

Blended\*

# INTRODUCTION TO REAL ESTATE MANAGEMENT

*Defining the Future of the Real Estate Profession in Egypt*

[APPLY NOW](#)

\*Blended delivery combines both live-online sessions and on-campus sessions.

## 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.

## Key Benefits

### **Develop**

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.

### **Acquire**

insight into the latest real estate global trends to effectively make successful decisions.

### **Discover**

valuable real-world knowledge while networking with industry professionals.

### **Attain**

hands-on, practical knowledge and benefiting from interactive panel discussions to review and debate current real estate cases.

## 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:

### Fundamentals of 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.

### Introduction to Egyptian Real Estate Laws and Regulations

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.

### Introduction to Real Estate Finance and Economics (Live Online)

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

### Introduction to Real Estate Marketing

This module is designed to provide an understanding of various real estate marketing concepts, optimum use of the marketing mix, various market research tools and methodologies as well as the basics of market plan development process.

### 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.

### Field Visit

For the participants to reflect on the concepts discussed in the classroom, a local field visit will be organized with one of the prominent real estate developers in the market to one of their projects in Cairo.

## Program Highlights

5

Weeks

10

Sessions

1

Field Visit

[CLICK HERE](#) for a detailed schedule.

## Who Should Attend?

- Professionals working in the real estate industry.
- Career shifters looking to start a career in real estate development.
- Professional in real estate brokerage firms.

## Admission Criteria

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

## Program Fees

- The tuition fee for the program is **EGP 12,000**

[CLICK HERE](#) for payment options

## Certificate

Participants who successfully attend 75% of the total hours of the program will be granted a 'Certificate of Attendance' from the AUC School of Business.



## About the Founding Corporate Partner

Driven by innovation, Mountain View is among Egypt's leading real estate developers. Extending its mission beyond building homes, Mountain View establishes partnerships that inject meaningful living and engaging experiences. The partnership with AUC was established since 2009, to provide an educational platform on the science of real estate. Mountain View actively seeks to equip the Real Estate Academy participants with hands-on, industry-based tools and expertise. Today, more than 300 program graduates hold prestigious and leadership positions in top real estate developers.



## Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way. There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

## AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled 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.

## AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.



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