



"ION MINCU" UNIVERSITY OF ARCHITECTURE AND URBAN PLANNING BUCHAREST, ROMANIA

EASTERN EUROPE
CENTER OF EXCELLENCE IN PLANNING

**International
Postgraduate Program of Advanced Studies in Urbanism
and Real Estate Development (ASURED)**



C.E.P.
Center of Excellence in Planning

2013
2015



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**Center of
Excellence
in
Planning
International
Postgraduate
Program
of "Advanced
Studies in
Urbanism
and Real Estate
Development"
(ASURED)
a Program
with
Unique
Features**





CHAPTER 1 - ABOUT CEP

The Center of Excellence in Planning (CEP) is a private, non-profit organization supporting the "Ion Mincu" University of Architecture and Urbanism (UAUIM) in its international educational and research activities. CEP was founded by internationally recognized Romanian planners and the University of Architecture and Urbanism "Ion Mincu" (UAUIM), which houses CEP's activities in its Moxa Street facility in Bucharest. The Center is financed from project-specific funds, grants, donations and students' tuition.

Center of Excellence in Planning

Activities Profile

- ✓ International Postgraduate Program of Advanced Studies in Urbanism and Real Estate Development (ASURED)
- ✓ International Regional, Urban and Architectural Research Program
- ✓ Technical assistance and consulting for international public and private organizations
- ✓ Publishing/Dissemination/Networking Program

To promote urban planning property and real estate development excellence and act as a regional hub for Eastern Europe and the Balkans.
To develop cooperation relationships in urban planning and real estate with Western Europe and the U.S.
To offer advanced educational programs in planning and real estate in the region.
To support and raise a young generation of urban planners and researchers.

Goals



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CHAPTER 1 - ABOUT CEP

Director

Mircea Enache, Ph.D., architect and urban planner,
Washington and Bucharest

Deputy Director

Andreea Popa, Ph.D., urban planner and researcher,
UAUIM, Bucharest

Secretary General:

Alina Muresan Iuga, urban planner, Bucharest

CEP Executive Staff

CEP Programs Staff

Educational Program

Mircea Enache, Ph.D., urban planner,
Washington and Bucharest

Research Program

Catalin Sarbu, Ph.D.,
urban planner and researcher, UAUIM

Publishing & Dissemination Program

Alexandru-Ionut Petrisor, Ph.D.(ecology), Ph.D.(geography)

CEP has top Romanian urban planners and researchers in charge of its three main directions: education, research and publishing, along with administrative, accounting and legal services.
CEP has an international Board of Directors.





CHAPTER 2 - International Postgraduate Program of Advanced Studies in Urbanism and Real Estate Development (ASURED)

MISSION

- ✓ The mission of ASURED is to raise planning leaders within both planning and property sectors, who are ethical, politically committed, and technically capable of planning and developing high quality urban places.
- ✓ The students will study fundamental economic and political processes that shape the built environment of cities and ways in which governments, community-based organizations, private sector actors and political entities produce and influence these processes.

ASURED Program Contents

The international postgraduate program of Advanced Studies in Urbanism and Real Estate Development (ASURED) was specifically designed for RICS accreditation. RICS (The Royal Institute of Certified Surveyors) is the most prestigious real estate and urban planning accreditation body and was founded in the United Kingdom in 1868.

In order to comply with RICS accreditation requirements (prestigious organisation covering more than 21 specialties within the real estate domain, founded in United Kingdom in 1868 and providing the world's leading professional qualification for the land, property and construction industry), ASURED was designed as a part-time, distance learning 2-year program which offers 96 credits.

RICS accreditation is currently pending.

The 15 European, U.S. and Romanian faculty interact face-to-face with the students in "concentration periods" of 3-4 weeks at the CEP elegant facility in Bucharest, a historic monument built at the beginning of the 20th century.



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supporting partner
for the ASURED program

TUCA ZBARCEA
ASOCIATII



CHAPTER 2 - International Postgraduate Program of Advanced Studies in Urbanism and Real Estate Development (ASURED)

ASURED Faculty

- ✓ The international relevance of the program also resides in the teaching staff - the team gathers highly qualified experts from 6 countries.

Ion Anghel
(Academy of Economic Studies, Bucharest)

Radu Boitan
(Chairman, RICS Romania)

Mircea Enache
(Washington, USA)

Evelyn Ernst
(Vienna, Austria)

Jose Maria Ezquiaga
(Madrid, Spain)

Tiberiu Florescu
(Dean, UAUIM, Romania)

Meghan Gough
(VCU, USA)

Florentina Iugan
(Romania)

Edgar Kiviet
(Delft, Netherland)

Gabriel Pascariu
(UAUIM, Romania)

Cristian Popescu-Ialomita
(Romania)

Catalin Sarbu
(UAUIM, Romania)

I-Shian Suen
(VCU, USA)

Vesselina Troeva
(Sofia, Bulgaria)

Dietmar Wiegand
(TU Wien, Austria)





CHAPTER 2 - International Postgraduate Program of Advanced Studies in Urbanism and Real Estate Development (ASURED)



Ion Anghel

Ion Anghel (FRICS - Fellow RICS) is the Director of the Real Estate Economics Master Program, Bucharest University of Economics. He implemented more than 400 projects in business valuation and/or machinery and equipment valuation from different industries and published several books on valuation and intellectual capital.

He was awarded the Merit Award Research Paper World in Singapore, 2006, by the Association of Valuers Organization – WAWO.



Radu Boitan

Radu Boitan (Chairman, RICS-Romania, FRICS) is Chairman of the Romanian RICS board and an experienced property professional with over 15 years experience in Investment, Valuation & Property agency within the Romanian market. A number of senior positions were held within different multinational companies incl. Head of Capital Markets for Jones Lang LaSalle Romania and Managing Director and Member of the management board of King Sturge Romania, with responsibilities extended to investment, professional services, valuation and research.



Mircea Enache

Mircea Enache (Washington, USA), Director of CEP, is a senior planner and information systems specialist with forty years of experience in urban & regional planning and research, and urban education. He taught in Bucharest in the seventies and eighties and at Johns Hopkins University in the nineties. Since 1994, he implemented his decision models and software systems in countries on five continents, in World Bank, USAID and DFID projects. He developed research projects with the Club of Rome, Control Data Corporation, IIASA (Austria), and Romanian authorities. A member of the Cybernetics Commission of the Romanian Academy since 1977, he wrote five books and over 300 papers and reports.





CHAPTER 2 -ASURED Faculty



Evelyn Susanne
Ernst

Evelyn Susanne Ernst (Vienna, Austria) has a professional background in Real Estate Development, Regional Planning and Civil Engineering, fact that greatly influences the development of her PhD: *The Interdependency of Regional Planning and Real Estate Development* at Vienna University of Technology. Evelyn also provides consultancy for various Real Estate companies, among which: S+B Group AG, CEE, Rhomberg Group. She implemented projects in numerous countries, including Romania.



José Maria
Ezquiaga

José Maria Ezquiaga (Madrid, Spain) has a PhD in Architecture, “Premio Extraordinario de Doctorado” (Thesis Award) and degrees in Architecture and Sociology and Political Sciences. He has been one of the key planners in Madrid since 1985, and was involved in over 30 urban development projects in the city and all over Spain. For his activity in the field of planning he was awarded several prizes in Spain and abroad, such as Gubbio European Award - granted by the “Associazione Nazionale Centri Storico-Artistici de Italia”. He was also a Consultant for the European Commission. As an independent professional, he manages the office of Ezquiaga Arquitectura Sociedad y Territorio and he is a Professor at the Escuela Técnica Superior de Arquitectura (Madrid) and a visiting professor at several Universities around the world (TU Delft, TU Dortmund, etc.).



Tiberiu Florescu

Tiberiu Constantin Florescu (UAUIM, Romania) is the Dean of the Department of Urbanism in the University of Architecture and Urbanism Ion Mincu, Bucharest. During his career he has taught courses like “Understanding urban composition”, “Architectural-urban state of crisis and vulnerability”, etc. He is also the coordinator of the Bologna Master Degree - Urban Planning Faculty. He conducted several international workshops and represented the University at several international competitions. As a head of various companies in the fields of Architecture and Urbanism, he developed more than 150 architectural, interior design and urban design projects throughout Romania.





CHAPTER 2 - ASURED Faculty



Meghan Z. Gough

Meghan Z. Gough (VCU, USA) has a Ph.D. in City and Regional Planning and a Master of Urban and Regional Planning. She teaches various classes at the Virginia Commonwealth University, Richmond, such as: Introduction to Planning, Planning Theory and Processes, etc. As a researcher, she was awarded grants in value of 85,920 \$ for VCU. Meghan has also written several peer reviewed publications, mainly related to suburbanization and Post-Katrina (Mississippi) planning. She has also developed a large amount of technical reports and professional publications. In Richmond she was involved, as a consultant, in several planning activities developed by the local administration and designed planning projects together with companies like: Swansboro, Scott's Addition etc.



Florentina Iugan

Florentina Iugan (Romania) has a background in architecture and urban planning, attended three master's degree programs in: Integrated Urban Development, Urban Management and Management of the European Metropolitan Region, at the University of Architecture and Urbanism „Ion Mincu” Bucharest (UAUIM) and Erasmus University Rotterdam, and is currently working on a Ph.D. in military science. During her employment at UAUIM she was involved in several research and urban planning projects, while teaching classes like „Real Estate Management” and „City Marketing”. As a former City Chief Architect of Galati Municipality, she is member of the National Commission on Territorial Development within the Ministry of Regional Development and Public Administration and she is involved in various urban development projects in Romania.



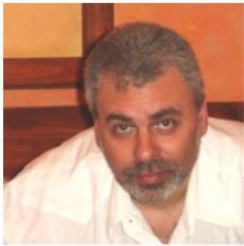
Edgar M.A. Kiviet

Edgar M.A. Kiviet (Delft, Netherland) is an architect and Urban Planner/Designer. He received his degree as an Architect from the Delft Polytechnic University (Holland) and finalized the first part of the postgraduate program of Urbanism at the Technical University of Madrid (Spain). He has more than fifteen years of international working experience in the field of Urbanism, offering services of urban planning and design for all uses and on every scale. The first four years as urban planning and design architect at Kuiper Compagnons (Rotterdam, Holland) and the next ten years as Director of urban planning department at Aguirre Newman Urbanism, MESA Design Group (USA) and later as consultant and director of strategic projects with ARNAIZ Consultores.





CHAPTER 2 -ASURED Faculty



Gabriel Pascariu

Gabriel Pascariu (UAUIM, Romania) has a PhD in Geography related to Human settlements. He is the coordinator of the Post Graduate (Master) Program for Territorial and Regional Development at UAUIM. He was the General Manager of URBANPROIECT - National Research Institute for Urban and Regional Planning - between 2001/2002. During his activity at UAUIM, he had developed various studies at regional and municipal level, ranging from planning schemes to development strategies. Mr. Pascariu is also a member of the Editorial Board of the magazine "Urbanismul - serie noua /new series" the most important Romanian magazine for planners.



Cristian P.
Popescu -Ialomita

Cristian P. Popescu –Ialomita (Romania) has a background in architecture and real estate development. Mr. Popescu - Ialomita is a Board member and former Vice President of CEI (Confederation Europeenne de l'Immobilier), Vice-President of ARAI (Romanian Association of Real Estate Companies), Member of CEREAN (Central European Real Estate Associations Network) Council, Technical expert for CEN (European Committee for Standardization) and worked as consultant and project manager with a high range of national and international companies – ROMEXPO (Chief Architect), PETROM, ROMCONSULT, STRABAG , BAUMIT, AUSTROTHERM, RIGIPS, IMMOCONSULT (Austria), SAINT GOBAIN (Franta), P&G , BRENAC (Grecia), SIAD, IVECO (Italia), etc. He was also involved in many Urban design and planning projects in Romania.



Catalin Sârbu

Catalin Niculae Sârbu (UAUIM, Romania) is the Deputy Dean of Urban and Territorial Planning Faculty at the University of Architecture and Urban Planning "Ion Mincu" (UAUIM) and a former Scientific Director of INCD URBANPROIECT (2001-2004). Mr. Sârbu is also a Member of the Technical Committee - Urban and Regional Studies of the Regional Development and Tourism Ministry. As Research director at the department of Urban Planning of UAUIM he was awarded several research grants such as CEEEX. During his career he was also engaged in leading various projects on urban development, regional and spatial planning.





CHAPTER 2 - ASURED Faculty



I-Shian (Ivan)
Suen

I-Shian (Ivan) Suen, (VCU, USA) is an associate professor and chair of the Urban and Regional Planning Program in the L. Douglas Wilder School of Government and Public Affairs at Virginia Commonwealth University. His research and teaching interests include land use planning, planning support systems and the applications of geospatial technologies for data analysis and visualization. He received an award for Best Use of Technology to Improve a Plan or Planning Process, 2007, by the Information Technology Division of American Planning Association (APA). More than 15 international publications state his experience regarding urban planning with a focus on G.I.S applications. He teaches various courses related to G.I.S at two Universities and 2 Colleges.



Vesselina Rousseva
Troeva

Vesselina Rousseva Troeva (Sofia, Bulgaria) is Executive Director of the National Centre for Regional Development Plc. During her career she held various key positions within the University of Architecture, Civil Engineering and Geodesy (UACEG), such as Deputy Rector and Head of the Urban Planning Department. She is also a founding member of the Chamber of Bulgarian Architects. Her involvement in over 15 international projects and more than 30 recent publications state her fabulous experience in urban planning. Last but not least she is a honorary member of the Royal Town Planning Institute (RTPI), UK.



Dietmar Wiegand

Dietmar Wiegand (TU Wien, Austria) is an University Professor, head of the Real Estate Development and Project Management Division at Vienna University of Technology (TU Wien), Austria. Mr. Wiegand has various publications, in both English and German, on Economic and Real Estate Economics issues and Computer Simulations in Construction. He is a member of the editorial board of the Zeitschrift für Immobilienökonomie (ZIÖ, Journal of Real Estate Economics) and also a member and chairman of various scientific committees (EUROFM 2010, PLIC and others).





CHAPTER 2 - Courses and Faculty

2 years part-time and distance learning international postgraduate program (September 2013 – June 2015)

Module 1	Urban Theory and Planning (16ECTS)	Semester	Faculty
UTP 101	European Urban Planning & Design – 4 ECTS	1/Oct	Edgar Kiviet (The Netherlands)
UTP 102	Urban Regeneration & City Centers – 4 ECTS	1/Oct	Gabriel Pascariu (Romania)
UTP 103	Urban Planning and Redevelopment – 4 ECTS	2/Jun	Meghan Z. Gough (USA)
UTP 104	GIS Applications in Planning & Development - 4 ECTS	2/Jun	I-Shian Suen (USA)
Module 2	Real Estate Issues (16 ECTS)	Semester	Faculty
REI 101	Real Estate Development and Urban Planning – 4 ECTS	1/Oct	Mircea Enache (USA)
REI 102	Real Estate Fundamentals - 4 ECTS	1/Jan	Cristian Popescu-Ialomita (Romania)
REI 103	Location and Market Analysis for Real Estate - 4 ECTS	1/Jan	Evelyn Ernst (Austria)
REI 104	Integrated Urban & Real Estate Development– 4 ECTS	2/Mar	Dietmar Wiegand (Austria)
Module 3	Urban Development Management (12 ECTS)	Semester	Faculty
UDM 101	Urban Mobility Policy and Instruments – 4 ECTS	2/Mar	Jose Maria Ezquiaga (Spain)
UDM 102	Competitive Cities & Economic Development – 4 ECTS	3/Jan	Mircea Enache (USA)
UDM 103	Land Use & Environmental Regulation – 4 ECTS	3/Jan	Vesselina Troeva (Bulgaria)
Module 4	Real Estate Development (12 ECTS)	Semester	Faculty
RED 101	Real Estate Investments – 4 ECTS	1/Jan	Radu Boitan (Romania)
RED 102	Real Estate Appraisal/Valuation – 4 ECTS	3/Oct	Ion Anghel (Romania)
RED 103	Real Estate, Local Government & Law – 4 ECTS	3/Oct	Florentina Iugan (Romania)
Projects		Semester	Faculty
Integrated Urban Planning and Real Estate Project – 8 ECTS		2 /Mar-Jun	Tiberiu Florescu(Romania)
Integrated Urban Planning and Real Estate Project – 8 ECTS		3 /Oct-Jan	Catalin Sarbu (Romania)
Practicum in a Planning or Real Estate Agency - 8 ECTS		Summer 2014	
Final Thesis – 16 ECTS		4 /Mar-Jun	
Total number of credits (96)			





CHAPTER 3 - Modules and Course Contents

Module 1. Urban Theory and Planning (UTP)

UTP 101 - European Urban Planning and Design

Edgar Kiviet (The Netherlands)

The necessity of an integrating vision and multidisciplinary view will be explained. The course will introduce the students to the social aspects of planning (planning and programming density, diversity and identity, mixed uses, amenities, planning and designing public spaces, heritage, character, community). The environmental aspects of urban planning will also be introduced (sustainable mobility, parking, infrastructures, city climate change and energy, city ecology and biodiversity, energy efficiency, resources; water and material cycle, public transport). Planning and housing policies and practice will be presented, including master planning communities, housing programs, social housing and government programs.

Aspects of the planning and design process and planning management will be discussed and planning tools will be introduced (ECOTECT, URSUS, CALENER).

UTP 102 - Urban Regeneration and City Centers

Gabriel Pascariu (UAUIM, Romania)

The main objective of the course is to explain the concepts of urban regeneration and integrated urban development and to describe the specific processes, methods and instruments related to these. The teaching methods will include lectures, seminars, debates and workshops. The module will include theoretical and practical activities and will be mostly interactive. A number of best practices in the field will be analyzed, especially based on the last 2 decades of European experience and projects will be developed for selected areas of intervention from Bucharest or other cities.

By the end of the course the students will get an adequate understanding and the capabilities to develop integrated projects and urban regeneration strategies. Communication skills and team working will also be developed during the module practical teaching sessions. The evaluation of the module will be based on the elaboration of an integrated regeneration project for a defined urban area.





CHAPTER 3 - Modules and Course Contents

Module 1. Urban Theory and Planning (UTP)

UTP 103 - Urban Planning & Redevelopment

Meghan Z. Gough (VCU - Richmond, USA)

The course provides an overview of the urban system and the history of planning in the USA, and covers the basics of comprehensive planning, including the context, process, agents, methods, components, and implementation. It introduces the student to the sub-areas of planning, such as transportation planning, land use planning, environmental planning, housing, and urban design.

The course examines renewal of declining commercial and residential areas in cities and towns as tools in the planning process. It discusses and applies through fieldwork, market studies and other analysis methods, strategies for revitalization, public and private project financing and development.

Students will also learn about the role of civic participation in plan-making and implementation. Special attention will be paid to the human elements of planning, politics and power in urban planning decision-making. Case studies will be used as tools for discussion.

UTP 104 - GIS Applications in Planning & Development

I-Shian Suen (VCU – Richmond, USA)

The course introduces the components, capabilities, and functionalities of Geographic Information Systems. In addition to the concepts upon which GIS is based, how it works and what it does, this course introduces cartographic techniques necessary to design and construct effective maps with an emphasis on thematic mapping. It also examines the processing, compilation and symbolization of spatial data and the application of related analytical techniques. Students learn about data sources and database management for community analysis using geographic information systems.

The course includes an overview of database structures, public domain software and data resources, descriptive statistical analysis, population projection, graphic presentation of data, and principles of cartographic design. Laboratory exercises using GIS software and public domain data to describe communities and identify planning issues. Laboratory work emphasizes practical applications and uses of ArcGIS and the Spatial Analyst extension.





CHAPTER 3 - Modules and Course Contents

Module 2. Real Estate Issues (REI)

REI 101 - Real Estate Development and Urban Planning

Mircea Enache (Washington, USA)

The processes of planning and real estate development are intimately linked: the planners need to understand the risks taken by the real estate developers, and the developers must understand that good planning and regulation protects the value of their investments.

The course guides the students through the procedural and practical aspects of developing land from the point of view of both planner and developer. The planning system is introduced, from the concepts of spatial planning, in its relationship with economic, social and environmental planning, to the development control process, the tools of urban land use planning and the politics of local administration.

Similarly, the development process is introduced, from inception to appraisal, valuation and financing to completion and selling. The broader perspective of the course is focused on sustainable development.

REI 102 - Real Estate Fundamentals

Cristian Popescu-Ialomita (Vice President, ARAI, Romania)

The course describes real estate as a business of many specializations, the professional organizations, the types of real property, as well as the real estate market. The relationship between real property and the law is explained and the concept of home ownership is described. The students will learn about the interests in real estate and the forms of real estate ownership. The course is interactive and participative and it is illustrated with European and Romanian case studies. The European real estate standards are presented.

The students will learn about the real estate agency, the types of agency relationships, the customer-level services and the real estate brokerages. The course is interactive and participative and it is illustrated with international and Romanian case studies.





CHAPTER 3 - Modules and Course Contents

Module 2. Real Estate Issues (REI)

REI 103 - Location and Market Analysis for Real Estate

Evelyn Ernst (Vienna, Austria)

The measurements of demands for real estate products as well as for specific projects (marketability analysis) are subjects of this course.

Students examine techniques for forecasting demand and supply in specific markets and evaluating sites based on product criteria. Products include residential, hotel, retail, offices, industrial and mixed use properties. The final sessions deal with feasibility analysis.

Real estate development issues are presented in respect of the results of location and market analysis, including due diligence, calculation, feasibility studies, investor presentations, networking and negotiations with potential property managers and investors, selection and leadership of design teams, preparation of LoI, MoU, etc.

REI 104 - Integrated Urban and Real Estate Development

Dietmar Wiegand (TU Wien, Austria)

Urban development is the result of an unending number of events, decisions and interventions of different interrelated players – not only planners and developers. Based on the reflection of cases and their individual experiences students gain competencies to apply theories, models and methods of systemic management to steer urban development by different types of projects and to develop infrastructure and real estate successful and with positive externalities.

Regions, net infrastructure, project organizations, built environment and its use (e.g.) are complex, dynamic open systems. Respecting this challenge, students gain competencies to design and implement processes and organizations for the strategic urban management – the strategic muddling through. They guide the definition of targets; know the rich toolbox of possible interventions in urban systems - from regulations to the organization of a festival - asses the effects of alteration measure, implement what is appropriate for individual and social targets and monitor success.





CHAPTER 3 - Modules and Course Contents

Module 3. Urban Development Management (UDM)

UDM 101 - Urban Mobility Policy and Instruments

Jose Maria Ezquiaga (Madrid, Spain)

By introducing principles of urban planning, civil engineering, economics and public policy, students will learn about how to use planning tools and policies to help develop effective places and networks and developing and implementing a broad mobility strategy for cities. By the end of this course students will be able to think critically about the transportation and land use implications of accessibility, environmental and urban design policies.

The course takes the perspective that cities and their supporting infrastructures are complex systems due to their interconnected and interdependent natures.

UDM 102 - Competitive Cities & Economic Development

Mircea Enache (Washington, USA)

The course explores the concept and practice of urban governance and management for competitive cities and regions. Some of the main themes are: complexity and governance, governance and creativity on urban regeneration processes, leadership and governance of cities, urban development management, governance challenges in European Metropolitan Areas, etc.

A major theme of the course is the relationship between urban planning and politics, and the various roles of the urban planner in administration and the planning agency. Power and policy in European metro areas, planning and power games and advising the urban leaders are themes discussed.

Local economic development strategies and policies are discussed, in relationship with competitiveness and cooperation. The methodology of developing an economic development strategy for cities is presented in detail and illustrated with case studies, in a comparative perspective.



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CHAPTER 3 - Modules and Course Contents

Module 3. Urban Development Management (UDM)

UDM 103 - Land Use and Environmental Regulation

Vesselina Troeva (Sofia, Bulgaria)

The module "Land Use & Environmental Regulation in Europe" aims at linking the knowledge in Land use planning and Environmental protection, establishing skills in implementation of the current environmental regulations and other innovative instruments and approaches among which integrated planning, sustainability assessment and GIS.

Some of the major topics are connected with the "Community involvement and Participatory planning" course, "Sustainable Urban Planning and Design" lecture course and the Applied Project in Sustainable Development, thus upgrading the competences of the students.

Module 4. Real Estate Development (RED)

RED 101 - Real Estate Investments

Radu Boitan (Chairman, RICS Romania)

The investment process comprises a multidisciplinary set of property skills, profound market and asset based specific knowledge all synthesized and filtered within the final investment analysis meant to facilitate a sound investment decision. Factors needed to conduct an investment analysis will be reviewed: market analysis, marketability, feasibility, specific risks, finance, and tax. This course focuses on forecasting project viability and estimating discounted present value and investor internal rates of return.

Topics include analytical techniques of valuation including after tax cash flow analysis, lease and expense analysis by marking to market each set of commercial parameters, specific risks valuation, financing structures (capital sources), investment scenarios and sensitivity analysis, and many real world examples. By the end of the course, the student should feel comfortable with the synthesis of the three most important variables associated with any real estate investment: money, time, and risk.





CHAPTER 3 - Modules and Course Contents

Module 4. Real Estate Development (RED)

RED 102 - Real Estate Appraisal / Valuation

Ion Anghel (University of Economics, Bucharest, Romania)

The measurement of the market real estate value is the main subject of this course. Students examine fundamental concepts, professional standards, principles, approaches, methods and procedures in property valuation. While detailed solutions are included for an important variety of appraisal issues the emphasis is on the logic and principles. The goal is to teach students to think about valuation in a logical, intuitive way, so they are able to creatively solve problems from the real world.

The students will understand the importance and role of the appraisal profession in actual real estate market. By the end of the course, the student should understand the determinants of value in marketplace and feel comfortable with all the three approaches in valuation: comparison, income and cost and with the valuation process.

RED 103 - Real Estate, Local Government and & Law

Florentina Iugan (Romania)

The real property market is affected by government policies on planning, building permitting and land registration. In this course the relation between the real property and the law is assessed in terms of: real property rights and legal restraints; land-use planning and development controls, building standards and permitting systems, regulations vs. deregulation procedures.

A focus is on the interaction between real estate business and the local authorities, from red tape to a market-responsive planning and regulatory systems with impact on increasing real estate market efficiency. Case studies from Eastern Europe and Romania will illustrate the issues presented in the course and in particular the relations between developers and local governments and planning agencies.

Two-day Workshop in Legal Aspects in Real Estate, offered by **TUCA ZBARCEA**
/ASOCIATII Romanian law firm



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CHAPTER 3 - Modules and Course Contents

Projects in Urban Planning and Real Estate (UPRE)

UPRE 1 - Integrated Urban Planning and Real Estate Project 1

Tiberiu Florescu (UAUIM, Romania), and Romanian Developer

The first Integrated Urban Planning and Real Estate Project will be launched at the beginning of Semester II (March) and will be finished in June. It will consist of an urban planning and design exercise, with complementary real estate tasks, such as feasibility studies and cost analysis.

UPRE 2 - Integrated Urban Planning and Real Estate Project 2

Catalin Sarbu (UAUIM, Romania), and Romanian Developer

The second Integrated Urban Planning and Real Estate Project will be launched at the beginning of Semester III (October) and will be finished in January. It will consist of a complex urban planning exercise, involving feasibility studies, institutional arrangements, development agencies, public-private negotiations and partnerships, design and implementation solutions, financial solutions, project implementation planning and post-implementation issues.

Final Evaluation/Thesis

For information about Final Evaluation/Thesis, please contact us.





CHAPTER 3 - Modules and Course Contents

Program schedule

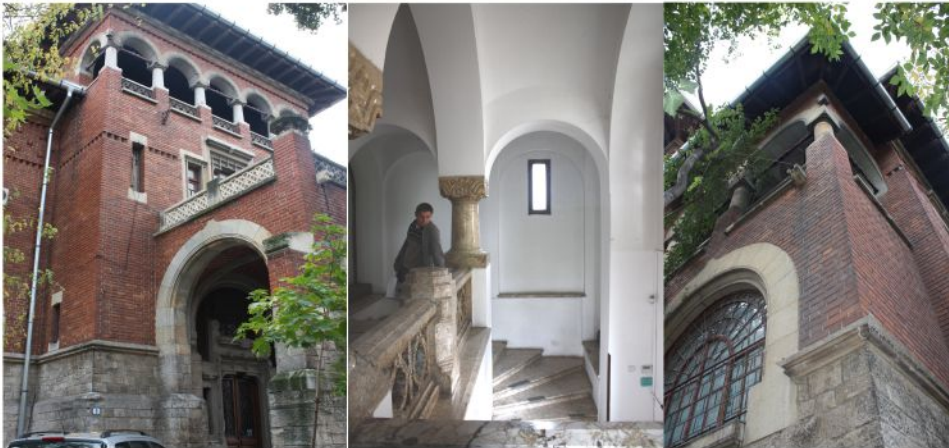
		ECTS	Semester I		Semester II		Summer		Semester III	
Module	Course		Oct13	Jan14	Mar14	Jun14	Jul14	Aug14	Oct14	Jan15
Module 1	Urban Theory and Planning	16								
UTP 101	European Urban Planning & Design	4								
UTP 102	Urban Regeneration & City Centers	4								
UTP 103	Urban Planning and Redevelopment	4								
UTP 104	GIS Applications in Planning & Development	4								
Module 2	Real Estate Issues	16								
REI 101	Real Estate Development & Urban Planning	4								
REI 102	Real Estate Fundamentals	4								
REI 103	Location & Market Analysis for Real Estate	4								
REI 104	Integrated Urban & Real Estate Development	4								
Module 3	Urban Development Management	12								
UDM 101	Urban Mobility Policy and Instruments	4								
UDM 102	Competitive Cities & Economic Development	4								
UDM 103	Land Use & Environmental Regulation	4								
Module 4	Real Estate Development	12								
RED 101	Real Estate Investments	4								
RED 102	Real Estate Appraisal/Valuation	4								
RED 103	Real Estate, Local Government & Law	4								
UPRE 1	Integrated Urban Planning & Real Estate Project 1	8								
UPRE 2	Integrated Urban Planning & Real Estate Project 2	8								
	Practicum in a Planning or Real Estate Agency	8								
	Final Thesis (March - June 2015)	16								
Total number of credits		96								





CHAPTER 4 - ASURED Activity

Expected Enrollment in the ASURED Program: 20-30 students per year, starting with September 2013. Enrollment includes: Romanian students (graduates of B.A. programs in architecture, economy, sociology, real estate, geography, law, engineering etc.) and international students from: Bulgaria, Serbia, Kosovo, Moldova, Ukraine, Greece, Turkey, etc., are expected.



ASURED Facilities

In addition to the Moxa facility, the ASURED students have access to the main university facility (UAUIM), located within 20 minutes walking distance from CEP, in downtown Bucharest (University Square). UAUIM has two excellent libraries, a coffee shop and other facilities.





CHAPTER 4 - ASURED Activity

The ASURED's graduates are expected to engage in international urban planning and development practices, real estate activities, advising mayors, politicians, planning boards and developers, teaching urban planning and real estate and conducting audits and research. CEP and ASURED and faculty leadership will advise and support ASURED graduates on the job market.

Job Opportunities for Graduates

A Program with Unique Features

ASURED is one of the four international programs worldwide offering education in both urban planning and real estate development within the same program. The other three are located in London, Miami and St. Louis. Unlike the other three programs, ASURED is unique in that it offers a teaching staff mix from Western and Eastern Europe, and the U.S.

Other program features include:

- ✓ Providing customized education for students (individual attention, advice and counseling). Junior researchers and teaching assistants will advise students individually.
- ✓ Acting as a regional hub for Eastern Europe and the Balkans, with students from the region
- ✓ Providing unique networking opportunities for both faculty and students.
- ✓ Developing a unique academic concept, with inter-linked course contents (internal program links and external links to the world literature and experience in planning and real estate).
- ✓ Applied science features: every concept will be illustrated with the practice in the field.
- ✓ Flexible schedule - teaching courses in "concentrations".
- ✓ Hi-tech emphasis: teleconferences, video conferences, distance advising, etc.
- ✓ Active search and assistance in the job market for the graduates.



C.E.P.

Center of Excellence in Planning



CHAPTER 4 - ASURED Activity

Key Facts

Duration: 2 years (3 semesters + Final Thesis)

Credit value: 96 ECTS

Tuition: 2,400 euro per year (a total of 4,800 euro per program)

Location: 3-5, Moxa Street, Bucharest, Romania

Offered by: CEP - Center of Excellence in Planning (CEP), in cooperation with "Ion Mincu" University of Architecture and Urban Planning (UAUIM)

How to Apply

Applications can be sent electronically to the ASURED program web site: www.cep-edu.eu/ASURED.
The applications requirements are:

- ✓ Proof of bachelor or master degree in related fields (architecture, urban planning, economy, geography, law, government and administration, international studies, real estate certifications, etc.);
- ✓ A 2-4 page CV (resume) in English;
- ✓ Proof of English capability (reading, comprehension, writing, speaking fluency): TOEFL or similar certifications, practice in international organizations and firms etc.;
- ✓ A two-page essay on the motivation and reason for applying to the ASURED advanced studies program (in English).

Selected ASURED candidates will be interviewed in person or on Skype by CEP executive staff and ASURED faculty (in English).

For more information, please visit: www.cep-edu.eu/ASURED



Contact Information

Center of Excellence in Planning
3-5, Mihail Moxa Street,
Bucharest, Romania

Phone: +40.021.212.50.81

Fax: +40.021.212.50.82

Email address: office@cep-edu.eu

For more informations, please visit:
www.cep-edu.eu

