

# REAL ESTATE ANALYSIS AND DEVELOPMENT, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

## Program Description

The Real Estate Analysis and Development (READ) certificate is designed to prepare students for a variety of careers in the real estate industry. It specifies coursework in advanced real estate analysis and investments. Students pursuing this certificate will be encouraged and better prepared to seek careers in commercial real estate development, analysis, investment, valuation, banking, and brokerage. They will be positioned to enter the financial management training programs of leading corporations. Strong demand exists from corporate recruiters for well-prepared graduates to enter these post-graduation training programs. READ Learning Goals - The learning objectives for the certificate in Real Estate Analysis and Development (READ) include:

**Communication Skills:** Argue your point persuasively in written, oral, or presentation form.

**Problem Solving:** Analyze complicated real estate financial issues using best tools, theories, and evidence, complemented by the ability to recommend solutions and implementation plans.

**Critical Thinking:** Understand the economic and institutional framework underlying successful real estate projects and developments.

**Integrative Understanding:** Integrate and coordinate teams across multiple disciplines including finance, marketing, management, accounting, economics, and law. Direct assessment will be embedded in selected instructional modules. Measures will be identified in various assignments, projects, and exams. Over a five-year period each objective will be measured at least twice. If early indications show a need for more frequent assessments, adjustments will be made. Program faculty serve as the assessment committee and meet at least once a year. Results are analyzed and plans for improvement in content and/or delivery will be implemented.

## What is Real Estate Analysis and Development?

The Real Estate Analysis & Development Certificate is designed to prepare students for opportunities to interact with the real estate industry in an intimate way. Students will gain an understating of the complexities of real estate resources, which will assist them in both personal and professional investment decisions. Skills that will be enhanced include negotiations, investment analysis, enhanced financial techniques and institutional knowledge of the real estate sector. By completing the READ Certificate, students will be given opportunities to participate in the Real Estate Boot Camp, which offers site visits, special guest lecture series, a REIT Case Competition and other special opportunities unique to the commercial real estate sector.

## Entrance to Certificate

The READ certificate is only open to students enrolled in a Smeal College of Business major. The READ certificate is not open to students enrolled in the Risk Management major - Real Estate option.

## Program Requirements

To earn an undergraduate certificate in Real Estate Analysis and Development, a minimum of 9 credits is required.

Code	Title	Credits
<b>Required Courses</b>		
RM 303	Real Estate Fundamentals	3
RM 450	Contemporary Issues in Real Estate Markets	3
Select one of the following:		
RM 424	Real Estate Law	3
RM 460	Real Estate Financial Analysis	
RM 470	Real Estate and Capital Markets	

### Non-Course Requirements

Extracurricular Activities - While not a READ requirement, students who enroll in the certificate are encouraged to participate in the extra-curricular Real Estate Boot Camp offered by the Institute for Real Estate Studies (IRES) which is housed in the Smeal College of Business. Students are also encouraged to join the Real Estate Society club while at Penn State.

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## University Park

### Mallory Meehan

Clinical Assistant Professor of Real Estate, Assistant Director for the Institute of Real Estate St.  
323 Business Building  
University Park, PA 16802  
814-863-1558  
mmm446@psu.edu

## Contact

### University Park

DEPARTMENT OF RISK MANAGEMENT  
355 Business Building  
University Park, PA 16802  
814-865-4172  
rm@smeal.psu.edu

<https://www.smeal.psu.edu/risk-management> (<https://www.smeal.psu.edu/risk-management/>)