



Course title: FUNDAMENTALS OF MARKET ANALYSIS

ECTS credit allocation (and other scores): 4

Semester: spring

Level of study: ISCED-6 - first-cycle programmes (EQF-6)

Branch of science: Social sciences and Engineering and technology

Language: English

Number of hours per semester: 15/30

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Type of classes: classes

Substantive content

CLASSES: Determining the characteristics of real estate and the real estate market 2. Collecting data on the local real estate market 3. Analysis of spatial and demographic conditions of the local real estate market 4. Analysis of offer prices 5. Statistical description of real estate prices 6. Analysis of the impact of selected features of real estate on transaction prices (correlation and regression analysis) 7. Econometric modeling of real estate prices 8. Real estate demand and supply research 9. Market research survey methods.

LECTURES: Real estate as a product on the market 2. Demand, supply and prices on the real estate market 3. Conditions of real estate market functioning 4. General principles and methods of market analysis 5. Modeling econometric transaction prices 6. Research on the demand and supply on the real estate market 7. Dynamics analysis of the real estate market.

Learning purpose: Transfer of knowledge on the functioning of the real estate market as well as practical analysis skills.

On completion of the study programme the graduate will gain:

Knowledge: Has the basic knowledge necessary to understand social, economic and legal issues related to the real estate market.

Skills: Is able to put into practice the knowledge of the real estate market and its analyzes.

Social Competencies: Knows the basic methods, techniques and tools for solving problems in the field of real estate market analysis.

Basic literature: 1) Bryx Marek, Rynek nieruchomości, system i funkcjonowanie, wyd. PolText, 2006; 2) Kucharska-Stasiak Ewa, Ekonomiczny wymiar nieruchomości, wyd. PWN, 2016 ; 3) Mruk Henryk, Analiza rynku, wyd. PWE, 2003.

Supplementary literature: Walesiak Marek, Metody analizy danych marketingowych, wyd. PWE, 1996

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 50

Student's independent work: 50