

MKTG 7011 FEASIBILITY MODELLING

Credit Points 10

Legacy Code 201014

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

Description This subject emphasises the evaluation of a site for the purposes of selecting development projects, evaluating different options and making the decision as to whether to proceed to a more detailed feasibility study and modelling. The subject provides students with the knowledge and skills to prepare a full feasibility report and analysis of a project's concept and financial modelling. Students will apply theories and concepts to a case study using current and available applications.

School Business

Discipline Real Estate

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects MKTG 7022 - Property Feasibility Study LGYB 7483 - Feasibility Study

Restrictions

Students must be enrolled in a postgraduate Business program.

Learning Outcomes

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

1. Conduct a preliminary feasibility study of a proposed development;
2. Design and evaluate a development's objectives in order to determine risks and returns of the project;
3. Determine appropriate financial modelling to implement development strategies and options;
4. Monitor and report on the financial performance of the completed project.

Subject Content

Feasibility studies and reporting
 The various concepts of feasibility: Conceptual and Financial modelling
 Preliminary financial feasibility: Introduction to financial analysis and application of Altus's modelling
 Sustainable property practice, minimising risk in the feasibility process and risk management strategies
 Sensitivity analysis, simulation scenario analysis, financial feasibility and the decision making process
 Returns and risks for the various financial stakeholders in projects
 Feasibility testing, end of project evaluation and the reporting process
 Financial analysis using alternative spreadsheet
 Monitoring the project against the feasibility proposal

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	2,000 words	30	N	Individual
Report	4,000 words	60	N	Group
Reflection	500 words	10	N	Individual
Peer Review	500 words	U/S	N	Individual

Prescribed Texts

- Havard.T, 2014, Financial feasibility studies for property development: theory and practice.

Teaching Periods

Quarter 2 (2022)

Parramatta City - Macquarie St

Evening

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7011_22-Q2_PC_E#subjects)

Parramatta External

Online

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Quarter 2 (2023)

Parramatta City - Macquarie St

On-site

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Parramatta External

Online

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