



美中房地产 EMBA 高级管理培训（草案）

培训主题： 美中房地产业 EMBA 高级管理培训
主办机构： 中国房地产协会、中国房地产商会及加州国际资源研究院
培训机构： 美国南加州大学、政府房地产管理部门、地产及金融等专业机构
参加人员： 美中国房地产业高级管理人员
项目时间： 待定(分 2 期进行)
课程模块： 基础、地产金融、地产法规、投资与开发、设计与工程和绿色建筑 6 大模块
授证机构： 美国南加州大学 USC

学期及课程安排（草案）：

每学期 20 至 30 名学生

20 to 30 Students Per Session

课程摘要

Class Summary

房地产基本
房地产金融
施工许可授权流程
房地产建设
房地产营销
房地产投资信托基金和上市
房地产资本结构
产权与过户
房地产管理
银行地产贷款与投资
市政府参观
项目访问

Real Estate Fundamental – how to buy, sell and evaluate real estate project

Real Estate Finance – how to leverage and underwrite a real estate project

Entitlement Process – how to obtain approval from local government and neighborhood

Design – understanding the code and local design character

Construction – understand hard cost and construction schedule and process

Real Estate Marketing – how to identify real estate market and see the opportunities

REIT and IPO – how to take a real estate company to market and general capital from public

Capital Structure – where is the capitals, what's the requirements and how to obtain them

Title and Escrow – what is real estate title and insurance policy, how a transaction be conducted

Management – how to manage individual property and multiple assets

Bank Visit – knowing the banking industry and their forecast

City Government Visit – knowing the local government, their character and vision



Project Visit – knowing the project and understand the process

	Session 1	Tuition: TBA					
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1		Real Estate Finance	US Legal System	Design / Construction	Real Estate Investment	Real Estate Market	free
	Arrived	Lunch	Lunch	Lunch	Lunch	Lunch	
	Orientation Dinner	Real Estate Finance	US Legal System	Design / Construction	Real Estate Investment	Real Estate Market	
		Dinner	Dinner	Dinner	Dinner	Dinner	
Week 2	free	Project Visit	Project Visit	Project Visit	Project Visit	Session Conclusion	Departure
		Lunch	Lunch	Lunch	Lunch	Lunch	
		Project Visit	Project Visit	Project Visit	Project Visit	Graduation	
		Dinner	Dinner	Dinner	Dinner		

	Session 2	Tuition: TBA					
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 3		Real Estate Fundamental	Real Estate Finance	Entitlement Process	Design	Real Estate Marketing	free
	Arrived	Lunch	Lunch	Lunch	Lunch	Lunch	
	Orientation Dinner	Real Estate Fundamental	Real Estate Finance	Entitlement Process	Construction	Appraisal Process	
		Dinner	Dinner	Dinner	Dinner	Dinner	
Week 4	free	REIT and IPO	Capital Structure	Title and Escrow	City Visit	Bank Visit	free
		Lunch	Lunch	Lunch	Lunch	Lunch	
		REIT and IPO	Capital Structure	Management	City Visit	Bank Visit	
		Dinner	Dinner	Dinner	Dinner	Dinner	
Week 5	free	Project Visit	Project Visit	Project Visit	Project Visit	Session 1 Conclusion	Departure
		Lunch	Lunch	Lunch	Lunch	Lunch	
		Project Visit	Project Visit	Project Visit	Project Visit	Session 2 Introduction	
		Dinner	Dinner	Dinner	Dinner	Dinner	

共计拟议学生单价：待告

价格不包括：机票，当地住宿（酒店），任何计划中未提及膳食和活动，任何其他旅行计划未提及的费用。