

BUSINESS: REAL ESTATE AND URBAN LAND ECONOMICS, BBA

The primary goal of the undergraduate real estate (<https://business.wisc.edu/undergraduate/majors/real-estate/>) major is to **comprehensively underwrite commercial real estate**, which is broad-based and follows the education thought leadership of James A. Graaskamp, who expressed that “Real estate should be taught as a process of dynamic interactions rather than functional and historical facts.” Underwriting commercial real estate includes the analysis of all property types and the development of residential communities, while assessing and managing risk in all aspects of real estate relative to finance, development, valuation, and market analysis. To effectively underwrite commercial real estate, students must be able to identify and synthesize technical or basic skills, conceptual knowledge, critical thinking skills, and understand the real estate landscape to make informed and thoughtful property decisions. Graduates of the real estate major secure employment in a wide-range of positions and responsibility including real estate private equity investment, commercial real lending and valuation, and real estate development among many other areas including asset/property management and investment sales and brokerage.

RECOGNITION

Our real estate program is ranked 2nd in the US by *U.S. News & World Report* 2022.

RELATED ORGANIZATIONS

Real Estate Club (<https://win.wisc.edu/organization/realestateclub/>)
 Wisconsin Real Estate Alumni Association (<https://www.wreaa.org/>)
 Women in Real Estate (<https://win.wisc.edu/organization/womeninrealestate/>)

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/#requirementsforundergraduatetext>) section of the *Guide*.

General Education	• Breadth—Humanities/Literature/Arts: 6 credits
	• Breadth—Natural Science: 4 to 6 credits, consisting of one 4- or 5-credit course with a laboratory component; or two courses providing a total of 6 credits
	• Breadth—Social Studies: 3 credits
	• Communication Part A & Part B *
	• Ethnic Studies *
	• Quantitative Reasoning Part A & Part B *

* The mortarboard symbol appears before the title of any course that fulfills one of the Communication Part A or Part B, Ethnic Studies, or Quantitative Reasoning Part A or Part B requirements.

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.

Code	Title	Credits
School of Business BBA Requirements		
Complete requirements: (http://guide.wisc.edu/undergraduate/business/#requirementstext)		
	Pre-Business	
	Liberal Studies	
	Business Prep	
	Business Core	
	Business Breadth	

REAL ESTATE MAJOR REQUIREMENTS

Code	Title	Credits
REAL EST/ A A E/ECON/ URB R PL 306	The Real Estate Process	3
REAL EST 410	Real Estate Finance	3
REAL EST 411	Real Estate Excel Modeling	1
REAL EST 412	Real Estate ARGUS Modeling	1
REAL EST 415	Valuation of Real Estate	3
REAL EST/ECON/ URB R PL 420	Urban and Regional Economics	3
REAL EST 425	Real Estate Law	3
REAL EST 530	Real Estate Investment Analysis	3
Total Credits		20

ADDITIONAL COURSES

Undergraduate students are encouraged to take additional electives from among the following real estate courses. Electives are typically not offered every semester.

REAL ESTATE ELECTIVES

Code	Title	Credits
REAL EST 365	Contemporary Topics ¹	3
REAL EST/A A E/ URB R PL 520	Community Economic Analysis	3
REAL EST 540	Public Real Estate Equity Investment	3
REAL EST 550	Private Real Estate Equity Investment I: Analysis and Structures	3
REAL EST 611	Residential Property Development	3
REAL EST 640	Real Estate Capital Markets	3
REAL EST 651	Green - Sustainable Development	3
REAL EST 661	Real Estate Investment Analysis and Presentation	3

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.

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.

Code	Title	Credits
ENVIR ST/ SOIL SCI 575	Assessment of Environmental Impact	3
LAND ARC 250	Survey of Landscape Architecture Design	3
LAND ARC 561	Housing and Urban Design	4
LAND ARC 562	Open Space Planning and Design	4
SOIL SCI 301	General Soil Science	3
CIV ENGR 498	Construction Project Management	3
CIV ENGR 340	Structural Analysis I	3
GEOG/CIV ENGR/ ENVIR ST 377	An Introduction to Geographic Information Systems	4
URB R PL/GEOG 305	Introduction to the City	3-4
URB R PL/ LAND ARC 463	Evolution of American Planning	3
URB R PL 601	Site Planning	3

UNIVERSITY DEGREE REQUIREMENTS

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. Assemble and analyze market, linkage, and economic data to make prudent investment decisions.
2. Identify debt and equity capital sources that meet investor risk/return parameters for development, acquisitions, debt and value-add investment opportunities.
3. Responsibly and ethically consider investor, tenant, community, and municipal needs in the development process.
4. Create value in the built environment through developments that are built to scale, affordable, and sustainable.
5. Communicate the merits of real estate projects to investors, community stakeholders, and municipal/publicly elected officials.
6. Provide a network of professionals with cutting-edge perspectives and employment opportunities.

FOUR-YEAR PLAN

This is a **sample** four-year plan for students directly admitted into the School of Business from high school. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

Freshman

Fall	Credits	Spring	Credits
ECON 101	4	ACCT I S 100	3
GEN BUS 106	1	ECON 102	4
GEN BUS 110	1	PSYCH 202	3
MATH 211 or 221	5	Ethnic Studies	3-4
Communications A	3-4	Science	3
14-15		16-17	

Total Credits 30-32

Sophomore

Fall	Credits	Spring	Credits
REAL EST/A A E/ECON/ URB R PL 306	3	REAL EST 410	3
ACCT I S 211	3	GEN BUS 307	3
FINANCE/ECON 300	3	GEN BUS 360	3
GEN BUS 306	3	M H R 300	3

Humanities, Social Sciences or Literature course	3 MARKETNG 300	3
	15	15

Total Credits 30**Junior**

Fall	Credits	Spring	Credits
REAL EST 411		1 REAL EST/ECON/URB R PL 420	3
REAL EST 412		1 GEN BUS 301	3
REAL EST 415		3 Business Breadth	3
OTM 300		3 Humanities, Social Sciences or Literature	3
Ethics ¹		3-4 Recommended Electives	4-6
Science		3	
	14-15		16-18

Total Credits 30-33

1

Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics.

Senior

Fall	Credits	Spring	Credits
REAL EST 425		3 REAL EST 530	3
Real Estate Elective		3 Real Estate Elective	3
Business Breadth		3 Recommended Electives	9
Humanities, Social Sciences or Literature		3	
Recommended Elective		3	
	15		15

Total Credits 30**ADVISING AND CAREERS****ADVISING**

Advising is an integral part of any student's educational journey in the School of Business Undergraduate Program. Starting at Student Orientation, Advising, and Registration (SOAR), we encourage all students to connect with academic advisors. Business academic advisors have a wealth of knowledge about courses on campus, as well as policies and procedures.

Business career coaches help students with career exploration, internships, resumes, job search, interviewing and more. We encourage students to connect with their career coach once they arrive on campus.

Business academic advisors and career coaches are passionate about student success. Students experiencing academic difficulty or personal struggles are encouraged to talk to their advisor about how their individual situation may affect their academic performance.

ASSIGNED ACADEMIC AND CAREER COACHES

Admitted business students will have one assigned academic advisor. Career coaches are assigned by academic major to be able to provide industry-specific career guidance. If a student has more than one major, they may have more than one assigned career coach. Students can find their assigned advisor and coach by logging into the Starfish portal through MyUW.

For students not yet admitted to the School of Business, there is a team of pre-business advisors available.

ACCESSING ADVISING

Drop-in advising and scheduled appointments are available for admitted business students. Pre-business students may also schedule an appointment with a pre-business academic advisor or utilize drop-in academic advising.

For more information on accessing academic advising, please see our academic advising page (<https://business.wisc.edu/undergraduate/academic-advising/>).

For more information on accessing career coaching, please see our career coaching page (<https://business.wisc.edu/undergraduate/careers/>).

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 (<https://business.wisc.edu/undergraduate/majors/real-estate/>) to learn more about careers in real estate.

More information on Career Pathways (<https://business.wisc.edu/undergraduate/careers/pathways/>).

PEOPLE**FACULTY AND STAFF IN REAL ESTATE**

For more information about the faculty and their research interests, please visit the directory (<https://business.wisc.edu/directory/>).

ACCREDITATION**ACCREDITATION**

AACSB International—The Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>)

Accreditation status: Accredited. Next accreditation review: 2026–2027.