

Majoring in. . . .

Real Estate & Urban Land Development

Description of Real Estate and Urban Land Development

What is real estate and urban land development?

Real estate and urban land development is the study of the effects of interrelated land use activities and how these activities are best developed, coordinated, analyzed, financed, and marketed.

What do real estate and urban land development majors study?

Students study actual contemporary real estate and urban land development issues, valuation and investment counseling, site analysis and selection, real property management, and mortgage lending.

What skills are important for a real estate and urban land development major?

Real estate and urban land development majors are analytical thinkers who enjoy working with people. Real estate and urban land development majors should have:

- effective written and oral communication skills
- familiarity with computer concepts and applications
- above average quantitative skills
- fundamental knowledge of economics and social sciences

What else do real estate and urban land development majors study?

Real estate and urban land development students take a variety of liberal arts and professionally-oriented courses to develop knowledge and skills that can be applied in both personal and professional settings.

Liberal arts courses provide a background to strengthen: problem solving; written, oral, and interpersonal communication; quantitative, analytical, and reasoning skills. These skills are also considered very important for success in the workplace

Course Requirements

General education: The School of Business requires 63 credit hours in the business foundation, including general education courses selected from the disciplines of the natural sciences, human behavior, institutional studies, literature, philosophy, language, and the arts, in addition to the following general requirements:

ENGL 101 & 200 Writing and Rhetoric Workshop
ECON 210-211 Principles of Economics
MGMT 171 Math Applications for Business
MGMT 212 Calculus for Business
SPCH 121 or 321 Speech or Speech for Business
ACCT 203-204 Introduction to Accounting

Major courses: The advanced program includes 30 credits in the advanced business core and 27 credits in major courses.

The advanced business core includes:

- Business Statistics
- Business Information Systems
- Introduction to Marketing
- Organizational Behavior
- Productions/Operations Management
- Financial Management
- Legal Environment of Business
- Organizational Communication
- Managerial Economics
- Strategic Management

Real estate and urban land development majors may take courses such as:

- Principles of Real Estate
- Real Property Management
- Real Estate Law
- Real Estate Appraisal
- Real Estate Finance

Careers in Real Estate and Urban Land Development

The real estate and urban land development major provides a good background for entry to any number of occupations. Some of these careers include:

- Construction Manager
- Corporate Asset Manager
- Land Developer
- Mortgage Lending Officer
- Property Manager
- Real Estate Appraiser/Analyst
- Real Estate Broker

Graduate Study

Some students continue their studies in real estate and urban land development with the post-baccalaureate certificate in Real Estate and Urban Land Development.

Next Steps

If you are interested in learning more about becoming a Real Estate & Urban Land Development major at VCU, consider doing each of the following things. Check them off as you complete each step.

- Read about the real estate and urban land development major in the *Undergraduate Bulletin*.
- Review the real estate and urban land development major graduation worksheet with an academic advisor.
- Talk to one or more upper-level real estate and urban land development students about their major.
- Discuss the major with one or more real estate and urban land development professors.
- Go to the Career Center to read about careers in real estate and urban land development and explore internship opportunities.
- Go to the VCU bookstore and browse in the real estate and urban land development textbook section.
- Check out the School of Business student organization website at www.bus.vcu.edu/usib/student_org.html and attend a meeting to obtain further information.
- Visit www.bus.vcu.edu for more information about the study of real estate and urban land development

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This brochure is published by
the University College in cooperation with
the School of Business

