

REAL ESTATE DEVELOPMENT CERTIFICATE

Program Description

Real estate development projects have many moving pieces — millions of dollars, groups of stakeholders, and teams of individuals working together to bring the projects to success, often over the course of several years.

Throughout this certificate program, you will focus on how to effectively manage these commercial development projects to maximize value. Utilizing specific case studies, you will determine a project's feasibility, develop project management skills, and systematically compare competing commercial development sites to ensure your selection aligns with your project goals. You will then create, cultivate, and communicate the project's vision, scope, and feasibility in a development package to share with key stakeholders to gain support for your project. This package will prepare you to create a Basis of Design document which will become the foundation for the project team's choices, rationale, and decision making throughout the process. To highlight the project's benefits and opportunities to the broader community, you'll also develop a financial pitch designed to realistically promote the project. As the final piece, you'll have the opportunity to develop plans to overcome any unexpected project challenges elegantly and efficiently. Upon completion of the program, you will have the skills and practical knowledge to take a commercial development project from conception to launch.

Key Takeaways

- Establish a systematic and project-focused commercial building site selection process to efficiently compare potential building sites
- Calculate, create, compile, and organize relevant development project data into a deliverable development package
- Utilize commercial project data to create and deliver a financial pitch
- Analyze your specific market sector's needs to articulate the vision to prospective planners, designers, and architects
- Identify potential commercial project adversities and optimize potential project opportunities to make decisions that efficiently apply resources

What You'll Earn

- Real Estate Development Certificate from the Cornell SC Johnson College of Business
- 90 Professional Development Hours (9 CEUs)
- 90 credits towards the BOMI Continuing Professional Development Program (CPD)

Who Should Enroll

- Developers of complex, multi-unit projects
- Real estate portfolio and asset managers
- Project managers
- Underwriters
- Property attorneys
- Loan officers
- Facilities managers of complex, multi-unit properties
- Property managers of complex, multi-unit properties

Total Investment

3.5 months to complete the program.

How to Enroll

For more information and to enroll, please visit Real Estate Development Certificate (<https://ecornell.cornell.edu/certificates/real-estate/real-estate-development/>).

Courses

The courses in this certificate program are required to be completed in the order that they appear.

Code	Title	Hours
eCornell SHA581	Introduction to Commercial Real Estate Development	0
eCornell SHA582	Managing Real Estate Development Projects	0
eCornell SHA690	Real Estate Site Selection Analysis and Decisions	0
eCornell SHA691	Creating the Real Estate Development Package	0
eCornell SHA692	Preparing and Delivering the Project Pitch	0
eCornell SHA693	Creating the Basis of Design for Real Estate Projects	0
eCornell SHA694	Instilling Resiliency in Real Estate Development Projects	0