Synergy with the Master of Urban Planning Program

Students who complete the certificate while matriculated in the Master of Urban Planning (MUP) program may count all four courses toward the MUP degree requirements. Non-matriculated students who complete the certificate through Open University and are later admitted to the MUP program will be able to transfer as many units to the MUP program as allowed by SJSU policy.

Student Testimonial

“The CRED program provided the tools to better understand the nuts and bolts of real estate development. The studio class format, which is unique to the program, enhanced my learning experience because the assignments were typically based on real life development cases.”

Lillian Hua, Associate Planner, City of Milpitas

Courses

URBP 205: Private Development and Urban Planning

URBP 206: Market Analysis, Appraisal, and Finance of Real Estate Development

URBP 208: Urban Real Estate Development Studio

URBP 225: Land Use Planning and Law

For more information, contact:
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Study Real Estate Development at San Jose State University
**Program Overview**

The Certificate in Real Estate Development (CRED) is designed to help current and aspiring real estate developers and city planners to successfully undertake real estate development. It is a one-year, four-course program totalling 13 units offered through the Department of Urban and Regional Planning at SJSU.

The certificate program offers graduate-level courses through a variety of flexible delivery methods. Aimed at working professionals and current graduate students, the program provides knowledge and skills needed to initiate, navigate, and manage real estate development projects in a complex market and regulatory environment. The program achieves this by using the existing communities of Northern California as the study area and by integrating experiential, problem-based learning techniques in the curriculum, such as case study analysis, peer-led discussions, and hands-on studio projects.

**Program Emphasis**

Contemporary real estate development requires significantly different skills and knowledge from that of the past. The San Francisco Bay Area is home to a very robust residential and commercial real estate market. Shifting demand and new planning policies that strategically encourage new real estate development into existing locations are leading to development that is physically different in the complexity of design and location.

Brownfield sites, mixed use development, infill, and redevelopment of obsolete commercial sites all inherently require public-private-partnerships to achieve viability. Thus, contemporary development opportunities have vastly different risk profiles, finance sources, design parameters, and entitlement challenges than existed for development even as recently as ten years ago.

The CRED program is designed to provide the expertise and skills needed to address the inherent challenges and complexities associated with urban real estate development.

**Student Testimonial**

"With each and every class I could immediately apply what I learned to my career here at CBRE. In all my years of schooling, this was the first time I could make that testament."

Jeff Aguilar, Land Broker and City of Newark Planning Commissioner

**Frequently Asked Questions**

**How do I enroll, and what is the cost?**

There is no required admission process for existing SJSU graduate students. Other students can take courses through Open University (they will need a Bachelor’s degree from an accredited institution with a GPA of at least 2.5, where A=4). In both cases, the certificate as well as the individual courses will appear on the students’ SJSU transcript. The fee for an Open University student is approximately $3650 for the entire certificate program.

**How often are classes offered?**

Typically, two courses - URBP 205 and URBP 206 - are offered in the fall, and one - URBP 208 - in the spring. The fourth - URBP 225 - is usually offered every semester. Classes are delivered in a variety of formats that include in-class as well as online instruction. Specific class format varies by instructor and course.

**Is Financial Assistance Available?**

Up to 30 students will be awarded the Scott Lefaver Planning and Real Estate Development Scholarship each year—15 students who successfully complete URBP 206 and 15 who successfully complete URBP 208. For the URBP-208-related scholarship, students should have already successfully completed URBP 205. For the URBP-206-related scholarship, priority would be given to students who have already successfully completed URBP 205. The scholarship will cover half of the tuition fee for a 3-unit course, an award of approximately $500.