

MKTG 3014 PROPERTY DEVELOPMENT PROCESS

Credit Points 10

Legacy Code 200874

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

Description In this unit, students critically evaluate the property development process, from the initial development concept through to the end-use of completed development projects. Consideration is given to the implications of the property development process and development decisions from the viewpoints of developers, end users, financiers, public authorities and the community. Students acquire a theoretical understanding of the property development process, development appraisal techniques including financial and feasibility aspects, as well as an understanding of how to apply these techniques to a property scenario. Planning issues are also critically examined.

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/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects LGYB 7468 Property Development MKTG 3012 Property Development

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 students will have a sound knowledge of valuation practices and principles, economic theory and town planning principles.

Learning Outcomes

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

1. Outline the holistic process of property development;
2. Critically evaluate the property development process and its key phases and stages ? from initial development concept through to the end-use of completed development projects;
3. Analyse the roles of all relevant industry stakeholders who, in various groups and combinations, occupy vital positions within the property development process;
4. Discuss the implications of the property development process and development decisions from the viewpoints and objectives of developers, end-users, financiers, public authorities, and the community;
5. Interpret and describe various aspects of a financial appraisal and provide advice regarding the financial feasibility, or otherwise, of a development scheme;
6. Analyse and discuss various contemporary issues relevant to the property development industry.

Subject Content

- Overview of property development objectives, input, processes and outputs

- market research, demand & Supply and participants in property development
- Timing of development Projects and economic cycles
- property development appraisal and feasibility techniques
- finance and Risk management in property development
- sustainable property development

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
Log/Workbook	500 words	10	N	Individual
Presentation	5 minutes	10	N	Individual
Report	1,500 words	30	N	Individual
Final Exam	2 hours	50	Y	Individual

Prescribed Texts

- Millington, AF 2002, Property development, Estates Gazette, London.

Teaching Periods

Autumn (2022)

Parramatta City - Macquarie St

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3014_22-AUT_PC_D#subjects)

Parramatta External

External

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG3014_22-AUT_PX_X#subjects)

Autumn (2023)

Parramatta City - Macquarie St

On-site

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3014_23-AUT_PC_1#subjects)

Parramatta External

Online

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View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG3014_23-AUT_PX_2#subjects)