



INTRODUCTION TO REAL ESTATE MANAGEMENT

DEFINING THE FUTURE OF THE REAL ESTATE PROFESSION IN EGYPT

Founding Corporate Partner
of the Real Estate Academy



**MOUNTAIN
VIEW**

 15592

 execed@aucegypt.edu

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Program Overview

Real estate is a very heterogeneous sector, where opportunities are numerous and efficient decision-making is key. It takes a unique set of skills coupled with the right kind of knowledge to be able to navigate this field and attain success.

In the Introduction to Real Estate Management program, participants will be exposed to sharp and creative expertise that will help them become successful players in the real estate industry. They will be given the tools and knowledge they need to realize opportunities, recognize core competencies, and grow in a diverse field where every skill gained is a competitive advantage.

Learning Outcomes



- Developing a good understanding of principles and best practices in real estate development by applying global standards to the domestic market under the guidance of top-notch international experts and local specialists
- Acquiring insight into the latest real estate global trends to effectively make successful decisions
- Discovering valuable real-world knowledge while networking with industry professionals
- Attaining hands-on, practical knowledge and benefiting from interactive panel discussions to review and debate current real estate cases

Participant's Profile



The program is an introduction for professionals with two years of working experience, whether in the real estate industry or those who would like to start a career in real estate development. It is also of benefit to professionals in real estate brokerage and those who manage financial aspects related to the industry.

Program Outline



The Introduction to Real Estate Management Program is designed to provide participants with a good understanding of the principles and practices in the following topics:

- **Urban Land Use and Planning**

The module examines key aspects of urban land use and planning, including new methods and techniques in planning within Egypt to reach the best alternatives for land suitability analysis.

- **Real Estate Laws and Regulations (with focus on the real estate market in Egypt)**

The module is designed to focus on Egypt's real estate law(s). It covers topics such as: titles and property rights, procedures of owning real estate for Egyptians and non-Egyptians, and special regulations for real estate ownership.

- **Real Estate Economics and Finance**

The module provides a sound understanding of the specialized financing decisions, methods, instruments and procedures for real estate developers, as well as consumers.

- **Real Estate Marketing and New Product Development**

The module covers real estate marketing that encompasses special knowledge related to marketing strategies, agency and negotiation, sale and purchase agreements, lease contracts, pre-sale arrangements as well as en bloc sale.

- **Introduction to Real Estate Appraisal and Standards**

The module is designed to be an introduction to the practical and theoretical aspects associated with valuation, particularly the valuation framework. including its basic aspects and the five main methods used by professional valuers in arriving at their valuations, and the standards behind them.

A local field visit will be organized by our founding corporate partner Mountain View to their newly developed projects in Cairo, for the participants to reflect on the concepts discussed in the classroom.

Admission Criteria



- Bachelor's Degree
- Two years of work experience
- Proficiency in written and spoken English

Program Fees

The program tuition fees are **12,000 EGP***

This includes tuition fees for the program, materials and certificate.

*For payment options, please refer to the payment section FAQs on our website or contact us on 15592

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Admission and Fees

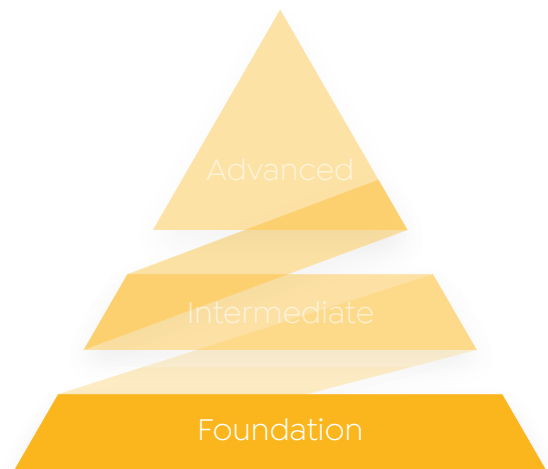


Our Commitment



The AUC School of Business is committed to empowering all those in search of knowledge, growth and excellence. No matter where you might be in your journey, we will strive to support you through each and every step.

At every stage of your professional career, there's something to learn. From the start of your journey as a young professional to the apex of your career as an expert, we've tailored programs that will enrich your knowledge and extend the horizons of your vision.



Consecutively since 2013, the School of Business has been ranked by the Financial Times (FT) as one of the best 75 business schools worldwide offering open enrollment executive education programs. Ranking at 67 in 2020 and maintaining a leading position as a regional platform for world-class education, the School further imprints its international positioning on the world map as the only ranked school in the Arab region and one of only three in Africa.



About AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivalled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a “triple-crown” accreditation (AACSB, AMBA and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.

Executive Education

Established in 1966, the School of Business Executive Education has cemented its position as a pioneer in the area of management development, supporting the development needs of professionals and executives in private and public sector organizations. The programs are fuelled by a commitment to excellence and a sense of responsibility towards developing the community’s business leaders, entrepreneurs, policy makers, and society at large.

The AUC School of Business Executive Education is also equipped with a full-fledged business solutions unit. With off-the-shelf and customized training programs, as well as coaching and assessment services, the unit works to facilitate, enable and partner with businesses striving to achieve organizational excellence.

knowledge, growth
and excellence





The American University in Cairo
School of Business, Executive Education

AUC Avenue, P.O. Box 74
New Cairo 11835, Egypt

for individuals **hotline: 15592**
for corporates: +2 0106.286.2871

execed@aucegypt.edu
business.aucegypt.edu/execed