment nowadays. However, the performance of these financial activities requires a high level of mastery of state-of-the-art appraisal and valuation mechanisms or tools such as Big Data, in order to minimize transaction risks. For this reason, TECH has created this program, with which the student will delve into the sophisticated comparative methods and cost analysis or the use of PropTech for Real Estate. In this way, you will increase your skills in real estate investment without leaving your home.



Executive Master's Degree in Real Estate Investment and PropTech  
TECH Technological University

“

*This Executive Master's Degree will allow you to learn about the innovative PropTech tools that help minimize the risks of real estate transactions in order to optimize the economic return on your investments”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This Executive Master's Degree has been designed with the premise of providing the student with the most updated and relevant knowledge in the area of Real Estate Investment and Proptech. During your academic experience, you will delve into the state-of-the-art mechanisms of real estate appraisal or handle fundamental aspects of International Real Estate Law, guaranteeing your learning through the follow-up of these objectives outlined by TECH.



“

*Through this program, you will increase your chances of becoming part of the top management of large companies in the real estate sector”*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

The **Executive Master's Degree in Real Estate Investment and Proptech** qualifies students to:

01

Know the functioning of the land registry and the registry procedure in its entirety

04

Identify the different types of sales contracts and their obligations and implications

02

Deepen knowledge in the concept of VAT, its facts and taxable bases, as well as its exemptions and deductions at national and international level

03

Manage the rights and obligations of buyers and sellers

05

Delve into the rules governing the different types of leasing contracts





06

Establish the different types of valuation to be able to choose the most convenient at any given time

08

Master the structure of an appraisal report and the elements of which it is composed

09

Obtain the necessary knowledge to make an initial assessment of the project and see its feasibility at the economic, technical and regulatory levels

07

Know the different valuation methodologies and the use of each one of them

10

Detect the key points in the design process in order to know how to act in the event of possible drawbacks



11

Be aware of the documentation required to be able to submit a project and carry it out

12

Have an overall economic and technical idea of foundations, structures and installations most commonly used today

13

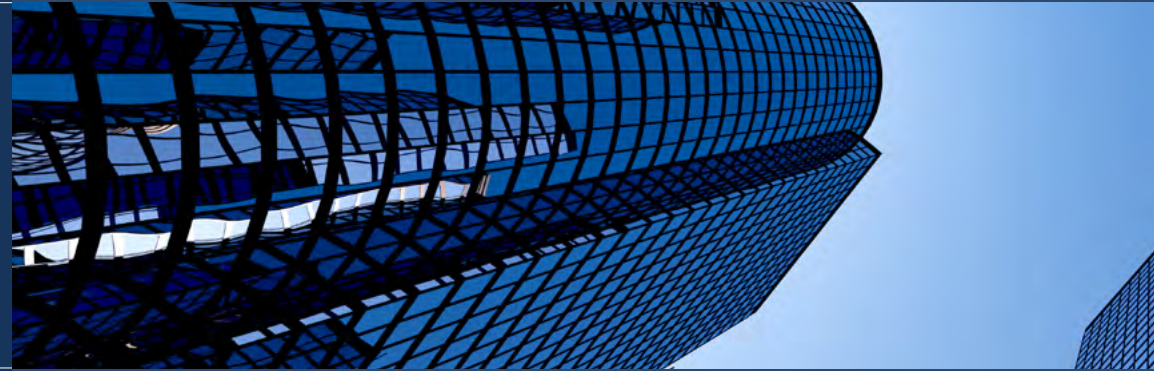
Know the methodology to monetize in the construction world

14

Analyze the differences between the existing types of returns and their causes and benefits. Deepen the guidelines for minimizing financial risk

15

Define the main taxes levied on profitability in the financial sector



16

Establish the areas and strategies of any company in Human Resources

18

Manage the technology currently used in the real estate sector

19

Detect the main players that make up today's PropTech

17

Know what coaching is and how it can be used in business development

20

To delve into the subjects and instruments involved in Urban Planning Law



# 05 Skills

This program has been developed to provide the professional linked to Real Estate Investments with a pre-preparation of his skills in this financial field. In just 1,500 hours, students will acquire a series of competencies that will not only allow them to optimize their investment tasks, but will also increase their managerial skills to successfully coordinate the best work teams.



A grayscale photograph of a hand pointing at a document. The document features a bar chart with three bars of increasing height and a pie chart. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*Improve your skills in Real Estate Investment and Proptech and be able to manage the best teams linked to this financial area"*

01

Identify taxes and tax obligations

02

Establish the taxes implicit in any type of real estate transaction

03

Drafting of pre-sale formalities

04

Manage the drafting procedure for the different types of earnest money contracts

05

Differentiate and define between the types of values used



06

Perform a full valuation report

08

Elaborate in a precise way the measurements needed for the correct preparation of a budget



09

Distinguish between the different types of companies involved in wealth management, knowing their advantages and disadvantages

07

Discern between the most appropriate construction techniques, based on technical and economic benefits and drawbacks

10

Attracting and retaining talent within a company

11

Creating a career plan for a company's employees

12

Undertake the necessary strategies to maintain a balanced and motivated team







13

Interpret data that can be analyzed for the benefit of the work team

14

Conduct source product and end-buyer surveys

06

# Structure and Content

The Executive Master's Degree in Real Estate Investment and Proptech is a program taught in a 100% online format, which will allow students to adapt their learning to their own personal and professional needs. In just 12 months, your teaching will lay the foundation for outstanding professional growth.



“

*This curriculum, designed by the best professionals in the real estate field, will give you the most advanced knowledge in Real Estate Investment and Proptech”*

## Syllabus

This Executive Master's Degree is a program aimed at increasing the student's knowledge in the area of Real Estate Investments and PropTech to optimize their financial decision making.

Thus, the contents offered in the Executive Master's Degree in Real Estate Investment and PropTech are designed to promote the development of management skills that enable a rigorous professional performance in uncertain environments.

Throughout 12 months of learning, the student will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This program covers the real estate sector in depth, covering appraisal and real estate valuation methods, the management of the different operations that can be carried out and the use of new technologies in this field. Thus, it is designed for professionals in this field to broaden their competencies from a strategic, technological and innovative vision.

This curriculum, therefore, will increase the student's leadership skills to lead high caliber teams in the world of Real Estate Investment. Furthermore, learning will be completely adapted to the academic requirements of each student, since TECH offers didactic materials available in various multimedia and textual formats that will optimize the teaching process.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

<b>Module 1</b>	International real estate law and taxation in real estate transactions
<b>Module 2</b>	Real estate appraisals and valuations
<b>Module 3</b>	Management of real estate operations: leasing
<b>Module 4</b>	Management of real estate transactions: the purchase and sale of properties
<b>Module 5</b>	Real estate development: construction and renovation
<b>Module 6</b>	Real estate investments: Financial analysis and wealth management
<b>Module 7</b>	Human factor management
<b>Module 8</b>	Technology applied to Real Estate
<b>Module 9</b>	Importance of the final product: interior design and Home Staging
<b>Module 10</b>	Urban Law



### Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Real Estate Investment and Proptech completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. International real estate law and taxation in real estate transactions**

**1.1. Introduction to Common Real Estate Law**

- 1.1.1. General aspects of common real estate law
- 1.1.2. Registry security
- 1.1.3. Characteristics of common real estate law
- 1.1.4. International Real Estate Law

**1.2. Common real property rights**

- 1.2.1. Definition and concept
- 1.2.2. Common property rights
- 1.2.3. Beneficial interest
- 1.2.4. Easements and ownership limitations

**1.3. The estate and immatriculation**

- 1.3.1. Definition and Basic Concepts
- 1.3.2. Types and description of properties
- 1.3.3. Relationship between cadastre and registry
- 1.3.4. Registration
- 1.3.5. Ownership file

**1.4. Property Registration**

- 1.4.1. General aspects of the Registry
- 1.4.2. The registrant
- 1.4.3. Registration records
- 1.4.4. Registry publicity

**1.5. Registration procedure**

- 1.5.1. The presentation entry
- 1.5.2. Registry qualification
- 1.5.3. Registration in the Land Registry
- 1.5.4. Preventive annotations
- 1.5.5. Other registry entries

**1.6. Horizontal ownership**

- 1.6.1. Definition and basics
- 1.6.2. Constitution
- 1.6.3. Extinction
- 1.6.4. Analogous figures

**1.7. Common security rights: mortgages**

- 1.7.1. Common security rights
- 1.7.2. The real estate mortgage
- 1.7.3. The object and obligation of the mortgage
- 1.7.4. Extinguishment of the mortgage

**1.8. Introduction to common real estate taxation**

- 1.8.1. Definition and concept
- 1.8.2. General aspects of common real estate taxation
- 1.8.3. Common obligations and rights of the parties involved
- 1.8.4. Taxes and tax obligations

**1.9. Value Added Tax**

- 1.9.1. Definition and concept
- 1.9.2. Taxable events
- 1.9.3. Exemptions and deductions
- 1.9.4. International acquisitions
- 1.9.5. Taxable income

**1.10. Other Taxes**

- 1.10.1. Property transfer tax and stamp duty
- 1.10.2. Wealth tax
- 1.10.3. Inheritance and gift tax
- 1.10.4. Other common taxes

**Module 2. Real estate appraisals and valuations****2.1. Introduction to real estate valuation**

- 2.1.1. General Concepts
- 2.1.2. Definition of Concepts
- 2.1.3. Purpose of real estate appraisals
- 2.1.4. Objectives and function of real estate valuations

**2.2. Urban construction concepts**

- 2.2.1. Building use
- 2.2.2. Building elements
- 2.2.3. Concept of buildability
- 2.2.4. Types of surfaces for valuation purposes

**2.3. Value**

- 2.3.1. Definition and General Aspects
- 2.3.2. Use value, exchange value
- 2.3.3. Market value, price, cost
- 2.3.4. Other value concepts

**2.4. International valuation standards**

- 2.4.1. Assessment Criteria
- 2.4.2. IFRS (International Financial Reporting Standards)
- 2.4.3. US GAAP (US Generally Accepted Accounting Principles)
- 2.4.4. ASBJ (Accounting Standards Board of Japan)
- 2.4.5. Difference between international regulatory frameworks

**2.5. Valuation fundamentals and structure**

- 2.5.1. Valuation fundamentals
- 2.5.2. Valuation typologies
- 2.5.3. Valuation Methods
- 2.5.4. Valuation structure

**2.6. Comparative method**

- 2.6.1. Definition and General Aspects
- 2.6.2. Market Research
- 2.6.3. Information analysis and value determination
- 2.6.4. Homogenization of samples

**2.7. Cost method**

- 2.7.1. Definition and General Aspects
- 2.7.2. Purpose and scope of application
- 2.7.3. Replacement value
- 2.7.4. Depreciation

**2.8. Residual and capitalization method**

- 2.8.1. Definition and General Aspects
- 2.8.2. Unit value and impact value
- 2.8.3. Capitalization techniques
- 2.8.4. Components of a rental property valuation

**2.9. The valuation report**

- 2.9.1. Definition and Characteristics
- 2.9.2. Formal aspects of the report
- 2.9.3. Structure of the valuation report
- 2.9.4. Appraiser's liability

**2.10. Judicial expert**

- 2.10.1. Definition and fields of application
- 2.10.2. Expert recognition
- 2.10.3. Types of expert reports
- 2.10.4. Structure and preparation of the expert report

**Module 3. Management of real estate operations: leasing**

**3.1. Introduction to leasing**

- 3.1.1. Definition of lease
- 3.1.2. Characteristics of the contract
- 3.1.3. Scope of Application
- 3.1.4. Common regulatory standards

**3.2. Lease agreement**

- 3.2.1. Concept and Characteristics
- 3.2.2. Elements of the lease contract
- 3.2.3. common Rights and Duties of the leases
- 3.2.4. Common rights and duties of the lessor

**3.3. Residential lease agreement**

- 3.3.1. Regulatory nature
- 3.3.2. Sublease and lease assignment
- 3.3.3. Duration and subject matter of the contract
- 3.3.4. The rent

**3.4. Lease agreement for use other than as a dwelling**

- 3.4.1. Regulatory nature
- 3.4.2. Sublease and lease assignment
- 3.4.3. Duration and subject matter of the contract
- 3.4.4. The rent

**3.5. Lease agreement for tourist use**

- 3.5.1. Definition and General Aspects
- 3.5.2. Scope of Application
- 3.5.3. Regulatory standards and particular characteristics
- 3.5.4. Change of use of premises for rental for tourism use

**3.6. The bond**

- 3.6.1. Definition and General Aspects
- 3.6.2. Updating of the bond
- 3.6.3. Restitution of the bond
- 3.6.4. Supplementary guarantees

**3.7. Formalization of the lease**

- 3.7.1. Formalizing the Contract
- 3.7.2. Document requirements
- 3.7.3. Purpose and types of contract
- 3.7.4. Contract models

**3.8. Termination of the lease**

- 3.8.1. Definition and causes: Suspension, termination and extinction
- 3.8.2. Habitability of the dwelling
- 3.8.3. Obligation Incompliance
- 3.8.4. Termination of the lease

**3.9. Forced termination of the lease**

- 3.9.1. Definition and General Aspects
- 3.9.2. Eviction lawsuit
- 3.9.3. Legal procedure in case of non-payment
- 3.9.4. Other causes of forced termination of the lease

**3.10. Leasing as an investment business model**

- 3.10.1. Profitability of housing leasing
- 3.10.2. Definition and concept of rental for tourist use
- 3.10.3. Profitability of leasing for tourist use
- 3.10.4. Taxation of leasing



**Module 4. Management of real estate transactions: Purchase and sale****4.1. Introduction to the sale and purchase transaction**

- 4.1.1. Definition and concept
- 4.1.2. Purpose and requirements
- 4.1.3. General aspects of buying and selling
- 4.1.4. The thing and the price

**4.2. Powers of the parties involved**

- 4.2.1. Capacity and incapacity
- 4.2.2. Prohibitions on purchase and disposal
- 4.2.3. Limitations on buying and selling
- 4.2.4. Purchase and sale of encumbered and/or leased property

**4.3. Pre-purchase formalities**

- 4.3.1. Pre-purchase formalities
- 4.3.2. Letter of Intent
- 4.3.3. Precontract and promise of sale
- 4.3.4. Option to purchase

**4.4. Real Estate Due Diligence**

- 4.4.1. Definition and aspects to be considered
- 4.4.2. Information Sources
- 4.4.3. The Due Diligence Process
- 4.4.4. The report

**4.5. Deposit agreement**

- 4.5.1. Definition and types of earnest money contracts
- 4.5.2. Confirmatory deposits
- 4.5.3. Penitential deposits
- 4.5.4. Penalty deposits

**4.6. Contract of sale**

- 4.6.1. Definition and General Aspects
- 4.6.2. Concept and characteristics of the contract
- 4.6.3. Perfection of the contract
- 4.6.4. Formalizing the Contract

**4.7. Obligations of the Seller**

- 4.7.1. Delivery of the property
- 4.7.2. Conservation and custody
- 4.7.3. Sanitation
- 4.7.4. Expenses and taxes

**4.8. Obligations of the Buyer**

- 4.8.1. Pago del precio
- 4.8.2. Payment Methods
- 4.8.3. Purchase and sale with deferred payment and warranties
- 4.8.4. Expenses and taxes

**4.9. Termination of the purchase contract**

- 4.9.1. Definition and General Aspects
- 4.9.2. Termination of the contract and its causes
- 4.9.3. Common right of first refusal
- 4.9.4. Unilateral withdrawal

**4.10. Models of purchase contracts**

- 4.10.1. Letter of Intent
- 4.10.2. Promise of sale
- 4.10.3. Deposit agreement
- 4.10.4. Purchase option contract

**Module 5. Real estate development: construction and renovation****5.1. Planning**

- 5.1.1. New construction
- 5.1.2. Reforms
- 5.1.3. Regulations and previous formalities
- 5.1.4. Documentation

**5.2. Design**

- 5.2.1. New construction
- 5.2.2. Reforms
- 5.2.3. Project
- 5.2.4. Planimetry

**5.3. Foundations**

- 5.3.1. Superficial
- 5.3.2. Foundations
- 5.3.3. Earth containment
- 5.3.4. Quality and regulatory controls

**5.4. Structure**

- 5.4.1. Structural elements
- 5.4.2. New construction
- 5.4.3. Reforms
- 5.4.4. Quality and regulatory controls

**5.5. Construction Techniques**

- 5.5.1. Materials and characteristics
- 5.5.2. Traditional construction systems
- 5.5.3. Prefabricated Constructive Systems
- 5.5.4. Details and finishes

**5.6. Facilities**

- 5.6.1. Accessibility and fire protection
- 5.6.2. Ventilation and Air Conditioning
- 5.6.3. Water supply
- 5.6.4. Sanitation
- 5.6.5. Regulations

**5.7. Measurements and budgets**

- 5.7.1. Basic Concepts
- 5.7.2. Planning
- 5.7.3. Realization
- 5.7.4. Variations

**5.8. Execution of work**

- 5.8.1. Planning
- 5.8.2. Development
- 5.8.3. Documentation
- 5.8.4. Construction control

**5.9. Construction control**

- 5.9.1. Agents
- 5.9.2. Development
- 5.9.3. Documentation
- 5.9.4. Certification

**5.10. Responsibilities**

- 5.10.1. Agents
- 5.10.2. Criminal law
- 5.10.3. Civil law
- 5.10.4. Morals

**Module 6.** Real estate investments: Financial analysis and wealth management

**6.1. Financial Analysis.**

- 6.1.1. Economic Profitability
- 6.1.2. Financial Profitability
- 6.1.3. Financial Leverage
- 6.1.4. Liquidity and Solvency Ratios
- 6.1.5. Liquidity and solvency ratios

**6.2. Risk and financial risk analysis**

- 6.2.1. Concept of risk and previous considerations
- 6.2.2. Types of Risk
- 6.2.3. Financial Equilibrium Conditions
- 6.2.4. Working capital or working capital

**6.3. Land development**

- 6.3.1. Typologies of partnerships for land development
- 6.3.2. The developer
- 6.3.3. Self-promotion
- 6.3.4. The cooperative

**6.4. Wealth management company**

- 6.4.1. Concept
- 6.4.2. Types of Businesses
- 6.4.3. Requirements
- 6.4.4. Taxation
- 6.4.5. Advantages and Disadvantages

**6.5. Real Estate Investment Trusts**

- 6.5.1. Concept
- 6.5.2. Operation
- 6.5.3. Taxation
- 6.5.4. Advantages and Disadvantages

**6.6. Open-Ended Investment Companies**

- 6.6.1. Concept
- 6.6.2. Operation
- 6.6.3. Taxation
- 6.6.4. Advantages and Disadvantages

**6.7. Investment Funds**

- 6.7.1. Concept
- 6.7.2. Operation
- 6.7.3. Taxation
- 6.7.4. Advantages and Disadvantages

**6.8. Real estate investment assets**

- 6.8.1. Residencial Case
- 6.8.2. Offices
- 6.8.3. Commercial
- 6.8.4. Industrial
- 6.8.5. Land

**6.9. Income Tax and VAT**

- 6.9.1. Definition and concepts of Personal Income Tax
- 6.9.2. Return on equity
- 6.9.3. Performance of the activity
- 6.9.4. General Aspects
- 6.9.5. Application
- 6.9.6. Exemptions

**6.10. Real estate financing**

- 6.10.1. Sources of Financing
- 6.10.2. Interest rate
- 6.10.3. Amortization of loans
- 6.10.4. Financial Income

**Module 7. Human factor management****7.1. Importance of the human team**

- 7.1.1. General Aspects
- 7.1.2. Human resources fundamentals and strategies
- 7.1.3. Professional Ethics
- 7.1.4. Decision making: financial and data-driven

**7.2. Areas of Human Resources**

- 7.2.1. Employee Work Cycle Management
- 7.2.2. People development and talent management
- 7.2.3. Labor compensation systems
- 7.2.4. Employer branding

**7.3. Talent attraction and training**

- 7.3.1. Business Management from the peoples perspective
- 7.3.2. Strategies
- 7.3.3. Design of workstations
- 7.3.4. Recruitment, selection and attraction of talent
- 7.3.5. Training and career plan

**7.4. Digitization of work teams**

- 7.4.1. New trends in managing people
- 7.4.2. Virtual Team Management
- 7.4.3. Work digitization and teleworking
- 7.4.4. Cultural diversity
- 7.4.5. Challenges of employees in today's work environment

**7.5. Coaching**

- 7.5.1. History and origin
- 7.5.2. Active Listening
- 7.5.3. Powerful questions
- 7.5.4. Rapport
- 7.5.5. SMART Objectives

**7.6. The Coaching Process**

- 7.6.1. Coaching tools
- 7.6.2. The wheel
- 7.6.3. Intuition
- 7.6.4. Target for objectives

**7.7. Emotional Intelligence**

- 7.7.1. Concept and importance in the work environment
- 7.7.2. The 6 fundamental emotions
- 7.7.3. MIDE Method
- 7.7.4. CORTA Method

**7.8. Coaching Execute**

- 7.8.1. Stake Holders and process steps
- 7.8.2. Leadership and charisma
- 7.8.3. Leadership tools
- 7.8.4. Leadership Styles

**7.9. Motivation and effective use of time**

- 7.9.1. Definition and concept of motivation
- 7.9.2. Team motivation techniques
- 7.9.3. Valuation of the use of time and its causes
- 7.9.4. Influencing Factors

**7.10. Data analysis in personnel management**

- 7.10.1. Big Data applied to Human Resources
- 7.10.2. Human Resources analysis, indicators and metrics
- 7.10.3. Methodology for the analysis: qualitative and quantitative
- 7.10.4. Interpretation of Results

**Module 8. Technology applied to Real Estate**

**8.1. New technologies: PropTech**

- 8.1.1. Introduction
- 8.1.2. The process of change: Internet and SEO positioning
- 8.1.3. The process of change: Blockchain and Artificial Intelligence
- 8.1.4. Tools for digital transformation

**8.2. Social media**

- 8.2.1. Definition
- 8.2.2. Specific Aspects
- 8.2.3. Uses applied to Real Estate
- 8.2.4. Main market operators

**8.3. Big Data**

- 8.3.1. Definition
- 8.3.2. Specific Aspects
- 8.3.3. Uses applied to Real Estate
- 8.3.4. Main market operators

**8.4. Market place**

- 8.4.1. Definition
- 8.4.2. Specific Aspects
- 8.4.3. Uses applied to Real Estate
- 8.4.4. Main market operators

**8.5. MLS**

- 8.5.1. Definition
- 8.5.2. Specific Aspects
- 8.5.3. Uses applied to Real Estate
- 8.5.4. Main market operators

**8.6. Customer Relationship Management (CRM)**

- 8.6.1. Definition
- 8.6.2. Specific Aspects
- 8.6.3. Uses applied to Real Estate
- 8.6.4. Main market operators

**8.7. Crowdfunding**

- 8.7.1. Definition
- 8.7.2. Specific Aspects
- 8.7.3. Uses applied to Real Estate
- 8.7.4. Main market operators

**8.8. Fintech**

- 8.8.1. Definition
- 8.8.2. Specific Aspects
- 8.8.3. Uses applied to Real Estate
- 8.8.4. Main market operators

**8.9. Artificial Intelligence and Virtual Reality**

- 8.9.1. Definition
- 8.9.2. Specific Aspects
- 8.9.3. Uses applied to Real Estate
- 8.9.4. Main market operators

**8.10. Automatic processes: Chatbot**

- 8.10.1. Definition
- 8.10.2. Specific Aspects
- 8.10.3. Uses applied to Real Estate
- 8.10.4. Main market operators

**Module 9. Importance of the final product: interior design and Home Staging**

**9.1. Introduction**

- 9.1.1. Interior design: A Bit of History
- 9.1.2. Materials applied in interiors
- 9.1.3. Systems applied indoors
- 9.1.4. Sustainability in interior design

**9.2. Study of the source product**

- 9.2.1. Definition and concept
- 9.2.2. Guidelines to consider
- 9.2.3. Study structure
- 9.2.4. Definition of Objectives

**9.3. End-buyer study**

- 9.3.1. Definition and concept
- 9.3.2. Guidelines to consider
- 9.3.3. Study structure
- 9.3.4. Definition of Objectives

**9.4. Methodology and Tools**

- 9.4.1. Programs and applications used in design
- 9.4.2. Lighting
- 9.4.3. Applied design in furniture
- 9.4.4. Design applied to construction elements

**9.5. Construction and Rehabilitation**

- 9.5.1. Definition and concept
- 9.5.2. Prior Studies
- 9.5.3. Budget selection
- 9.5.4. Reform implementation

**9.6. New space design**

- 9.6.1. Design for Living
- 9.6.2. Relationship between Spaces and People
- 9.6.3. Anthropological Basis

**9.6.4. Psychological foundations of design: biophilic design**

- 9.6.5. Distribution of Space
- 9.6.6. Furniture layout
- 9.6.7. Lighting

**9.7. Decoration/Emotional Interior Design**

- 9.7.1. Trends
- 9.7.2. Decorative styles
- 9.7.3. Color and texture
- 9.7.4. Materials

**9.8. Home Staging**

- 9.8.1. Consulting
- 9.8.2. Physical Home Staging
- 9.8.3. Virtual Home Staging
- 9.8.4. Express Home Staging

**9.9. Product presentation**

- 9.9.1. General Considerations
- 9.9.2. Property preparation
- 9.9.3. Photographs of the asset
- 9.9.4. Sales dossier

**9.10. Final product sales strategy**

- 9.10.1. General Considerations
- 9.10.2. Advertising tools
- 9.10.3. Marketing Plan
- 9.10.4. Sales strategies

**Module 10. Urban Law****10.1. Introduction to common urban law**

- 10.1.1. Concept
- 10.1.2. General Considerations
- 10.1.3. Urban development activity
- 10.1.4. Intervening agents

**10.2. Land market intervention instruments**

- 10.2.1. Public Land Patrimonies
- 10.2.2. Common surface right
- 10.2.3. Right of first refusal
- 10.2.4. Right of withdrawal

**10.3. Protection of the common urban legality**

- 10.3.1. Irregular building acts
- 10.3.2. Certificates of habitability
- 10.3.3. Urban inspection services
- 10.3.4. Means of defense for individuals
- 10.3.5. Sanctioning regime: urban planning infractions and penalties

**10.4. Penalty Regime**

- 10.4.1. Urban sanctioning law. Inspiring principles
- 10.4.2. Urban infractions
- 10.4.3. Persons responsible for urban infractions
- 10.4.4. Urban development sanctions
- 10.4.5. Sanctions procedure
- 10.4.6. Crimes against land use planning

**10.5. Administrative intervention in the building and use of common land**

- 10.5.1. Urban planning licenses: concept and nature
- 10.5.2. Acts subject to urban planning licenses and obligated parties
- 10.5.3. Types of urban planning licenses

**10.5.4. Building or construction licenses according to land class**

- 10.5.5. Licensing procedure
- 10.5.6. Effects and termination of the license
- 10.5.7. Jurisdictional review
- 10.5.8. The duty of conservation
- 10.5.9. Execution orders
- 10.5.10. Declaration of ruin

**10.6. Urban Development Land**

- 10.6.1. Definition
- 10.6.2. Urban land
- 10.6.3. Rural land
- 10.6.4. Land for development

**10.7. Urban planning status of land ownership**

- 10.7.1. Legislation applicable to the urban planning status of common land ownership
- 10.7.2. Classification and qualification of land
- 10.7.3. Urban land regime
- 10.7.4. Common urban development rights
- 10.7.5. Common urban planning obligations

**10.8. Access to the Land Registry for urban development actions**

- 10.8.1. Introduction
- 10.8.2. Registrable acts
- 10.8.3. Reparcelization projects
- 10.8.4. Urban expropriations
- 10.8.5. Land transfers in new construction projects
- 10.8.6. Acts of subdivision
- 10.8.7. Transfers subject to common right of first refusal and pre-emption rights

**10.9. Urban development agreements**

- 10.9.1. General aspects of urban planning agreements
- 10.9.2. Urban planning agreements
- 10.9.3. Urban development agreements for execution
- 10.9.4. Urban expropriation agreements
- 10.9.5. Urban development agreements between public administrations
- 10.9.6. Challenging urban development agreements
- 10.9.7. Registration issues

**10.10. Land management in the environmental field**

- 10.10.1. Correcting territorial imbalances
- 10.10.2. Effectiveness and efficiency in public policies economic and social cohesion
- 10.10.3. Preservation of natural and heritage areas and resources
- 10.10.4. Relationship between city and country

07

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.





“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

# Our Students' Profiles

The Executive Master's Degree is aimed at Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Executive Master's Degree can also be taken by professionals who, being university graduates in any area, have two years of work experience in the real estate sector.





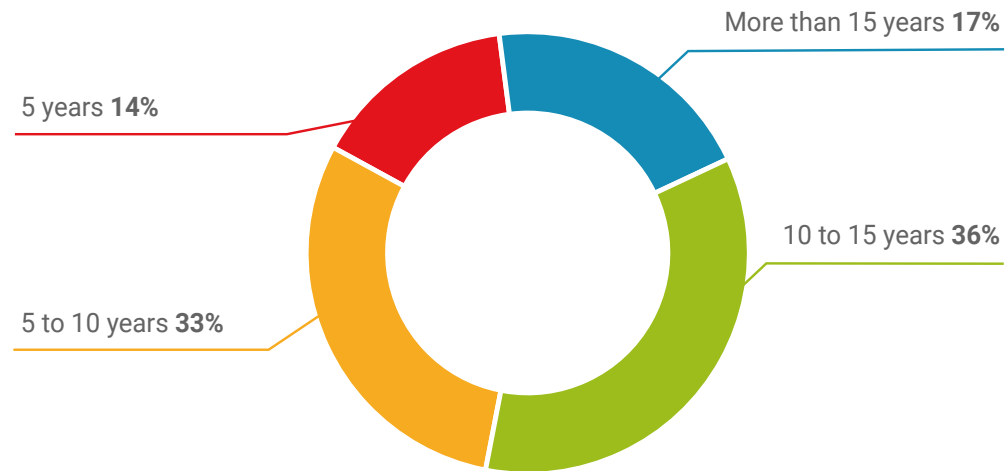
“

*If your objective is to increase your skills in the field of Real Estate Investments without neglecting your professional duties, this is the program for you”*

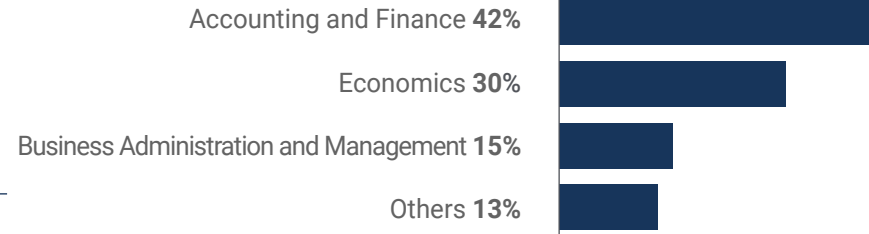
### Average Age

Between **35** and **45** years old

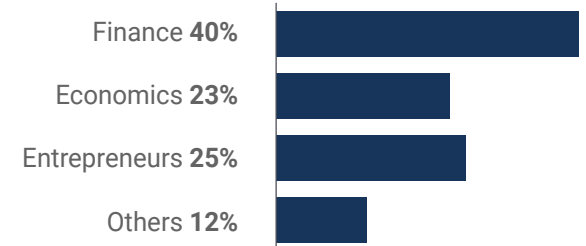
### Years of Experience



### Education



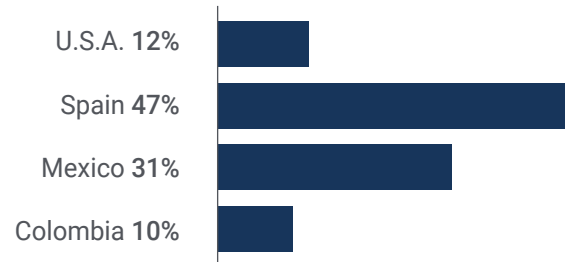
### Academic Profile





## Geographical Distribution

---



## Javier Hernández Gutiérrez

---

Real Estate Investor

*"This Executive Master's Degree program has made an excellent impression on me. I especially emphasize the skills of the teachers to transmit their knowledge in an effective way. In addition, the ability to manage your time and study at your own pace ensures that learning is completely satisfying"*

09

# Course Management

In order to provide students with a first class program, this program is directed and taught by specialists with extensive experience in the real estate world. These Executive Master's Degree, who have held various positions in this field, are responsible for the elaboration of all the didactic resources present throughout this academic experience. Therefore, the contents that the finance professional will receive will be completely applicable in his or her working life.



A black and white photograph showing three people from a high angle, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that covers the top right and bottom right portions of the page.

“

*This program is directed and taught by professionals in the real estate sector, who are actively working in this field to provide you with the most up-to-date knowledge in this area"*

## Management



### Dr. Diego Loras González

- ♦ CEO of Oikos Inmobiliaria
- ♦ CEO and founder of Loan Soluciones Financieras
- ♦ Sales Manager at Homes Agents
- ♦ Area Manager at Tecnocasa
- ♦ Law degree from Madrid Complutense University

## Professors

### Mr. Francisco Moñux Fernández

- ♦ CEO at Maitea Real Estate
- ♦ Audi M Conde Premium Sales Consultant
- ♦ Sales Consultant and Product Specialist at Nissan Ibericar Reicomsa
- ♦ Real Estate and Property Agent Course
- ♦ Farm Management Course

### Mr. Raúl Martínez Monte

- ♦ CEO at S.I. Bassegoda
- ♦ Commercial and Financial Director at Homes.AG
- ♦ Rental Management Coordinator at Solfinc SL
- ♦ Graduate in Economics from Pompeu Fabra University
- ♦ Postgraduate degree in Financial Markets from the University of Alicante



**Mr. Fernando Pérez Rubio**

- ◆ Developer and Builder
- ◆ Manager, administrator and construction manager in several construction companies
- ◆ Manager and administrator at Constructora 973 SL
- ◆ Decorator and foreman at Ambiental SL
- ◆ Responsible for buying and selling assets for refurbishment

**Mr. Andrés Ceballos**

- ◆ Building Engineer
- ◆ Head of production in different refurbishments at Andriala SL
- ◆ Site manager in several projects in Andriala SL
- ◆ Graduate in Building Engineering from the Madrid Polytechnic University

**Mr. Ana Fernández Blanca**

- ◆ Real Estate Agent at Oikos Real Estate
- ◆ Graduate in Business Administration



*Take the opportunity to learn about the latest advances in this area to apply it to your daily practice"*

10

# Impact on Your Career

The Executive Master's Degree program entails a high investment in time, money and personnel. Therefore, TECH is committed to ensuring that this great effort translates into professional growth for the student in the field of real estate investment.



“

*TECH's challenge is to offer you relevant professional growth in the area of Real Estate Investment"*

### Are you ready to take the leap? Excellent professional development awaits you

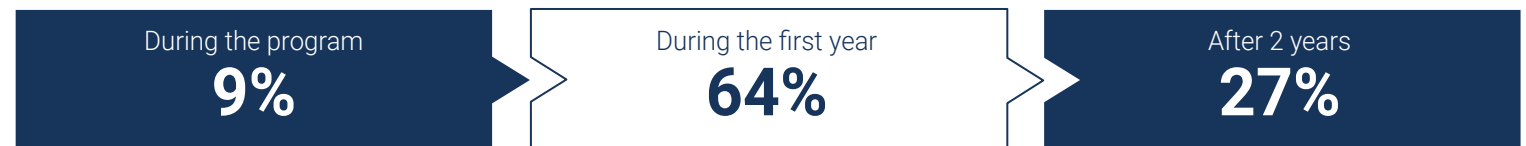
TECH's Executive Master's Degree in Real Estate Investment and Proptech is an intensive program that prepares you to face challenges and business decisions in the field of Real Estate Investment. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

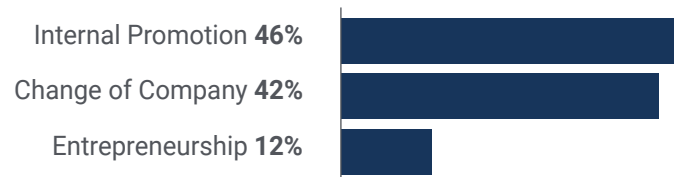
*Broaden your salary prospects through this Executive Master's Degree program in Real Estate Investment and Proptech.*

*If your ambition is to progress in the area of Real Estate Investments, this program will provide you with the necessary tools to achieve it.*

#### When the change occurs



#### Type of change





## Salary increase

---

This program represents a salary increase of more than **25.2%** for our students



11

# Benefits for Your Company

The Executive Master's Degree in Real Estate Investment and Proptech contributes to elevating the organization's talent to its full potential through the instruction of high-level leaders.

Participating in this Executive Master's Degree is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Through this program, the real estate investor will learn how to manage proptech tools that help optimize their tasks of buying and selling property through the use of technology”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Executive Master's Degree in Real Estate Investment and Proptech guarantees students, in addition to the most rigorous and up-to-date teaching, the access to a Executive Master's Degree issued by TECH Technological University.





“

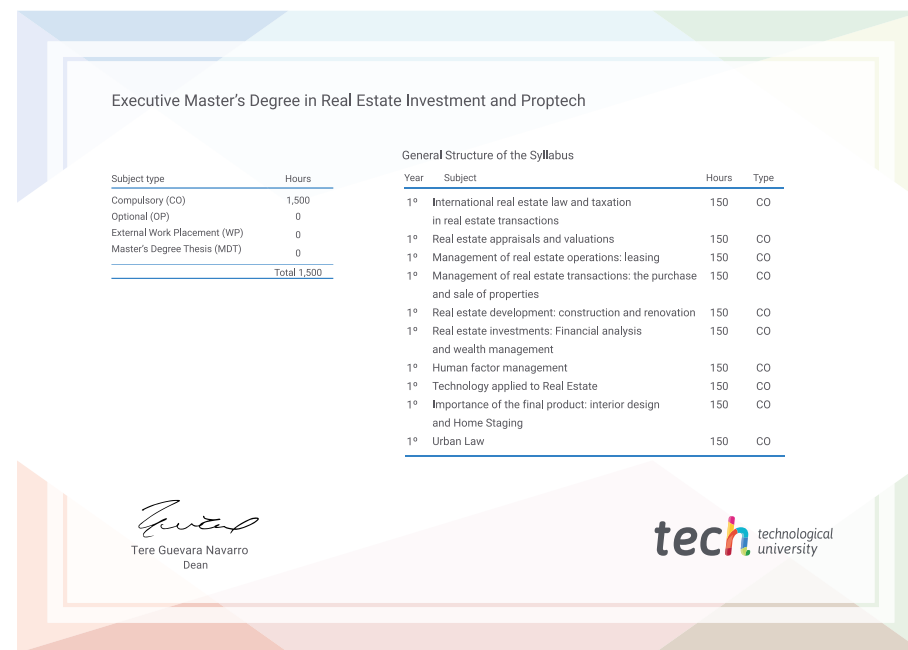
*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Executive Master's Degree in Real Estate Investment and PropTech** contains the most complete and up-to-date program on the market.

After the students has passed the assessments, they will receive their corresponding **Executive Master's Degree** diploma issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Executive Development Program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Program: **Executive Master's Degree in Real Estate Investment and PropTech**  
 Official N° of Hours: **1,500 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.





## Executive Master's Degree

### Real Estate Investment and Proptech

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16hrs/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree Real Estate Investment and Proptech