**MGT 8803 – Real Estate Practicum**

**Spring, 2013 Syllabus**

**Monday/Wednesday 4:35-5:55 PM**

**CoM Room 464**

Instructor:

Barrington (Barry) H. Branch, Ledbetter Professor of the Practice of Real Estate Development

Narayan Jayaraman, Professor of Finance

Office: 4159 / 423 E

Office Hours: Monday and Wednesday - Noon-1:30 PM or by appointment

Phone: 678.296-8549

E-mail: [bbranch@branch-shelton.com](mailto:bbranch@branch-shelton.com); barry.branch@scheller.gatech.edu

**Objective**:

To give graduate students a full semester in depth research project involving a significant issue or challenging opportunity for a real estate development company, a real estate service provider or a user.

To apply the major “drivers” of the rapid changes that are occurring in every sector of real estate to actual, current projects. These drivers include but are not limited to demographic changes, lifestyle changes, economic changes, technological changes and global changes.

**Overview:**

The Practicum is intended for graduate students with either a background or strong interest in real estate. This will be a “hands on” class, utilizing the case study method, and featuring heavy interaction with a variety of people in various functions in the commercial and residential real estate fields. The Practicum will be particularly appealing to business, architectural, building construction, project management, and facilities management students.

One of the primary areas of inquiry for the Practicum students will be around the question “Where are the real estate related opportunities in a rapidly changing but gradually improving economy/market?” This topic will be addressed by tapping into the student’s backgrounds, knowledge, and exposure to numerous real estate professionals.

The second area for exploration/action involves the largest class or commercial real estate occupiers – corporate real estate – and the suppliers of service to this segment. This will occur through an emerging partnering relationship with CBRE – the largest commercial real estate service provider in the world (by a factor of 2x) and with other major service providers and business users.

The Practicum students will be deeply involved with CBRE’s Corporate Real Estate Group or those of other major service providers or users.

The CBRE relationship is an example of the type of undertaking in which this practicum class might be involved. It has included:

* Designing and hosting (on the Tech campus) a financiakl industry client event. The theme of the conference is *Now, Next, and New* in the world of corporate real estate executives in the financial sector.
* Working with the Corporate Real Estate – Innovation Council sponsored by American Express Company. The Council is composed of real estate executives from Fortune 100 companies who are actively involved fostering an environment that breeds innovation.
* Expanding the CBRE intern program for GT students in Atlanta, New York, and other cities around the world.
* Helping CBRE and their clients devise performance measurement techniques to understand the impact the workplace has on productivity.
* An ongoing inquiry regarding the future nature of work, the environment where work will occur, and the links with productivity. This will involve a trend spotting initiative to provide an “early warning” for emerging technologies that will have a significant impact on the nature of work.
* Helping to educate the corporate real estate world on best practices and experiences in sustainability (high performance real estate). The green initiatives on campus are highly relevant and need exposure in the corporate world.
* Acting as GT ambassadors demonstrating the value of a partnering relationship between CBRE and GT.

This relationship is in its infancy and the students would be responsible for growing the relationship and demonstrating the value of Tech students to CBRE and their clients.

**Weekly and Final Reports:**

The students will be required to provide written weekly reports on the status of their work as well as a written and verbal final report on the results achieved for their client at the last class prior to exams.

**Evaluation:**

A student’s final grade will be based 50% on the value/extent of their participation in this undertaking and 50% on the overall quality of the final result achieved for the client.