

Blended*

REAL ESTATE DEVELOPMENT AND MANAGEMENT CERTIFICATE

Master the Real Estate Game

APPLY NOW 



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

Program Overview

The Real Estate sector is unique and heterogeneous, and it has been amongst Egypt's fastest-growing sectors over the past few years. It shows resilience against various economic challenges and continues to achieve growth at a staggering pace. This resulted in a highly competitive market in which stakeholders need to master different types of knowledge and unique skillsets to make effective and impactful decisions.

The Real Estate Development and Management Certificate offers participants an interdisciplinary real estate deep dive in which participants will enjoy an immersive experience in real estate development, urban planning, marketing, facility management, real estate law and community management.

The program offers a unique mix of learning methods; peer interactions, individual and group coaching together with case studies from the local market. This provides the winning formula of theoretical and practical knowledge.

Key Benefits



Program Outline

Core Courses (6 Courses)

Real Estate Development Management; Definitions and Process

(12 hrs)

The course focuses on mapping out the real estate development process, differentiating between various stakeholders, identifying their roles, goals and impact on the entire process.

Through case studies, class discussions and simulations, participants will be equipped with the knowledge and skills needed to have a holistic understanding of the full spectrum of the development process of real estate and lay a foundation for the courses that will follow.

Advanced Urban Land Use and Planning

(24 hrs)

This course provides the knowledge required to evaluate options for land use and planning in real estate development. It also emphasizes the mechanics of space, intensity, and context.

Participants will learn to predict development capacity options and practice forecast models to predict the gross building area potential of a given land.

Moreover, participants will develop an understanding of models that could accommodate a given gross building area objective based on the model selected and acquire a brief introduction to GIS and how it can help in real estate decisions.

Real Estate Marketing and Innovation

(24 hrs)

This course provides participants with an understanding of the role marketing plays in the real estate sector. It will help participants learn how to use marketing frameworks to assess opportunities and make better customer-centric decisions on the effective deployment of the marketing mix elements.

Participants will gain the competitive edge needed to stay abreast of current marketing practices in the real estate field.

Program Outline

Facility Operation Management

(24 hrs)

This course is designed to provide participants with the knowledge and skills necessary to learn how to develop/assess a full Facility Management (FM) program; starting from creating a facility management vision, mission, and strategy to risk management techniques, operations management, and finally reaching the micro-level of procedural standardization.

This course includes a practical component through real-life case studies, group projects, hands-on training techniques to transform the program into vocational training, that enables participants to develop, evaluate and assess a facility management process.

Legislative Framework and Laws Governing Real Estate

(12 hrs)

This course provides an understanding of the laws governing and influencing various aspects of a real estate project along with its various developmental phases. It's designed to expose participants to the most relevant business laws governing the relationships between the key stakeholders in any real estate development project.

Through real case studies, intense discussions and debates, participants will examine and apply the main legal principles and provisions used in Real Estate contracts. At the end of this course, participants will acquire basic legal proficiency and will be able to interact with their colleagues in the legal department or external legal counsels in formulating a real estate transaction.

Real Estate Community Management

(9 hrs)

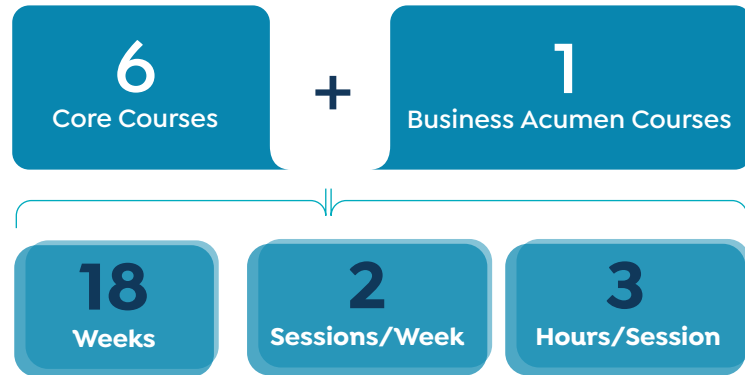
This course provides participants with an understanding of the role of community management as a function in real estate on both the micro and macro level. Participants will discuss various applied community management models and approaches. In addition, participants will discuss the effect of community management as a function and as an approach on the real estate market dynamics, property value and market competition.

Business Acumen Online Self-Study (1 Course)

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations

For the most updated list of Business Acumen courses [CLICK HERE](#)

Program Highlights



- Real-world case studies and applications
- Dynamic Group and peer to peer discussions
- In-class exercises
- Business oriented assignments and projects
- Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence

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

Admission Criteria

- Bachelor's Degree.
- Proficiency in written and spoken English.
- A minimum of 5 years of relevant work experience.

Who Should Attend?

Professionals working in the real estate sector, construction, engineering and/or design professions; who:

- Wish to make a qualitative leap in their real estate management careers by acquiring specialized knowledge.
- Aspire to complement their practical experience with a well-rounded education in the core real estate management sciences.
- Want to expand their knowledge on functions within the real estate development sector other than their core areas of expertise.
- Want to expand their job responsibilities to new areas or functions; and are of limited expertise in that new area.
- Are looking to better understand the holistic real estate development space and to manage their teams more effectively.

Real estate entrepreneurs and start-up founders who wish to expand their real estate development business.

Program Fees

Real Estate Development Management; Definitions and Process	(12 Hours)	EGP 3,600
Advanced Urban Land Use and Planning	(24 Hours)	EGP 7,200
Real Estate Marketing and Innovation	(24 Hours)	EGP 7,200
Facility Operation Management	(24 Hours)	EGP 7,200
Legislative Framework and Laws Governing Real Estate	(12 Hours)	EGP 3,600
Real Estate Community Management	(9 Hours)	EGP 2,700
1 Business Acumen online courses		EGP 2,000
Total Program Investment		EGP 33,500

[CLICK HERE](#) for payment options

Certificate

Participants who successfully fulfil the program graduation requirements will be granted a 'Certificate of Completion' from the AUC School of Business.

Attendance Requirements: A minimum attendance of 75% is required in each course to qualify for graduation.



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.

Between the years 2013 and 2020, 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, ranking at 67 in 2020.


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




The American University in Cairo
School of Business, Executive Education

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

 15592

 execed@aucegypt.edu

 business.aucegypt.edu/execed

