



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Commercial Real Estate

**4412****Introduction to Real Estate Evaluation  
And Investment Analysis**

<b>Start Date:</b>	January 4, 2006	<b>End Date:</b>	May 26, 2006
<b>Total Hours:</b>	80	<b>Total Weeks:</b>	20
<b>Hours/Week:</b>	4	<b>Lecture:</b>	2
		<b>Lab:</b>	2
		<b>Term/Level:</b>	4
		<b>Course Credits:</b>	5.5
		<b>Shop:</b>	
		<b>Seminar:</b>	
		<b>Other:</b>	

**Prerequisites**

Course No.	Course Name
3312	Economics of Real Estate Markets
3313	Introduction to Real Estate Finance

**Course Number is a Prerequisite for:**

Course No.	Course Name
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**v Course Description (required)**

Marketing 4412-Introduction to Real Estate Evaluation and Investment Analysis includes an in-depth study of the most common real property evaluation methodology, then moves into the deeper consideration of the analysis of income-producing real property from the investor's perspective.

**v Detailed Course Description (optional)****v Evaluation**

Individual class participation	15%	Comments: Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course. The student must complete all quizzes, projects, and exams. Individual Class Participation marks may be earned only in class through proactive, self-initiated, current, relevant input by the student.
Projects	30%	
Quizzes	15%	
Final examination	40%	
<b>TOTAL</b>	<b>100%</b>	

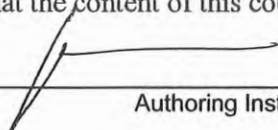
**v Course Learning Outcomes/Competencies**

Upon successful completion, the student will be able to demonstrate:

1. a working knowledge of the most active practical real property evaluation methods.
2. a fundamental understanding of key criteria that affect the value of income-producing real property investments.

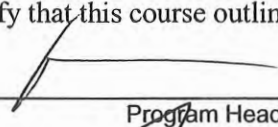
**v Verification**

I verify that the content of this course outline is current.

  
\_\_\_\_\_  
Authoring Instructor

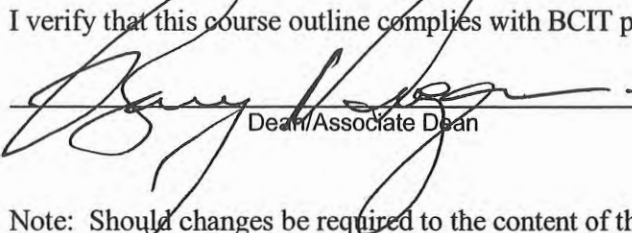
25/12/05  
\_\_\_\_\_  
Date

I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Program Head/Chief Instructor

25/12/05  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

  
\_\_\_\_\_  
Dean/Associate Dean

Jan 4/06  
\_\_\_\_\_  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

**v Instructor(s)**

Bill Phillips	Office Location: SE6 320	Office Phone: 604 451 6762
	Office Hrs.: As posted	E-mail Address: Bill_Phillips@bcit.ca

**v Learning Resources**

*Recommended: Real Estate Investment Analysis and Advanced Income Appraisal Course Manual, 2003. UBC Faculty of Commerce, Real Estate Division.*

*Recommended: Real Estate Investment Analysis and Advanced Income Appraisal Course Manual, 2003. UBC Faculty of Commerce, Real Estate Division*

And, same text as required for Marketing 4411, *Real Estate Principles*.

**v Information for Students**

**Assignments:** Late assignments, lab reports or projects may **not** be accepted for marking. At a minimum, assignments submitted after given deadlines will receive a daily deduction of 2% of the course mark. Assignments must be done on an individual basis unless otherwise specified by the instructor.

**Makeup Tests, Exams or Quizzes:** There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

**Ethics:** BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

**Attendance:** The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each session. Students not present at that time will be recorded as absent.

**Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.**

**Illness:** A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects, or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated.

**Attempts:** Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

**Course Outline Changes:** The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

**v Assignment Details**

To be distributed in class.

### Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
1	Real Property Assets & Markets, Overview		Real Estate Markets <i>Team Presentation 1 Quiz sessions 1-2</i>	Session 2
2	<u>Real Estate Markets</u> <i>Team Presentations 1</i>  Investment Decision Price-Setting <i>Quiz Sessions 1, 2</i>		Comparison Method of Evaluation <i>Individual Presentation 1</i>	Session 4
3	Comparison Method of Property Evaluation <i>Field Work</i>		Comparison Method of Evaluation <i>Individual Presentation 1</i> Cost Method of Property Evaluation	Session 4
4	<u>Comparison Method of Property Evaluation</u> <i>Individual Presentation 1</i>  Cost Method of Evaluation		Cost Method of Evaluation <i>Individual Presentation 2</i> Income Method of Evaluation	Session 5
5	<u>Cost Method of Evaluation</u> <i>Individual Presentation 2</i>  Income Method of Evaluation		Income Method of Evaluation <i>Individual Presentation 3</i>	Session 6
6	<u>Income Method of Evaluation</u> <i>Individual Presentation 3</i>  Residual Method of Evaluation		Residual Method of Evaluation <i>Individual Presentation 4 Quiz sessions 3-6</i>	Session 7
7	<u>Residual Method of Evaluation</u> <i>Individual Presentation 4</i>  <b>Quiz Sessions 3-6</b>		"Your Pitch" <i>Individual Presentation 5</i>	Session 8

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
	Marketing Proposal Elements			
8	<u>"Your Pitch" Proposal</u> <b>Individual Presentation 5</b>  Marketing and Search Proposal Elements		Making the Marketing Proposal Making the Search Proposal	Session 9
9	Making the Marketing Proposal Making the Search Proposal		<b>Mid Term Exam, Sessions 1-9</b>	Session 10
10	<b>Mid Term Exam, Sessions 1-9</b>		Ownership Structures Real Estate Syndication	Session 11
11	Ownership Structures  Real Estate Syndication		Income Statements Analysis <b>Team  Presentation 2</b>	Session 12
12	<u>Income Statements  Analysis</u> <b>Team Presentation 2</b>		Cash Flow Analysis <b>Team  Presentation 3</b>	Session 13
13	<u>Cash Flow Analysis</u> <b>Team Presentation 3</b>		Real Estate Investment Taxation <b>Team  Presentation 4</b>	Session 14
14	<u>Real Estate Investment Taxation</u> <b>Team Presentation 4</b>  Real Estate Investment Taxation		Lease Analysis <b>Individual  Presentation 6</b>	Session 15
15	<u>Lease Analysis</u> <b>Individual  Presentation 6</b>  Lease Analysis		Return Measurement <b>Individual  Presentation 7</b>	Session 16
16	<u>Return Measurement</u> <b>Individual  Presentation 7</b>  Return Measurement		<u>Investment  Analysis,</u> <b>Team  Presentation 5</b>	Session 17

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment	Due Date
17	<u>Investment Analysis</u> , <b>Team Presentation 5</b>  Investment Analysis		Real Estate Market Forecasting <b>Team Presentation 6</b>	Session 18
18	Real Estate Market Forecasting <b>Team Presentation 6</b>			
19	Review		<b>Final Exam All Inclusive</b>	Session 20
20	<b>Final Exam All Inclusive, May 23-26</b>			