

# MKTG 7032 VALUATION OF SPECIAL PREMISES

**Credit Points** 10

**Legacy Code** 201017

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

**Description** The value of special premises constitutes an important segment of valuation practice in Australia. A number of special valuation considerations arise in valuation of this class of premises. However, the most compelling reason for studying the valuation of special premises is the fact that such properties provide an ideal vehicle whereby valuation principles and methods of valuation can be practiced and critically evaluated by students.

**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

**Pre-requisite(s)** MKTG 7028

**Restrictions**

Students must be enrolled in a postgraduate Business program.

## Learning Outcomes

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

1. Evaluate the nature of specialised property types, their characteristics and relationships to productivity, profitability and management;
2. Examine the effect of contamination and environmental issues on special premises;
3. Apply appropriate valuation techniques and data analysis to the valuation of special premises;
4. Preparation of industry standard reports.

## Subject Content

- valuation of special premises and associated Issues
- special premises accounting Issues, super profit and goodwill
- Hotels and motels
- tourist accommodations
- Marinas
- child care Centres
- Nursing homes and retirement villages
- service stations
- Overview of rural valuation
- Asset valuation and business valuation
- Plant and machinery valuation
- Contamination Issues in valuation

## 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 4 (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=MKTG7032\\_25-Q4\\_PC\\_1#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7032_25-Q4_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=MKTG7032\\_25-Q4\\_PX\\_2#subjects](https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=MKTG7032_25-Q4_PX_2#subjects))