BUSINESS: REAL ESTATE AND URBAN LAND ECONOMICS, BBA

OVERVIEW
The undergraduate program in real estate provides concentrated coursework in all aspects of the real estate enterprise. The program is nationally renowned for its ability to develop real estate professionals with superb analytical skills. Many of the graduates of the program go on to work as managers of and advisors to pension funds, insurance companies, real estate investment trusts, and investment banks. Other graduates of the program go on to take public and private industry jobs in real estate development, appraisal, corporate real estate asset management, and real estate analysis.

RECOGNITION
Our real estate program is ranked 2nd in the U.S. by U.S. News & World Report 2016.

RELATED STUDENT ORGANIZATIONS
Real Estate Club (http://www.realestateclub.org)
Wisconsin Real Estate Alumni Association (https://bus.wisc.edu/centers/james-a-graaskamp-center-for-real-estate/alumni-and-friends)

HOW TO GET IN
Students wishing to pursue this major must be admitted to the School of Business. Once admitted, students are able to pursue any business major they choose. To find out more about the school's admissions process for undergraduate students, please see Entering the School (http://guide.wisc.edu/undergraduate/business/#enteringtheschooltext).

REQUIREMENTS

UNIVERSITY GENERAL EDUCATION REQUIREMENTS
All undergraduate students at the University of Wisconsin–Madison are required to fulfill a minimum set of common university general education requirements to ensure that every graduate acquires the essential core of an undergraduate education. This core establishes a foundation for living a productive life, being a citizen of the world, appreciating aesthetic values, and engaging in lifelong learning in a continually changing world. Various schools and colleges will have requirements in addition to the requirements listed below. Consult your advisor for assistance, as needed. For additional information, see the university Undergraduate General Education Requirements (http://guide.wisc.edu/undergraduate/#requirementsforundergraduatetestudytext) section of the Guide.

SCHOOL OF BUSINESS REQUIREMENTS
The Wisconsin Bachelor of Business Administration (BBA) degree program is based on a broad educational foundation combined with courses in business and economics. This curriculum is designed for those students who wish to prepare for careers in business. Students completing any School of Business major (http://guide.wisc.edu/undergraduate/business/#requirementstext) are required to satisfy a common set of Pre-Business Requirements, Liberal Studies Requirements, Business Preparatory Requirement, Business Core Requirement, Business Breadth Requirement, and Credits for BBA Degree.

REAL ESTATE MAJOR REQUIREMENTS
Students should take REAL EST/A A E/ECON/URB R PL 306 The Real Estate Process as early as possible, as it is a prerequisite for many other real estate courses.

REAL ESTATE LAW
REAL EST 312 Real Estate Law should also be taken early, ideally the semester after REAL EST/A A E/ECON/URB R PL 306.

Please note that the scheduling of REAL EST 312 occasionally conflicts with that of REAL EST/ECON/URB R PL 420 Urban and Regional Economics in the spring semester.

It is strongly recommended that students take REAL EST 415 Valuation of Real Estate before REAL EST 410 Real Estate Finance, or that REAL EST 410 Real Estate Finance and REAL EST 415 be taken concurrently.

REAL EST 611 Residential Property Development should be taken after REAL EST 410 and REAL EST 415.

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<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>REAL EST/A A E/ECON/URB R PL 306</td>
<td>The Real Estate Process</td>
<td>3</td>
</tr>
</tbody>
</table>
REAL EST 312  Real Estate Law 3
REAL EST 410  Real Estate Finance 3
REAL EST 415  Valuation of Real Estate 3
REAL EST/ECON/URB R PL 420  Urban and Regional Economics 3
REAL EST 611  Residential Property Development 3

Total Credits 18

ADDITIONAL COURSES

Undergraduate students are encouraged to take additional electives from among the following real estate and related courses within the School of Business. Electives are typically not offered every semester.

REAL ESTATE ELECTIVES

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
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<tr>
<td>REAL EST 365</td>
<td>Contemporary Topics 1</td>
<td>3</td>
</tr>
<tr>
<td>REAL EST/A A E/URB R PL 520</td>
<td>Community Economic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>REAL EST 651</td>
<td>Green - Sustainable Development</td>
<td>3</td>
</tr>
</tbody>
</table>

1 The real estate department regularly offers innovative and cutting-edge electives under REAL EST 365 Contemporary Topics. Students should check the Course Guide every semester.

RELATED COURSES

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINANCE 305</td>
<td>Financial Markets, Institutions and Economic Activity</td>
<td>3</td>
</tr>
<tr>
<td>FINANCE/ECON 320</td>
<td>Investment Theory</td>
<td>3</td>
</tr>
<tr>
<td>OTM/I SY E 578</td>
<td>Facilities Location Models</td>
<td>3</td>
</tr>
<tr>
<td>OTM 444</td>
<td>Economics of Transportation</td>
<td>3</td>
</tr>
</tbody>
</table>

RECOMMENDED NON-BUSINESS ELECTIVES

Electives may also be selected outside the business-economics core from among a number of courses elsewhere in the university, which will provide greater professional awareness and more specialized tools.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENVIR ST/GEOG 325</td>
<td>Analysis of the Physical Environment</td>
<td>4</td>
</tr>
<tr>
<td>ENVIR ST/SOIL SCI 575</td>
<td>Assessment of Environmental Impact</td>
<td>3</td>
</tr>
<tr>
<td>BSE/LAND ARC 356</td>
<td>Sustainable Residential Construction</td>
<td>3</td>
</tr>
<tr>
<td>LAND ARC 250</td>
<td>Survey of Landscape Architecture Design</td>
<td>3</td>
</tr>
<tr>
<td>LAND ARC 351</td>
<td>Housing and Urban Design</td>
<td>4</td>
</tr>
<tr>
<td>LAND ARC 451</td>
<td>Open Space Planning and Design</td>
<td>3</td>
</tr>
<tr>
<td>SOIL SCI 301</td>
<td>General Soil Science</td>
<td>4</td>
</tr>
<tr>
<td>CIV ENGR 340</td>
<td>Structural Analysis I</td>
<td>4</td>
</tr>
<tr>
<td>CIV ENGR 498</td>
<td>Construction Project Management</td>
<td>3</td>
</tr>
<tr>
<td>ART HIST 368</td>
<td>American Architecture: The 19th Century</td>
<td>3-4</td>
</tr>
<tr>
<td>GEOG/CIV ENGR/ENVIR ST 377</td>
<td>An Introduction to Geographic Information Systems</td>
<td>4</td>
</tr>
<tr>
<td>URB R PL/GEOG 305</td>
<td>Introduction to the City</td>
<td>3-4</td>
</tr>
<tr>
<td>URB R PL 463</td>
<td>Evolution of American Planning</td>
<td>3</td>
</tr>
<tr>
<td>URB R PL 601</td>
<td>Site Planning</td>
<td>3</td>
</tr>
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UNIVERSITY DEGREE REQUIREMENTS

Requirements Detail

Total Degree
To receive a bachelor's degree from UW–Madison, students must earn a minimum of 120 degree credits. The requirements for some programs may exceed 120 degree credits. Students should consult with their college or department advisor for information on specific credit requirements.

Residency
Degree candidates are required to earn a minimum of 30 credits in residence at UW–Madison. "In residence" means on the UW–Madison campus with an undergraduate degree classification. "In residence" credit also includes UW–Madison courses offered in distance or online formats and credits earned in UW–Madison Study Abroad/Study Away programs.

Quality of Work
Undergraduate students must maintain the minimum grade point average specified by the school, college, or academic program to remain in good academic standing. Students whose academic performance drops below these minimum thresholds will be placed on academic probation.

LEARNING OUTCOMES

1. Graduates will gather, process and analyze market, linkage and macroeconomic data for the purpose of forecasting real estate trends and making prudent investment decisions.

2. Graduates will understand how to optimally source capital to execute on growth and development opportunities, prepare for and manage the crises and contingencies that pervade real estate ventures, and improve efficiencies in the operation of revenue generating properties.

3. Graduates will be able to recognize, measure, and create value in real estate in the strict respect of all ethical and legal norms and with full awareness of their responsibility to the communities, investors and users they aspire to serve as real estate professionals.

4. Graduates will be able to successfully communicate the merits of beneficial real estate projects to its various stakeholders.

5. Graduates will develop a deeper network with local, regional and international professionals to gather market data, perspectives, investment ideas and employment leads.

ADVISING AND CAREERS

MEET THE ACADEMIC AND CAREER ADVISORS FOR REAL ESTATE.

Jackie Murray
Academic Advisor
jackie.murray@wisc.edu

Please visit the advising page (http://bus.wisc.edu/bba/mybiz/academics/curriculum-degree-requirements/
majors-specializations-certificates ~/link.aspx?
_id=2471B6AB78B3436D8817C4E66E0AF1C2&_z=z) for information on
advising and appointments. Contact wibbaadvising@bus.wisc.edu for
questions regarding academic advising.

CAREERS
Real estate as a career encompasses a wide range of activities—from
development and construction to financing; from brokerage and leasing
to property management; from appraisal and assessment to insurance
and regulation; from research to urban planning, government affairs and
more. Job responsibilities vary by function and can be office-based or
in the field. Qualifications also vary from licensing and certification to
advanced degrees.

Please visit our website (http://bus.wisc.edu/bba/mybiz/academics/
curriculum-degree-requirements/majors-specializations-certificates/real-
estate) to learn more about careers in real estate.

PEOPLE

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