



Department of Marketing and Consumer Studies  
MCS\*4810  
REAL ESTATE AND HOUSING PROJECT  
Fall 2011



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**Instructor:** Jane Londerville  
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Email: [jlonderv@uoguelph.ca](mailto:jlonderv@uoguelph.ca)  
Office Hours: Monday 10:30-11:30 or by appointment

**Class Times and Location:** Tuesday 8:30-11:20, MACK 228

**Course Description:**

This course is a capstone course meant to bring together concepts from all other Real Estate and Housing courses. It deals with the development, redevelopment and renewal of housing and real estate services. Students will complete a project that addresses an issue in the real estate or housing sector, applying knowledge of development, market analysis, affordability, financing and government regulation.

**Objectives of the course:**

- a) To integrate the real estate courses within REH.
- b) To develop an understanding of the context within which decisions about real estate development and redevelopment take place.
- c) To appreciate the interrelations among the various aspects of real estate systems (government, financial, market).

**Course Materials and Resources:**

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. Check this site often.

There is no required textbook for the course so you will need to refer to texts from previous courses such as Real Estate Market Analysis and Real Estate Development.

**Course Philosophy and Approach:**

This will be a seminar course. For the first two weeks we will review previous course material, discuss feasibility analysis in real estate, discuss sources of data for analysis of real estate feasibility, and define the topics for the projects to be completed during the semester. I will then meet individually with project teams throughout the semester to discuss progress in the term project. There will be a class later in the semester to work on the project spreadsheet. Projects will be presented in the last two-three weeks of class.

**On-Line Communication:**

- This course has a website (see <http://courselink.uoguelph.ca/>).

- I will be communicating with you only via your central email account <uoguelph.ca> from time to time. Please check this account on a regular basis.
- While I endeavour to check my email daily, students can reasonably expect a response from me within 24 hours during the work week.

**Course Schedule and Key Dates:**

<b>Week</b>	<b>In-Class Activities and Assessments</b>
1	Discussion of Projects and possible Topics; Description of Real Estate Feasibility Analysis; Introduction to Market Analysis for Real Estate
2	Refinement of Topics; discussion of data sources for various components of feasibility analysis
3	<b>PROJECT INITIATION DOCUMENT DUE on Courselink – no class</b>
4	Meetings to discuss and refine project outlines (individual, scheduled with instructor on Zimbra during regular class times)
5	Meetings to discuss and refine project outlines (individual, scheduled with instructor on Zimbra during regular class times)
6	<b>Phase 1 report due by Wednesday</b>
7	<b>DCF and financial spreadsheet class - Monday</b>
8	Progress reports; individual meetings with instructor; Friday submit spreadsheet on COURSELINK, along with a written (1-2 pages) outline of the assumptions used in the analysis (can be embedded in spreadsheet)
9	Meetings with instructor
10	Finalize draft report;
11	Project presentations
12	Project presentations; <b>Final reports due Wednesday in drop box in MINS 205 – submit copy of spreadsheet on Courselink</b>

Note: The schedule of learning activities may require modification from time to time. Any changes will be posted on the Courselink site.

**Method and Timing of Evaluation:**

<b>Assignment/Examination</b>	<b>Date</b>	<b>Marks allocated (%)</b>
Project Initiation	See Courselink for all due dates	10
Phase 1 of report		30
Spreadsheet		10
Phase 2 of report		40
Report Presentation		10

Detailed instructions for the project are posted on Courselink ó please **READ THEM!! SEVERAL TIMES!!!**

*Unless you have received approval for an extension well ahead of the due date, late penalties of 10%/earned grade/day (including weekends) will be assigned. Extensions will only be granted on the basis of extenuating circumstances.*

*If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please meet with me during the first week of classes.*

*Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.*

## **Policies and Regulations**

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### **Academic Misconduct:**

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community – faculty, staff and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### **Academic Consideration:**

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar ([http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-ac.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml)) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.