

# BC 6775 and BC 4803 Syllabus

Real Estate Market Analysis - Fall 2026

3 Credit Hours

---

## Instructor Information

---

**Instructor**

Alexander (Sandy) Paul  
Professor of the Practice  
School of Building Construction

**Email**

alexander.paul@design.gatech.edu

**Office Hours & Location**

Available by appointment  
at 237 Caddell Building or via  
Teams/Zoom

---

## General Course Information

---

### Description

This course is centered on the best practices for creating real estate market analysis, as well as the purposes of market analysis, how it is used, and by whom. The different ways of analyzing supply and demand metrics across various real estate property types will be addressed, and real-world applications of market analysis for real estate development will be explored.

Note that class delivery is in-person only; the instructor's lecture notes will not be posted to Canvas nor otherwise made available to students, although many reference materials will be posted. Classes will not be recorded.

### Course Goals and Learning Outcomes

This course will prepare students to:

- Evaluate supply and demand conditions that affect decision-making in real estate development and investment opportunities
- Understand the range of data sources that are commonly used in real estate market analysis, and how to employ those data sources
- Create thoughtful real estate market reports and site-specific market studies
- Differentiate key market indicators across various real estate property types and asset classes
- Identify flawed or biased narratives in real estate writing, and advise on how to avoid such errors

---

## Course Requirements & Grading

---

The following areas of work will be graded and allocated according to the percentages in the table to determine the final grade for each student. There is no final exam for this course; the case study presentation serves as the culminating project for the course and an opportunity for students to demonstrate their mastery of the material.

Assignment	Weighting for Graduate Students	Weighting for Undergraduate Students
Homework	20%	20%
In-Class Exercises, Class Attendance, and Participation	10%	20%
Test #1	15%	20%

---

Assignment	Weighting for Graduate Students	Weighting for Undergraduate Students
Thought Leadership Report	20%	0% (undergraduate students are exempt from this assignment)
Test #2	15%	20%
Final Case Study Presentation	20%	20%
<b>Total</b>	<b>100%</b>	<b>100%</b>

### Description of Graded Components

Homework assignments, tests, and reports will be graded on accuracy, clarity of writing, and a student's success in connecting responses to the lessons discussed in class. Students should seek to convey what they have learned about data analysis and research techniques and, where appropriate, apply that knowledge to the real-world challenges we will discuss throughout the course. Participation grades will be enhanced by a student's willingness to share in class and ability to cite evidence; we are seeking a robust discussion of the course topics.

### Grading Scale

A student's final grade will be assigned as a letter grade according to the following scale:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

---

## Course Materials

### Course Text

*Real Estate Market Analysis: Trends, Methods, and Information Sources*, 3rd Edition, Deborah L. Brett, Urban Land Institute, 233 pp.

### Additional Materials/Resources

The instructor will post supplemental readings to Canvas.

### Course Website and Other Classroom Management Tools

Assignments, course announcements, and supplemental readings can be found on Canvas. Course delivery is in-person only.

Assignments should be submitted via Microsoft Word, Excel, or PowerPoint uploads to Canvas as determined by the instructor.

---

## Course Policies, Expectations, & Guidelines

### Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. [Review Georgia Tech's Honor Code](#) and the [Student Code of Conduct](#).

Any student suspected of cheating or plagiarizing on a test or other assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

### **Accommodations for Students with Disabilities**

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

### **Attendance and/or Participation**

Attending class is an important part of this course, as in-class exercises require discussion and the final project likely will be assigned in a team format. However, students will not be penalized for missing class for reasons permitted under Georgia Tech policy.

In the case of unavoidable absences, you are responsible for making up the work done in class. It is not the instructor's responsibility to provide the student with that information outside of class. It is your responsibility to obtain from a classmate any missed information or handouts.

### **Collaboration & Group Work**

All work in this course must be performed in adherence to the Georgia Tech Honor Code as noted above. Collaboration is permitted when specifically noted by the instructor, such as for in-class group exercises and team projects. All tests must be completed individually, with no collaboration.

### **Extensions, Late Assignments, & Re-Scheduled/Missed Tests**

All assignments given are due on the date and time indicated in class, on the distributed assignment itself, or in Canvas. All students are expected to complete any and all assignments given. The instructor reserves the right to modify assignments as necessary. Any credit for late assignments (homework, projects, readings, and others) is at the discretion of the instructor.

There will be no make-up tests, except for reasons specifically permitted under Georgia Tech policy. Please provide the instructor with a letter from an appropriate authority in order to schedule a make-up test.

### **Inclement Weather and Digital Learning Days**

If class needs to be canceled due to weather or other unexpected challenges, we will make up the missed content according to Georgia Tech policy.

### **Student-Faculty Expectations Agreement**

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgment, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate some basic expectations for this class. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Please remain committed to the ideals of Georgia Tech while in this class.

### **Student Use of Mobile Devices in the Classroom**

Students are permitted to take notes on laptops, and there will be occasional in-class exercises where students will benefit from having laptops, such as lessons on how to search for economic and real estate market data on various websites, or student polls related to course topics. That said, students are asked to please silence all devices while in class, and to keep their attention on the lesson and relevant discussions. Students who are engaging in online activities not related to class may be penalized via their participation grade.

Please note that the use of laptops is permitted during the midterm test; the exam will be conducted in class, and students may type their responses in Microsoft Word and then upload their files to Canvas.

Students may handwrite their test answers if they prefer, but need to provide their own paper. Students may use the calculators on their laptops during tests but may not go online or use any search functions or other files; doing so is a violation of the honor code. The tests are not open note or open book exams.

### **Additional Course Policies**

**Notes from Class Discussions:** Each student is responsible for taking notes during class discussions. The instructor's lecture notes from this class will not be published nor available in any other format, although many reference materials will be posted to Canvas. Questions about information discussed in class will be included on tests; it is the responsibility of the student to obtain notes from any missed classes.

**Homework:** The homework questions as provided by the course instructor on Canvas will provide you with a content outline for the course. Your homework answers will be submitted via Canvas and reviewed by the instructor. General feedback on the homework will be provided at the beginning of each class by and at the discretion of the instructor. Specific questions you might have relative to the homework assignment should be asked during this time.

**Tests:** Please see above regarding the use of laptops during tests. The use of phones is not permitted during tests. Students who prefer to handwrite their test responses may use a standard calculator during tests.

**Artificial Intelligence (AI):** All work in this course is expected to be completed without the use of artificial intelligence, with exceptions made at the discretion of the instructor for any projects on topics related to the use of AI in real estate. The use of AI tools that are embedded in Microsoft Office products (such as Copilot) are permitted, but the primary concepts in the students' work should be of their own creation. Students who use AI without written instructor authorization to complete reports or homework assignments for this class will be subject to discipline under the Honor Code.

### **Campus Resources for Students**

**Graduate Student Academic and Professional Success Resources:** A list of resources for graduate students is given on the [Office of Graduate and Postdoctoral Education](#) website. Specific information for [current graduate students](#) includes:

- [Academic Resources](#) such as the Communications Center, Language Institute, Library, Catalog, Registrar, resources for conducting research, Advocacy and Conflict Resolution resources, and how to manage unexpected situations that may impact your academic performance;
- [Student Resources](#) such as Campus Services, Child Care/Family programs, Health & Wellness, Career Services, and the Student Resource Guide; and
- [Professional Development](#) such as the programming from the Career Center and other professional development resources and events.

**Student Well-Being:** At Georgia Tech, we are concerned about your overall physical, social, and mental well-being. A [comprehensive list](#) of wellness related resources has been compiled and maintained by the Office of the Vice President for Student Engagement and Well-being.

---

## **Additional Syllabus Components**

---

### **Course Objectives**

Your success in this course is primarily based on how accurately and comprehensively the student is able to reflect the lessons of the course. In short, the quality of work is the primary consideration. However, effort also matters. A well-researched and thoughtful response will be appreciated by the instructor even if the student's conclusion is atypical. Further, the quality of writing and oral presentations matters; the ability to convey ideas about real estate market analysis (in addition to understanding the mechanics of how to research and calculate supply/demand factors) reflects the importance of communication skills in the real estate industry. Analysts need to be able to convince their clients (developers, investors, brokers, and

public servants) that their data-driven conclusions are valuable and should shape decisions. For help with writing and presentation skills, please visit the Georgia Tech Communications Center (under Academic Resources as noted above), or consult a manual such as *The Elements of Style* by Strunk and White or *A Manual for Writers* by Kate Turabian. The instructor also will provide feedback on written assignments and oral presentations.

### Instructor Support

The best way to succeed in this course is to complete the readings and homework assignments, prepare for the tests, and be a good partner on team activities. Further, ask questions and contribute to the classroom discussion. If you are unclear about the content, please schedule an in-person or online meeting. I want to address your questions and help you be successful in this course. However, please do not wait until just before a test or an assignment due date, as time may not allow us to meet before the deadline.

My goal is for you to finish this course understanding the core principles of real estate market analysis, how to apply those principles in real-world settings, and how to find data and answers to market analysis questions that you may encounter as a developer or other real estate professional.

---

## Course Schedule

---

Please see the separate schedule document on Canvas that includes the week-by-week course topics and assignments.