

Course Blueprint

The History of Real Estate - Training Program Based on the Book

Designed for brokers, investors, students, consultants, developers, and property owners

Program Overview

This course converts the book into a practical training product that can be delivered online, in person, or as a blended program. It is structured as a ten-module sequence, each module combining historical understanding with direct market application.

Recommended formats:

- 10 live sessions x 90 minutes each
- 5 intensive workshops x 3 hours each
- self-paced digital course with readings, recorded lectures, and assessments

Commercial positioning:

- introductory professional certificate
- premium workshop for brokers and sales teams
- university extension or continuing education format
- lead-generation tool for Viraluxe consulting and training services

Module Map

Module	Core Topic	Format	Outcome
Module 1. Origins of Property	From prehistoric territoriality to agrarian land control. Explains how shelter, use, and repeated occupation became the basis of property thinking.	Lecture + timeline discussion	Students explain the transition from land use to proto-ownership.
Module 2. Property Law in Antiquity	Mesopotamia, Egypt, Greece, and Rome. Focus on contracts, codification,	Lecture + legal concepts worksheet	Students distinguish between customary and codified

	cadastre, and private rights.		property systems.
Module 3. Feudal, Religious, and Endowment Systems	Feudal hierarchy, church lands, and waqf. Focus on power, duty, and non-market ownership.	Case discussion	Students analyze how religion and hierarchy shape land supply.
Module 4. Rise of Private Ownership and Capital Markets	How land became transferable, mortgageable, and investable.	Lecture + discussion	Students connect property rights with capital formation.
Module 5. Colonial Land Systems and Lebanese Legacies	Ottoman and French influence on land registration and legal structure in Lebanon.	Applied case study	Students identify historical roots of current Lebanese market practice.
Module 6. Urbanization and Housing	Industrial revolution, rental markets, zoning, and government intervention.	Lecture + local examples	Students evaluate how urban pressure changes property value.
Module 7. Real Estate as an Investment Asset	Yield, appreciation, leverage, risk, and valuation.	Applied workshop	Students compare investment logic across market types.
Module 8. Brokerage, Marketing, and Professionalization	Broker roles, information asymmetry, ethics, branding, and digital visibility.	Workshop + role play	Students map the broker process from listing to closing.
Module 9. Globalization, Crises, and Market	Global capital, cycles, bubbles, and financial	Lecture + scenario analysis	Students interpret warning signs in overheated

Risk	crises.		property markets.
Module 10. PropTech, Smart Cities, and the Future	Digital platforms, AI, smart cities, sustainability, virtual real estate, and future strategy.	Lab + capstone	Students propose a future-ready real estate platform or marketing system.

Suggested Course Assets

- Slide deck with one visual timeline and one applied case per module.
- Workbook including reflection questions, glossary, and short assignments.
- Assessment bank with quizzes, discussion prompts, and capstone rubric.
- Marketing kit: landing page, book promotion copy, webinar funnel, and certificate template.

Commercial Packaging

- Basic tier: book + recorded course access.
- Professional tier: book + live sessions + workbook + certificate.
- Enterprise tier: tailored workshop for agencies, developers, or property firms.
- Consulting extension: follow-up strategy sessions on brokerage digital transformation.

Signature Positioning

This course should be marketed not merely as a history class, but as a strategic framework for understanding how real estate systems form, how markets behave, and how professionals can build future-ready businesses in changing property environments.

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