



CERTIFICATE IN COMMERCIAL REAL ESTATE

This program provides learners with the knowledge and skills they need to understand the integral components of the commercial real estate business. Participants acquire a robust overview of the development process, project planning and management, investment and financing decisions, property valuation, property management and the cycle of tenancy, and real estate asset management.

Ultimately, you will obtain practical guidance and analytical tools to enhance your career and improve your ability to develop successful real estate projects. Familiarity with Microsoft Excel is strongly recommended.

The courses in this certificate will equip you to ...

- Plan a financially feasible development project using the real estate development process
- Create a real estate development project schedule, budget, and process for managing resources and risks
- Develop a real estate investment strategy, estimate profitability, and choose the best way to raise capital
- Structure private equity and debt financing to maximize returns on real estate investment deals.
- Maintain real estate properties using best practices in facilities and tenancy management.
- Develop a real estate asset management strategic plan to meet or exceed owner goals.

This certificate is ideal for professionals with financial or operational responsibility for real estate, investments, or financing; asset management professionals; people working for or aspiring to work for real estate funds, REITs, real estate developers, or real estate advisory firms.

Certificate Courses

This certificate requires approximately 36 hours of study time and is earned upon completion of the six courses below. Course descriptions can be found on the reverse.

- Introduction to Commercial Real Estate Development
- Managing Real Estate Development Projects
- Real Estate Investment Decisions
- Financing Real Estate Investments
- Leading Successful Property Management Operations
- Optimizing Asset Management Strategies

Pricing & Registration

The six-course certificate price is US\$3600. Register online at:

sha.cornell.edu/online/comm-real-estate

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Introduction to Commercial Real Estate Development

Learn the crucial early stages of the real estate development process to shepherd your development vision toward a financially feasible future and align your decision making with real estate cycles, municipal objectives, and market realities.

Managing Real Estate Development Projects

Learn how to think like a project manager in order to guide complex real estate development projects to success. Use practical tools and critical project management skills to confidently create a project schedule, set a realistic budget, and effectively manage resources, risks, and people.

Real Estate Investment Decisions

Learn the basic concepts and tools behind structuring profitable real estate investments. Analyze investment strategies, apply them to proposed investments, and use tools to calculate their profitability and strategic alignment. Determine the best way to raise capital for your investment strategy using common equity financing structures.

Financing Real Estate Investments

Learn the key concepts and analyses behind equity and debt financing of real estate investments to structure deals that are more likely to win approval and generate high rates of return and immediately apply the sophisticated spreadsheet tools you use to real-life opportunities.

Leading Successful Property Management Operations

Invest in the profitability of your real estate asset by investing in excellent maintenance and management. Learn strategies for effective facilities operations and management, best practices in key maintenance areas, ways to reduce environmental impact, and analyses that allow you to make financially healthy leasing decisions.

Optimizing Asset Management Strategies

Learn how to be an effective, value-based real estate asset manager by developing a strategic plan and thorough understanding of the role, its critical activities, and different management approaches.

Note - It is recommended to take the courses in the order listed above.

About Online Learning at Cornell

Our online courses offer a proven model for successful management development and incorporate the best aspects of online and traditional classroom learning, including:

- Engaging and rigorous course design that centers on authentic business scenarios and provides the resources and tools learners need to resolve the issues they pose
- Learning experiences that target individual competencies and skills
- Asynchronous collaboration activities that contribute to knowledge and experience sharing among the course participants and the course instructor
- Course projects, discussion forums, and job aids that help participants apply their new skills to real organizational situations
- New skill development through interactive assessments and simulations

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The Hotel School
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