

MKTG 7030 SUSTAINABLE PROPERTY DEVELOPMENT

Credit Points 10

Legacy Code 201013

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

Description The subject focusses on the importance of Planning and its role in relation to the property development process. This subject provides a wide ranging study of the objectives, functions, roles and methods of operation of the development process, the financial aspects of development, social considerations, taxation aspects and planning matters.

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/) page.

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects MKTG 7021 - Property Development LGYC 0023 - Property Development (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. Analyse the roles and impacts of the key participants in the various stages of the property development process;
2. Analyse and evaluate the range of underlying factors which may directly affect the financial viability and risk exposure of development proposals, and how such factors arise;
3. Propose effective means to manage and control development risks of various kinds that may vary over time;
4. Evaluate the level of planning requirement compliance of a development proposal;
5. Evaluate the role society plays in providing proper control of development activity via the formulation of environmental and town planning codes/regulations;
6. Work productively in groups

Subject Content

1. Property development overview
2. Land Law
3. Town Planning and development approval
4. Development objectives and main components
5. Failed development. Definition and the importance of studying a failed development
6. Property development process
7. Risks in property development
8. Risk management strategies
9. Financing a development
10. Project feasibility ? hypothetical Development Method

11. Developing property sustainably including ethical and socially responsible 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	Mandatory
Report	1000 words	30	N	Individual	Y
Report	2500 words	60	N	Group	Y
Presentation	5 minutes per person	10	N	Individual	Y
Short Answer	500 words	S/U	N	Individual	Y

Prescribed Texts

- Millington, AF 2000 Property development, Estates Gazette, Reed Business Information, London. [ISBN is 0 7282 0345 6]

Teaching Periods

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=MKTG7030_25-Q1_PC_1#subjects)

Parramatta External

Online

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