

Course Title	REAL ESTATE ENTREPRENEURSHIP				
Course Code	MRED 720				
Course Type	COMPULSORY				
Level	MASTER				
Year / Semester	YEAR 1/SEMESTER 3				
Teacher’s Name	MARIOS KATSILOUDES				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>The purpose of this subject is to explain the role of and the opportunities for the entrepreneur in the global built environment. The built environment is defined as all the components and services that go into the structures and infrastructure in which we live with an emphasis on real estate.</p> <p>We will discuss the definition of entrepreneurship; the concepts, skills, strategic planning, know how, know who, information, attitudes, alternatives and resources that entrepreneurs need. We will then review the evaluation of ideas, opportunities, and how one sorts them into viable entrepreneurial businesses.</p>				
Learning Outcomes	<p>Upon course completion, students are expected to be able to:</p> <ul style="list-style-type: none">• obtain understanding of the meaning of corporate social responsibility and its related terms (including business ethics) and acquire critical thinking of the role of the real estate organizations in the modern society.• develop skills in identifying the various dimensions of corporate social responsibility.• identify and analyze ethical dilemmas that real estate businesses face today especially when operating beyond borders.• acquire critical thinking on how companies can choose appropriate CSR strategies and design ethical programs to fulfill real estate organizational objectives. <p>discuss the outcomes of adopting CSR principles and strategies for the real estate organization itself and for the society at large.</p>				
Prerequisites	NONE		Required		
Course Content	<ul style="list-style-type: none">• Entrepreneurship in New and Existing Firms• Analytical Framework of Entrepreneurship• Social entrepreneurship in Real Estate• Recognizing Opportunities in our Business <p>Strategic Positioning of Entrepreneurial Opportunities</p>				

Teaching Methodology	Lectures; case analysis; discussion of reports and press releases from consumers; discussion in groups of real estate companies exhibiting socially responsible behavior; meetings with students to receive feedback and resolve questions; quizzes and group assignments in class; video watching; group project and guest speakers from the real estate sector.										
Bibliography	<p>Books:</p> <ul style="list-style-type: none"> • Carroll, A.B., Brown, J. and Buchholtz, A. K., (2017). <i>Business & Society: Ethics, Sustainability & Stakeholder Management</i>. Cengage, USA. • Beal, B.D. (2014). <i>Corporate Social Responsibility: Definition, Core Issues, and Recent Developments</i>. Sage, USA. • Randel, J.A. (2006). <i>Confessions of a Real Estate Entrepreneur</i>. McGraw Hill. <p>Articles:</p> <ul style="list-style-type: none"> • Porter, M and Kramer, M.R. (2011). Creating Shared Value. <i>Harvard Business Review</i>, Jan.-Feb. • Winston, A. (2019). The Story of Sustainability in 2018: We Have About 12 Years Left. <i>Harvard Business Review</i>, Jan <p>Carroll A.B and Shabana, K.M. (2010). The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. <i>International Journal of Management Reviews</i>, 12 (1), 85-105.</p>										
Assessment	<table> <tr> <td>Class participation</td> <td>10%</td> </tr> <tr> <td>Quizzes and group assignments (in class)</td> <td>10%</td> </tr> <tr> <td>Group Project</td> <td>25%</td> </tr> <tr> <td>Project Presentation</td> <td>5%</td> </tr> <tr> <td>Final Exam</td> <td>40%</td> </tr> </table>	Class participation	10%	Quizzes and group assignments (in class)	10%	Group Project	25%	Project Presentation	5%	Final Exam	40%
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Language	ENGLISH										