

MKTG 7024 PROPERTY PORTFOLIO ANALYSIS

Credit Points 10

Legacy Code 200891

Coordinator Jufri Marzuki ([https://directory.westernsydney.edu.au/search/name/Jufri Marzuki/](https://directory.westernsydney.edu.au/search/name/Jufri%20Marzuki/))

Description This unit examines the role of property in an investment portfolio, with particular attention given to property portfolio performance analysis, property investment vehicles and property investment strategy. The performance analysis of both direct and indirect property is also examined to assess the strategic contribution of property to an investment portfolio.

School Business

Discipline Real Estate

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYB 6498 - Property Portfolio Analysis

Restrictions

Students must be enrolled in a postgraduate Business program.

Assumed Knowledge

Knowledge of commercial property markets.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Explain the significant role of property in an institutional investment portfolio;
2. Apply property performance analysis and property portfolio performance analysis;
3. Explain the role of investment strategy in property portfolio management;
4. Identify the range and features of the various property investment vehicles;
5. Prepare a Real Estate Investment Trusts (REITs) valuation report.

Subject Content

- introduction to investment portfolio management and analysis
- Assessing property investment Risk and return
- mixed-Asset portfolio analysis
- advanced property portfolio analysis
- Indirect property investment vehicles
- valuation of real Estate investment Trusts (REITs)

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Report	750 words; excludes tables, graphs, photographs. Expected report is 10 pages maximum.	40	N	Individual
Report	2,250 words; excludes tables, graphs, photographs. Expected report is 20 pages maximum	60	N	Individual

Teaching Periods

Quarter 2

Parramatta City - Macquarie St

Evening

Subject Contact Jufri Marzuki ([https://directory.westernsydney.edu.au/search/name/Jufri Marzuki/](https://directory.westernsydney.edu.au/search/name/Jufri%20Marzuki/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7024_22-Q2_PC_E#subjects)

Parramatta External

Online

Subject Contact Jufri Marzuki ([https://directory.westernsydney.edu.au/search/name/Jufri Marzuki/](https://directory.westernsydney.edu.au/search/name/Jufri%20Marzuki/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7024_22-Q2_PX_0#subjects)

Quarter 4

Parramatta City - Macquarie St

Evening

Subject Contact Jufri Marzuki ([https://directory.westernsydney.edu.au/search/name/Jufri Marzuki/](https://directory.westernsydney.edu.au/search/name/Jufri%20Marzuki/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7024_22-Q4_PC_E#subjects)

Parramatta External

Online

Subject Contact Jufri Marzuki ([https://directory.westernsydney.edu.au/search/name/Jufri Marzuki/](https://directory.westernsydney.edu.au/search/name/Jufri%20Marzuki/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7024_22-Q4_PX_0#subjects)