

# MKTG 3003 COMMERCIAL PROPERTY MANAGEMENT

**Credit Points** 10

**Legacy Code** 200600

**Coordinator** Za Manaf (<https://directory.westernsydney.edu.au/search/name/Za Manaf/>)

**Description** This subject examines the operation of commercial property management as a discrete professional discipline of the property industry. Students examine the fundamental principles of the day-to-day management of the various classes of mainstream commercial investment property. In this subject, students acquire an understanding of the various roles, duties, obligations and legal liabilities of the Commercial Property Manager. Various legislative and statutory provisions are explored, as well as the inter-relationship of commercial property management with the professional disciplines of asset management, investment management and portfolio management, and other sectors of the property industry. Students also gain an understanding of contemporary commercial leasing practice and the relationships which operate between the building owner, the building manager, and commercial tenants, including the interests and objectives of all concerned parties.

**School** Business

**Discipline** Real Estate

**Student Contribution Band** HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Equivalent Subjects** LGYC 0055 - Commercial Property Management

**Restrictions** External offerings for this subject are only available to students who are enrolled in a Property program or field of study.

**Assumed Knowledge**

It is assumed that candidates attempting this subject are already in possession of a basic understanding of the nature of commercial real estate as an investment and asset class. It is assumed that this level of understanding includes a familiarity with the fundamental characteristics of retail, industrial and office-building properties, plus the sub-markets existing within each of those use categories, and how the characteristics differ between these three prime categories of commercial property use. It is also assumed that, prior to entry into this subject, students already possess a rudimentary understanding of investment analysis, risk analysis and financial appraisal (i.e. valuation) techniques, principles and practice as they apply to commercial real estate.

## Learning Outcomes

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

1. Explain the wide-ranging nature of the roles, objectives, duties, instructions and obligations inherent in commercial property management, and the economic and market forces which influence them;
2. Explain the various legislative provisions, legal obligations and professional liability issues affecting commercial property management;

3. Demonstrate a sound understanding of the distinctive characteristics of each of the mainstream classes of commercial investment property (retail, industrial, & office buildings) and the manner in which those characteristics dictate the specialist property management considerations in each category;
4. Explain the professional relationships and synergies which occur between the discipline of commercial property management and those of property investment, property development, marketing, leasing, research, valuation, portfolio asset and facilities management.

## Subject Content

- Roles, duties and responsibilities of The commercial property manager
- commercial property management ? legal implications
- commercial leases
- Monitor and control of Expenditure in commercial properties
- management of commercial, office, industrial and retail properties
- Facilities management concepts
- The economy and commercial property cycles
- Ecologically sustainable development and its impact on commercial property management

## 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.

Type	Length	Percent	Threshold	Individual/Group Task
Report	2,500 words excluding attachments, disclaimers, figures/tables; table of contents and reference list.	50	N	Individual
Final Exam	2 hours	50	N	Individual

Prescribed Texts

- Online Book of Readings
- Property Council of Australia 1997, Method of measurement for lettable area, PCA, Sydney. (Reprinted 2004)

Teaching Periods

## Autumn (2022)

### Parramatta City - Macquarie St

**Day**

**Subject Contact** Za Manaf (<https://directory.westernsydney.edu.au/search/name/Za Manaf/>)

View timetable ([https://classregistration.westernsydney.edu.au/event/timetable/?subject\\_code=MKTG3003\\_22-AUT\\_PC\\_D#subjects](https://classregistration.westernsydney.edu.au/event/timetable/?subject_code=MKTG3003_22-AUT_PC_D#subjects))

### Parramatta External

**External**

**Subject Contact** Za Manaf (<https://directory.westernsydney.edu.au/search/name/Za Manaf/>)

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG3003\\_22-AUT\\_PX\\_X#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3003_22-AUT_PX_X#subjects))

## **Autumn (2023)**

### **Parramatta City - Macquarie St**

#### **On-site**

**Subject Contact** Za Manaf ([https://directory.westernsydney.edu.au/search/name/Za Manaf/](https://directory.westernsydney.edu.au/search/name/Za%20Manaf/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG3003\\_23-AUT\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3003_23-AUT_PC_1#subjects))

### **Parramatta External**

#### **Online**

**Subject Contact** Za Manaf ([https://directory.westernsydney.edu.au/search/name/Za Manaf/](https://directory.westernsydney.edu.au/search/name/Za%20Manaf/))

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG3003\\_23-AUT\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3003_23-AUT_PX_2#subjects))