

## Design Entrepreneurship and Real Estate

The Graduate Certificate in Design Entrepreneurship and Real Estate is designed for students without a background in real estate or business that may be working in allied professions, such as architecture, engineering, planning, or facility management or for those wanting to begin a career in real estate practice. It is suitable for individuals wanting to learn and master the basics of commercial real estate development and brokerage. It also introduces students to principles of entrepreneurship, business generation, and commercialization of design products. Admission to the program requires a baccalaureate degree with a minimum 3.0 undergraduate grade point average.

## Curriculum

The curriculum offered by the College of Architecture is 12 credit hours and can be completed at the Urban Design Studio at OU-Tulsa or in Norman. The certificate can be pursued as the primary course of study or as an embedded certificate, meaning students pursuing the Master of Urban Design degree can earn this credential without taking additional coursework. There is one required course: Real Estate I. The other three courses are electives selected from the urban design, architecture, and regional and city planning curriculums.

## /// COURSES

### Example course of study

#### Real Estate I- 3 Credit Hours, Required Course

This introductory core class covers basic topics of real estate development, including real estate market research and analysis, finance, investment, operations, and management. Students visit past, current, and future real estate projects and meet with developers, lenders, design professionals, and other stakeholders in the real estate development process. Students work in small groups on projects to compare market conditions and propose mock deals.

#### Real Estate II- 3 Credit Hours, Suggested Course

A continuation of the first course, this class gives students training in transactions, brokerage, risk management, legal requirements, ethics and introduces advanced topics. Completing both Real Estate I and Real Estate II meets the education requirements of the Oklahoma Real Estate Commission allowing students to sit for the Sales Associate examination and obtain a real estate license, the beginning entry point into the real estate profession. Exam preparation is included in the course work.

#### Legal Framework for Urban Design- 3 Credit Hours, Suggested Course

This course is taught by a practicing attorney and surveys legal issues involved in urban design, real estate, and practice. Topics covered include: corporations and partnerships; types of real estate ownership; land use regulation and zoning; leases, deeds and contracts; condominiums and cooperatives; and insurance.

#### Entrepreneurial Architecture and Leadership- 3 Credit Hours, Suggested Course

A new addition to our course offerings, this class focuses on business model generation for architects and designers. It features a series of lectures and workshops by entrepreneurs covering customer discovery, disruptive innovation, service marketing and delivery, commercialization of custom design projects, product development and prototyping, e-commerce, and passive income strategies. The course also examines leadership, management, and teamwork skills for running a successful business. Students in the course develop case studies, business plans, and/or concepts for goods and services.

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### Want more information?

Contact Urban Design Studio Director, Shawn Schaefer at [schaefer@ou.edu](mailto:schaefer@ou.edu)

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