AI281U Market Analysis and Retail Development 5.0 credits

Marknadsanalys och utveckling av handelsfastigheter

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

Establishment

Course syllabus for AI281U valid from Autumn 2014

Grading scale

P, F

Education cycle

Second cycle

Main field of study

Built Environment

Specific prerequisites

Higher education in engineering, economics or equivalent knowledge through work experience.

Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

Intended learning outcomes

The understanding of theory and methods used for market analysis should enable students to:

- Conduct market analysis for shopping centers.
- Investment calculations for marketanalysis
- Perform a productivity analysis.
- Identify urban growth and the market area for a retail center.
- Apply different methods for estimating retail demand.
- Identify competing supply and perform a property rating.
- Estimate market capture rates and leakage to increase market shares.
- Explain principles behind market equilibrium.
- Calculate subject capture.
- Estimate absorption of demand and the size of a retail center.
- Explain important aspects in urban development and their consequences to retail management.
- During the course the Framingham Mall is a case where the student apply their knowledge of priciples and methods for market analysis.

Course contents

Market analysis and development is an applied course in market analysis for planning of retail developments. This course will give the student knowledge of theories and experience of methods for market analysis used by real estate firm. The students will gain an basic understanding of importnat aspects in planning a retail center. The knowledge which is aquired in this course is used to evaluate a retail development project.

Course literature

Market analysis for real estate, concepts and applications in valuation and highest and best use.

Stephen F. Fanning.

Shopping Environments Evolution, Planning and Design, P.Coleman

Examination

- INL1 - Assignment, 2.0 credits, grading scale: P, F
- TEN1 - Written Exam, 3.0 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

TEN1 Written Exam 3,0 hp, Grading Scale Pass/Fail

PRO1 Assignmnet, 2,0 hp, Grading Scale Pass/Fail

Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.