

# MKTG 7030 SUSTAINABLE PROPERTY DEVELOPMENT

**Credit Points** 10

**Legacy Code** 201013

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

**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/](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	Mandatory Task
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/>)

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7030\\_25-Q1\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7030_25-Q1_PC_1#subjects))

#### Parramatta External

##### Online

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

View timetable ([https://classregistration.westernsydney.edu.au/odd/timetable/?subject\\_code=MKTG7030\\_25-Q1\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7030_25-Q1_PX_2#subjects))