

# MKTG 7023 PROPERTY INVESTMENT AND RISK MANAGEMENT

**Credit Points** 10

**Legacy Code** 201010

**Coordinator** Jie Gao ([https://directory.westernsydney.edu.au/search/name/Jie Gao/](https://directory.westernsydney.edu.au/search/name/Jie%20Gao/))

**Description** This subject discusses investment and risk management in the contemporary property context (both local and international). It explores the unique features of income-producing property and examines the performance of such properties, through the application of a variety of investment techniques. The significance of green property investment is also highlighted. Students will perform risk analysis techniques for income-producing properties and portfolios.

**School** Business

**Discipline** Real Estate

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

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

**Level** Postgraduate Coursework Level 7 subject

**Equivalent Subjects** FINC 7017 - Property Investment Analysis LGYB 6499 - Property Investment Analysis (V2)

**Restrictions**

Students must be enrolled in a postgraduate Business program.

## Learning Outcomes

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

1. Apply property investment analysis in assessing property assets for investment purposes;
2. Critically evaluate the profitability and risk of an income-producing property;
3. Critically evaluate the impact of key factors, such as green building features on the return and risk associated with investment properties;
4. Propose an after-tax cash flow analysis for an income-producing property.

## Subject Content

1. Property investment process and concepts from local and international perspectives
2. Green and environmentally friendly property investment
3. Traditional valuation versus property investment analysis
4. Ratio analysis
5. Discounted cash flow (DCF) and investment analysis
6. DCF-profitability analysis
7. Financial leverage and DCF
8. Risk analysis
9. Risk management of international property
10. Taxation and property investment

## 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	Mandatory
Report	1,000 words	40	N	Individual	Y
Report	2,500 words	60	N	Individual	Y

Teaching Periods

### Quarter 3 (2024)

#### Parramatta City - Macquarie St

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG7023\\_24-Q3\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7023_24-Q3_PC_1#subjects))

#### Parramatta External

**Online**

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

View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=MKTG7023\\_24-Q3\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=MKTG7023_24-Q3_PX_2#subjects))

### Quarter 1 (2025)

#### 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=MKTG7023\\_25-Q1\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7023_25-Q1_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=MKTG7023\\_25-Q1\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7023_25-Q1_PX_2#subjects))

### Quarter 3 (2025)

#### Parramatta City - Macquarie St

**On-site**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7023\\_25-Q3\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7023_25-Q3_PC_1#subjects))

#### Parramatta External

**Online**

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7023\\_25-Q3\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7023_25-Q3_PX_2#subjects))