REAL ESTATE MANAGEMENT PROGRAM: 
Finance, Design, and Leadership

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Offered in partnership with the Harvard University Graduate School of Design

Program Objectives
This program explores finance and leadership issues that currently confront the real estate development, design, and construction industries. You will enhance your real estate expertise and decision-making capabilities by exploring the latest approaches to capital assembly, financial analysis, leadership and negotiation, and resource and design innovations.

Curriculum
Through case studies, interactive classroom exercises, small group discussions, and exposure to the latest research, you will examine real-world scenarios, best practices, and effective management techniques for navigating today’s complex landscape of commercial real estate. In addition, you will acquire the skills to seize new growth opportunities, maximize asset values, and position your firm for short-term stability and long-term growth.

Key topics include:

- **How Financial Modeling Unlocks Value** – Organizing joint ventures and private equity investors; examining land valuation and market demand; balancing financial analysis with project scope and aesthetics; and using scenario planning to minimize surprises and evaluate real options
- **How Design Creates Value** – Optimizing concepts in urban design, architecture, and the built environment; analyzing customer segmentation and product strategy; and assessing branding in design using a benefit/cost approach
- **How Project Leadership Maintains Value** – Constructing and implementing effective communication strategies; managing projects across vendors, suppliers, and capital sources; and exploring bidding, cost control, and project scheduling
- **How Strategy Helps Real Estate Organizations Grow** – Analyzing how global economic and capital market scenarios affect business strategy; leading your real estate organization through periods of market and industry change; and examining how to structure your organization for long-term business

Participant Mix
This program is designed for executives with long-term experience in real estate, including real estate owners, lending officers, and private real estate developers. It also is appropriate for real estate industry service providers, such as financial analysts, lawyers, architects, urban planners, and brokers.

Anticipated Faculty
Christopher M. Gordon, John D. Macomber (faculty cochair), Edward H. Marchant, Richard Peiser, Holly W. Samuelson, Bing Wang (faculty cochair), and Charles F. Wu
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WHY HARVARD BUSINESS SCHOOL?
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

A Diverse Group of Accomplished Peers will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

Full-Time Harvard Business School Faculty members teach every course. Drawing on proven business expertise and field-based research, they will engage you in an unparalleled learning experience.

Admissions
Application Process – Please visit www.exed.hbs.edu for complete admission requirements and to apply online. Applications are requested at least four weeks before the program start date. Since qualified candidates are admitted on a rolling, space-available basis, early application is encouraged.

Admission Requirements – Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both. While participants devote time and intellect to the learning experience, sponsoring organizations agree to relieve individuals of their work responsibilities during the program.

Program Fee – The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us
For more information, please contact our Client Services team at:
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