



Online Certificate in

# COMMERCIAL REAL ESTATE PRACTICE

Boston University's online certificate program in Commercial Real Estate Practice hones the expertise in analysis, acquisition, finance, and management of real estate properties and assets needed to advance in a real estate career. Delivered in a flexible and convenient format and taught by our faculty of seasoned practitioners, students in the program have 24/7 access to cutting-edge course material, online lectures, discussion boards, and interactive multimedia content. With each lesson, real estate professionals of all experience levels gain tools that can be applied on the job immediately.

Commercial real estate requires a diverse set of competencies to be successful, and our six-course online certificate program provides career enhancing education across the entire real estate value chain. As with BU's on-campus real estate programs, our affiliation with the Real Estate Finance Association (REFA) and the Greater Boston Real Estate Board (GBREB) assures you that our courses and programs are relevant to the needs of today's market.

Courses are seven weeks long and offered on a rotating basis six times per year during the months of September, November, January, March, May, and July. The curriculum may be completed in any order, and the certificate requirements can be met within a single year. The certificate in Commercial Real Estate Practice is awarded upon the successful completion of all six courses.

## COURSES

### **OCRE201 Real Estate Investment and Risk Analysis**

Develop an understanding of the key elements for commercial real estate investment and decision making in this course, which also teaches how to perform fundamental due diligence and detailed financial analysis for the acquisition, development, financing, operation, and disposition of investment property. This course provides a strong foundation in the use of financial calculators and analytical techniques used to estimate financial metrics commonly used in the real estate and finance industry including debt coverage ratio, present value, net present value, and internal rate of return.

### **OCRE202 Overview of Asset Classes and Transactions**

This course will cover the different fundamental commercial transactions and leases, providing an overview of the exchange and transfer of real estate interests between tenants, investors, lenders, buyers, and sellers, with an emphasis on the business perspective of commercial and industrial leasing, real estate interests, types

of valuation approaches, loan and financing alternatives, and sales transactions. Students in this course will learn to interpret lease language to better assist in lease or sales/purchase negotiations, offer alternative ideas in the negotiation of transactions, and become equipped with the terminology of real estate dealings or lease administration services. A wide range of office, retail, industrial, and hospitality commercial real estate issues and tasks will be covered, including: Purchase and Sale Agreements, risks and rewards, various types of commercial leases, financing agreements, raw land development considerations, and key assessments in evaluating lease offers. At its core, this class is focused on the identification and negotiation of key deal points and how they are important to the parties involved.

### **OCRE203 Real Estate Finance and Market Analysis**

Learn how debt and equity are raised and structured to finance real estate investments. Students come to understand the public and private commercial real estate capital markets and industry and how the source and price funds

at different development stages. Students also learn how to conduct market studies, analyze lender risk, and prepare or review funding applications. Course graduates will develop a command of how to finance the acquisition, construction, and operation of commercial real estate investments in residential, office, retail, hotel, and mixed-use projects.

### **OCRE204 Real Estate Due Diligence**

The range of value points associated with the legal, financial, and physical due diligence of real estate assets are explored in this course. Students learn techniques for evaluating properties and buildings through the use of standard and customized processes designed to bring transparency and insight to the investment's key attributes that affect the price and fitness for use. The class shows how to link the due diligence findings to the marketplace and investor objectives to enable a full evaluation of the acquisition's potential performance and value.



## Learn More

Contact BU to inquire about the online Certificate in Commercial Real Estate Practice, including information regarding upcoming course schedules and registration

Phone: 617-353-4497

Fax: 617-353-4494

Email: [cpe@bu.edu](mailto:cpe@bu.edu)

To learn more about BU's Center for Professional Education, visit [cpe.bu.edu](http://cpe.bu.edu).

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## **OCRE205 Real Estate Design, Construction, and Project Management**

Physical assets and spaces are the foundational component of real estate, and this course illustrates the ways in which occupiers and owners plan and create the built environment to support their businesses and investments. Students learn the best practices of project delivery including strategic planning, design development, and construction. This course illuminates practices for identifying user requirements, securing development teams, implementing plans, and managing the project accounting. Students also learn how to engage with the spectrum of important stakeholders, including business units, finance, marketing, government agencies, facility managers, HR, IT, security, and environmental health and safety.

## **OCRE206 Real Estate Property and Facility Management**

Due to the large number of existing buildings, managing assets and tenant relationships is the largest sub-segment of the real estate industry. Property and facility management plays a critical role in the bottom-line investment performance and is an important cost component to the profit and loss of occupiers. In this course, students learn about the physical, financial, and social components of commercial property management. The class focuses on office buildings and shopping centers while also covering hotels, multi-family homes, and industrial sites. Come to understand the similarities and differences in management techniques for various property types and learn how to apply those insights successfully. Students also study professional and interpersonal interactions with property stakeholders including tenants, owners, brokers, vendors, and regulatory authorities.

## Program Director

### **JONATHAN KEEFE**

Currently managing director of strategic consulting at Cushman & Wakefield in Boston, Jonathan has over 30 years of executive experience managing real estate transactions, projects, operations, and consulting assignments across industries that include telecommunication, insurance, health care, financial services, manufacturing, and technology. He was a real estate consultant at Ernst & Young for several years and led the real estate and facilities departments at StorageNetworks and Tufts Health Plan.

Jonathan previously served as regional vice president at Diamond Heritage Properties, an East Coast private equity firm, and as director of real estate development at a subsidiary of NYNEX (now Verizon). A member of the board of directors for CoreNet Global's New England chapter and licensed real estate broker, he has overseen transactions throughout the United States, Europe, and Asia. Jonathan holds an undergraduate degree in civil engineering from MIT and an executive MBA from Boston University.