

**UNIVERSITY OF GUELPH
DEPARTMENT OF MARKETING AND CONSUMER STUDIES
MCS*1820 REAL ESTATE AND HOUSING
Fall 2010 Course Outline**

INSTRUCTOR: Professor Jian Zhou
TELEPHONE: 824-4120 EXT 56634 **OFFICE:** MINS 213E
E-MAIL: jian@uoguelph.ca
OFFICE HOURS: Tuesday 1:00 - 2:00pm or by appointment
LECTURES: Tuesday/Thursday 11:30-12:50, MACK Room 121 (Section 1)
 2:30-3:50, MINS Room 300 (Section 2)
FINAL: TBA

RECOMMENDED READINGS (NOT REQUIRED):

Miller and Geltner Real Estate Principles for the New Economy 2005, Thompson.
Sewell, John, Houses and Homes, James Lorimer and Co., 1994.

You're required to take lecture notes. Also familiarize with CourseLink <https://courselink.uoguelph.ca> .
Some additional materials are on reserve at the library.

CALENDAR DESCRIPTION:

A survey course to acquaint students with the theories, practices and principles of real estate and housing. Topics include how real estate assets and markets differ from other assets, government influence in the housing and real estate sectors, non-market housing in Canada, financing real estate, and development.

COURSE OBJECTIVES:

1. To introduce students to the field of real estate and housing studies. The focus is on the Canadian context.
2. To provide an understanding of the role of consumers, business and government in the real estate and housing arena.
3. To foster an awareness of the impact of real estate and housing on society.

ACADEMIC INTEGRITY: <http://www.academicintegrity.uoguelph.ca/>

METHOD OF EVALUATION: Weight

Midterm Exam # 1	20%
Midterm Exam # 2	20%
Assignment	5%
Seminar	15%
Quizzes	5%
Final Exam	35%

Exams: Midterms and final exams will include either multiple choice or short answer questions or both. More information will be given out during class.

Assignment and Seminar: The assignment will be a short exercise examining career options in real

estate. The seminar involves research, presentation, in-class discussion and written-summary, all as part of a small group of students. More detail will be posted on Courselink.

Quizzes: There are five (see the dates below). A quiz will be taken at the end of a class and only test your knowledge for that class. The quizzes may have either multiple choice or short answer questions or both.

Lecture Schedule (subject to revision)

Note: MG refers to the recommended text of Miller and Geltner(2005)

Week	Subject
1	09/09(Thursday): Introduction to Real Estate as a field of study
2	09/14(Tuesday): In-class Library orientation by U of Guelph librarian 09/16(Thursday): Types of real estate: characteristics and differences – MG, Chapter 1
3	09/21(Tuesday): Overview of Housing Policy in Canada—Sewell Chapter 1, 7, 8 & 9; Assignment is handed out 09/23(Thursday): Economics of Real Estate Markets-- MG Chapter 2; Quiz 1
4	09/28(Tuesday): Economics of Real Estate Markets (continued) -- MG Chapter 3 & Office, Industrial, and Retail Property-- MG Chapter 6 09/30(Thursday): Dealing with Landlord/tenant issues and investing in rental properties by guest speaker--Eric Martin, Social Housing Consultant (tentative)
5	10/05(Tuesday): Seminar 1 Policy for residential rental housing http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_06r17_e.htm http://www.ltb.gov.on.ca/en/index.htm 10/07 (Thursday): In-class Midterm Exam 1
6	10/12(Tuesday): Real Estate Development—MG Chapter 24; Quiz 2 10/14(Thursday): Seminar 2 Seniors Housing Options
7	10/19(Tuesday): Real Estate Development (continued); Assignment due in class 10/21(Thursday): Seminar 3 - David Hulchanski, “How did we get here? The Evolution of Canada’s “Exclusionary” Housing System”. In Hulchanski and Shapcott “Finding Room: Policy Options for a Canadian Rental Housing Strategy,” University of Toronto Press, 2004. (on reserve at the library)
8	10/26(Tuesday): Real Estate Appraisal; Quiz 3 10/28(Thursday): Real Estate Financing
9	11/02(Tuesday): Real Estate Financing(continued); Quiz 4 11/04(Thursday): Real Estate Brokerage; Guest Speaker – Trish Schreiber (tentative)
10	11/09(Tuesday): In-class Midterm Exam 2 11/11(Thursday): Planning
11	11/16(Tuesday): Seminar 4 Growth Management Strategies: Growth Plan for the Greater Golden Horseshoe, Ontario, 2006 http://www.placestogrow.ca/index.php?option=com_content&task=view&id=9&Itemid=14 11/18(Thursday): Property tax & property management; Quiz 5
12	11/23(Tuesday): Seminar 5 Real Estate Agents – Benefits and costs – should you use one to sell your house? Or lease your office space? http://www.reco.on.ca/ 11/25(Thursday): Seminar 6 Green Building http://www.cagbc.org/

13	11/30(Tuesday): Review
----	------------------------

University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100 %	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

Course Evaluation

Course and instructor evaluation for this class will be handled via a separate Courselink site during the final two weeks of the term.