LDEV 660 – Fundamentals of Entrepreneurial Real Estate

This course covers four key stages of entrepreneurial real estate development: opportunity identification, building a business model, leveraging resources, and developing an exit strategy. It analyzes the full development process, focusing on planning, building, managing, and operating properties from both investor and tenant perspectives. Class lectures identify how to define new venture concepts, evaluate properties, implement growth strategies, and understand risk management. The course features insights from industry experts and covers essential topics such as company structure, leadership, networking, and real estate finance.

Learning Objectives:

* Understand the entrepreneurial process in real estate, from identifying opportunities to developing exit strategies.
* Analyze key stages of the real estate development model, including planning, building, and managing properties.
* Learn how to define new real estate ventures and establish a company structure and operational plan.
* Evaluate properties for potential development and understand the importance of exit strategies.
* Explore growth strategies, leadership, team-building, and networking in the context of real estate.
* Gain insights into risk mitigation, outsourcing, and capital structures in real estate development.
* Master the financial and legal aspects of real estate ventures, including fundraising, marketing, and branding strategies.
* Develop presentation and pitching skills to articulate real estate project concepts effectively.

Attached is an elevator pitch I prepared and presented to the class.

Photo source: <https://rcie.medium.com/real-estate-entrepreneurship-cugs-puts-students-ahead-with-industry-skills-and-an-entrepreneurial-af07e19377b3>