

# REAL ESTATE ANALYSIS AND DEVELOPMENT, CERTIFICATE

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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.