

USC Lusk

*Ross Program in
Real Estate*

EXECUTIVE EDUCATION COURSE UPCOMING COURSE DATES:

- Summer 2024 Session: May 30 – June 28
- Winter 2025 Session: Jan 9 – Feb 7(Virtual)

FEE: IN-PERSON - \$6,000 / VIRTUAL - \$5,400

The fee covers registration & course materials. In-person fee also covers networking events, parking, and meals. Fee reductions are available for qualified applicants.

APPLICATIONS

Online: <https://lusk.usc.edu/ross/admission/application>

Deadlines: Summer - April 20 / Winter - Nov 15

CONTACT

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CORE CURRICULUM

- Real Estate and the Macro-Economy
- Industry Structure and the Development Process
- Finance I: Fundamentals
- Finance II: Finance of Real Estate Development
- Finance III: Financial Modeling
- Finance IV: Highest and Best-Use Analysis

SPECIALTY TOPICS

Guest lectures and panel discussions expose students to the broad range of skills, product types, and tools that influence successful development projects. These sessions feature experienced industry practitioners who draw from their many years of working in real estate development to offer insights and guidance.

Specialized topics may include:

- Affordable Housing
- Construction Management
- Land Use & Zoning
- Site Planning
- Retail Development
- Multifamily Development
- Real Estate Law
- Market Analysis
- TOD
- Entitlements & Approvals

APPLICANT CRITERION

Professionals such as entrepreneurs, urban planners, bankers, brokers, realtors, appraisers, private investors, engineers, attorneys, architects, non-profit, private and public agency personnel in land use, policy, administration and economic development.



The Ross Program is open to **ALL** individuals regardless of race, gender, or ethnicity and has attracted local, national and international professionals.

OBJECTIVE

The Ross Program provides critical real estate finance and development education and offers graduates the opportunity for leadership roles and success in today's challenging finance and real estate industry.

Program graduates go on to play roles in numerous commercial, retail, residential, and mixed-use developments throughout Southern California and across the nation. Designed as an inclusive executive education experience, the Ross Program brings individuals from a wide variety of backgrounds and perspectives together to solve complex real estate challenges.

LEADERSHIP

Directed by Dr. Richard K. Green, who teaches the courses along with other notable USC faculty and prominent real estate experts, the Ross Program is proud of its impact on the professional and personal lives of its graduates representing a variety of cultural and ethnic backgrounds.

Mary Peralta, Program Manager
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PROGRAM

The Ross Program offers an integrated, practical curriculum that focuses on a wide range of issues associated with real estate finance and development. The sessions are fast paced and incorporate various teaching methods, including lectures, field trips, panel discussions, networking events, case studies and group projects.



The highlight of the program is a group-orientated feasibility study that offers the student the opportunity to apply and integrate all the materials learned into a challenging “real world” project.



HISTORY

The Ross Program in Real Estate was founded in 1993 for the purpose of engaging land use professionals of underrepresented ethnic groups and women to enter the field of real estate finance and development. We provide an excellent educational opportunity to any and all individuals interested in developing new skills and practices to expand and ensure success in this unique and challenging career.

Originally an annual Summer Program, the executive education course received a naming gift from Stan and Marilyn Ross a decade after its inception to expand the program and increase its impact.



SPONSORSHIPS

To become a program sponsor for events, scholarships, fellowships or endowment campaign contact Brandon Blair, Director of Development, at brandosb@price.usc.edu or 213.740.1835.