

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, and 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 responsibilities including real estate private equity investment, commercial real estate 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 1st in the U.S. by *U.S. News & World Report* 2024.

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/>)
- Real Estate Private Equity Club (<https://www.wisconsinpeclub.com/>)

HOW TO GET IN

HOW TO GET IN CURRENT UW-MADISON STUDENTS

Requirements	Details
How to get in	Application required. Meeting the requirements listed below does not guarantee admission. (https://admissions.wsb.wisc.edu/BbaPreBusiness (https://admissions.wsb.wisc.edu/BbaPreBusiness/))

Courses required to get in	Students are required to complete each of the 4 requirements below. Requirements can be completed via coursework, test credit, transfer work, or placement exam (if applicable). Communication A <ul style="list-style-type: none"> ENGL#160;100 COM#160;ARTS#160;100 ESL#160;118 LSC#160;100 Quantitative Reasoning A <ul style="list-style-type: none"> MATH#160;112 MATH#160;114 MATH#160;171 COMP#160;SCI/8203;L#160;I#160;S#160;#160;102 Economics <ul style="list-style-type: none"> ECON#160;101 ECON#160;111 Human Behavior <ul style="list-style-type: none"> PSYCH#160;202 SOC/8203;C&E#160;SOC#160;#160;211 ANTHRO#160;104 GEN&WS#160;102 HDFS#160;263
GPA requirements to get in	Minimum 3.0 UW-Madison GPA.
Credits required to get in	<ul style="list-style-type: none"> If you started at UW-Madison as a first-year student, 24 credits completed/in-progress at UW-Madison are required for application. If you started at UW-Madison as a transfer student, 12 completed/in-progress at UW-Madison are required for application. In-progress course credits towards this minimum must be completed at the end of the spring application term.
Other	<ul style="list-style-type: none"> Pre-Business 101 workshop required during the intended application year. Pre-Business applicants may apply once within their first four terms (Fall/Spring) at UW-Madison, based on enrollment date. There is no credit maximum.

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	Urban Design and Open Space Systems	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

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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

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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 or 111	4 MATH 211 or 221	4-5
Communications A	3 PSYCH 202, SOC 211, ANTHRO 104, GEN&WS 102, or HDFS 263 (Human Behavior)	3-4
Ethnic Studies	3 ACCT I S 100	3
Science	3 Science	3
GEN BUS 106	1 Humanities	3
GEN BUS 110	1	
	15	16-18

Sophomore

Fall	Credits Spring	Credits
REAL EST/A A E/ECON/ URB R PL 306	3 REAL EST 410	3
GEN BUS 306	3 FINANCE/ECON 300	3

ECON 102 or 111	4 GEN BUS 307	3
ACCT I S 211	3 GEN BUS 360	3
Elective	3 GEN BUS/DS 240, 250, or 308 (Take One)	2
16		14

Junior

Fall	Credits Spring	Credits
REAL EST 411	1 REAL EST/ECON/ URB R PL 420	3
REAL EST 412	1 PHILOS 241, 243, 341, or 441 (Ethics)	3-4
REAL EST 415	3 MARKETNG 300	3
GEN BUS 250, 240, or 308 (Take One)	2 M H R 300	3
OTM 300	3 Elective	3
Elective	4	
14		15-16

Senior

Fall	Credits Spring	Credits
REAL EST 425	3 REAL EST 530	3
GEN BUS 400	3 GEN BUS 301	3
Literature	3 R M I 300, REAL EST 306, INTL BUS 200, or INFO SYS 322 ¹	3
Elective	3 Elective	3
Elective	3 Elective	3
15		15

Total Credits 120-123

¹ This requirement is satisfied through the Real Estate major requirements.

ADVISING AND CAREERS

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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/>).

ACCREDITATION

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

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