



# AI286U Market Analysis and Retail Development 3.0 credits

Marknadsanalys 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 AI286U valid from Spring 2017

## Grading scale

P, F

## Education cycle

Second cycle

## Main field of study

Built Environment

## Specific prerequisites

Higher education in technology, economics or the equivalent knowledge through practical experience.

## Language of instruction

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

## Intended learning outcomes

â€¢The course should give the students a basic understanding of theories and methods that are used for market analyses of retail properties so that the student can:

Carry out a productivity analysis.

Carry out investment analysis for market analysis.

Identify urban growth and decide on a market area for retail properties.

Apply methods to decide demand for retail properties.

Identify competing supply.

Use method to decide the relative competitiveness of retail properties.

Decide market shares and leakage to competing centres.

Calculate the effect of market shares for the number of requested square metres of retail space.

Apply methods for economic base analysis.

Apply basic knowledge in investment analysis.

Explain important principles of planning and how planning principles effect the construction of or refurbishing of a retail property.

## Course contents

Market analysis and development of retail properties are an applied course that gives the students skills based on established theories and methods within real estate economics as well as planning of urban environments. The knowledge is applied on analyses of an existing retail center in western Stockholm.

## Course literature

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

Stephen F. Fannin

## Examination

- INLA - Written assignment, 1.0 credits, grading scale: P, F

- TENA - Exam, 2.0 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 examination, 2.0 credits, grading scale Pass/Fail

PRO1 Project Work, 1.0 credits, 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.