

MPRE 599 Leading the Charge for New Business (D, F, C)

GEORGETOWN UNIVERSITY

**SCHOOL OF CONTINUING STUDIES
MASTER OF PROFESSIONAL STUDIES IN REAL ESTATE PROGRAM**

**MPRE-599: Leading the Charge for New Business
SYLLABUS**

Fall 2013

Instructor:

Marilynn Deane Mendell, President, WinSpin CIC, Inc.

Contact Information:

Marilynn Deane Mendell, mmendell@winspincic.com, Cell: 540-207-4045

Meeting Time and Place: Wednesdays 8:00 -10:30pm Final Exam date and place TBD

Examination Date: Not yet announced by Registrar, but will be determined as soon as Registrar announces.

Course Description: Get close to top leaders in real estate. National stakeholders share their business development secrets literally from the ground up. Mendell has put together owners and CEOs to cover broad industry interests. For example: William Magruder head of Business Development for Clark Construction works with most of the key developers in the region. If its hotel and convention there's Chris Gladstone, President, Quadrangle Development; Finance, Bill Norton, Regional Director, Northwestern Mutual, Government, Bob Helwig, Deputy Director, Office of the Secretary of Defense Dept of Defense and John Simeon; mixed-use and retail, Grant Ehat, JBG Rosenfeld Retail, Richard Lake, Roadside Development, and Toby Bozzuto, The Bozzuto Group. They all present the art of a deal. This powerhouse of experts' offer students a chance of a lifetime. Take away key strategies on how to develop a concept pitch and find financing, build relationships, and market and sell / lease to clients or future occupants. Mendell's 30-year experience as a serial entrepreneur provides a glue that augments the speakers with award-winning case studies about public relations, branding, public speaking, and marketing. This blockbuster lineup promises to provide a roadmap to success. These leaders in will share case studies and as well as insider tips on how they rose to the positions they currently hold.

A significant goal of the course will be to abstract a kind of "general theory of real estate business development" from which all real estate professionals may profit. The readings will take students through a process that will contribute to a life lesson in how to conduct business development. This course is of great value to all real estate professionals – especially aspiring entrepreneurs.

BUSINESS DEVELOPMENT COMMERCIAL REAL ESTATE PROFESSIONALS SCHEDULE OF CLASSES AND READINGS page 2

**Speakers will be announced along with class dates once course has filled.
There will be one midterm and one final exam. Both will be written and take place in the classroom.**

Course Methodology: The first half of each class will be a combination of lectures by the professor and reports on various readings by the students. Students will have multiple ways to learn presentation skills while in class including public speaking, reviewing each other's presentations, and interaction with the various speakers who will join the class after a brief break for the second half. Students will be tested on what the speakers discuss and how it relates to the readings.

Learning Objectives:

1. Understand basic principles of business development: ethics, planning, appearance, and appreciation.
2. Develop strong presentation skills including how to respond to proposals from a technical standpoint.
3. Gain a better understanding of the strategies for gaining new clients and work through proper scenarios, research, budgets, time management, networking, joining organizations, and social media.
4. Learn firsthand from national leaders how to tell the "Story" and why being able to engage a client in such a way brings in business.
5. Get a multitude of examples on how to be entrepreneurial and think creatively. Take this information and knowledge to help shape your successful career.

Course Requirements and Grading:

Grading System – The final grade will be based on the following four areas:

- Writing + Class Participation and Citizenship (60%)
- In Class Mid Term (20%) (one hour)
- In Class Final Exam (20%)(one hour)

Letter Grading Descriptions

A = 93-100%

Clearly stands out as excellent work. An "A" grade work could be used as a model for other students to emulate. Shows excellent grasp of subject matter and conceptual integration. The presentation shows excellent in-depth analytical thinking and an elegantly innovative application. It is very well written and organized.

A-= 90-92.99%

Represents high quality performance. Shows excellent grasp of subject matter and conceptual integration. Shows a high level of thinking, analysis, and application. The presentation is very well written and organized.

B+= 87-89.99%

Represents very good work. Shows thorough grasp of subject matter and effective application. Shows good thinking and analysis. The presentation is well written and organized.

B=84-86.99%

Represents satisfactory work. Shows adequate level of thinking and analysis. Standard of presentation, organization, and appropriateness of application is adequate.

B-=89-83.99%

Work is below graduate level expectations. Presentation is rather general, superficial, or incomplete and not very well written. Indicates minimal level of individual thought or effort with inadequate attempts at application.

C+=76-79.99%

Work is clearly unsatisfactory. It is poorly written and presented, shows poor analysis, misses important elements, and lacks any noticeable attempts at application.

F=75% and below

Fails to meet minimum acceptable standards.

Course Responsibilities and Guidelines

Class Participation – Class participation provides opportunity for you to demonstrate your understanding of the theories, concepts, and practices that the course addresses. More importantly, it allows you to further develop your persuasive communication skills, which are exceptionally important in real estate. Success in this course depends on the preparedness and active engagement of all students. The readings and assignments listed on this syllabus should be accomplished prior to class.

MANDATORY ATTENDANCE: Attendance at all classes is mandatory. Each student is allowed one absence during the course of the semester; additional absence must be discussed in advance with the instructor. Any student arriving after 15 minutes from the start of class will be considered an absence.

ELECTRONIC ETIQUETTE: Please turn off cell phones, pagers and other communication devices before class starts. Surfing the web or engaging in other non-class techno-activity during class is unacceptable.

ETHICS STATEMENT: As signatories to the Georgetown University Honor Pledge, and indeed as good scholars and citizens you are expected to uphold academic honesty in all aspects of this course. You are expected to be familiar with the letter and spirit of the Standards of Conduct outlined in the Georgetown Honor System and on the Honor Council website. As faculty, I too am obligated to uphold the Honor System and report all suspected cases of academic dishonesty. For more information, please visit:
<http://gervaseprograms.georgetown.edu/he/index/html>.

HONOR SYSTEM: Students are expected to abide by the Georgetown University Honor System. If you have not already done so, please familiarize yourself with the material and information posted on the Honor Council's website:
<http://gervaseprograms.georgetown.edu/he/index.html>.

GEORGETOWN UNIVERSITY HONOR PLEDGE: In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: to be honest in any academic endeavor, and to conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

VIOLATION OF THE HONOR CODE AS DETERMINED BY THE HONOR COUNCIL CONSTITUTES AN AUTOMATIC “F” IN BUSINESS DEVELOPMENT FOR RESIDENTIAL AND COMMERCIAL REAL ESTATE PROFESSIONALS.

ACADEMIC RESOURCE CENTER: If you believe you have a disability, then you should contact the Academic Resource Center ([arc@ Georgetown.edu](mailto:arc@Georgetown.edu)) for further information. The Center is located in the Leavey Center, Suite 335. The Academic Resource Center is the campus office responsible for reviewing documentation provided by students with disabilities and for determining reasonable accommodations in accordance with the Americans with Disabilities Act (ADA) and University policies.

WRITING CENTER: The Georgetown University Writing Center is a free writing resource open to all Georgetown students. Graduate and undergraduate students trained in teaching writing are available to assist you at any stage of your writing process. Whether you are just beginning to brainstorm or revising a later stage of your work, our goal is to provide a collaborative center for the discussion of writing. The Writing Center offers assistance in topic development, general organization, guidance on paper revisions, and specific or recurring structural problems with writing. Consultants are not trained to proofread papers for grammar or spelling errors, but rather to help individuals improve their own critical thinking, revision, and editing skills. <http://writingcenter.georgetown.edu/>

Course Responsibilities and Guidelines

Class Participation – Class participation provides opportunity for you to demonstrate your understanding of the theories, concepts, and practices that the course addresses. More importantly, it allows you to further develop your persuasive communication skills, which are exceptionally important in real estate.

Success in this course depends on the preparedness and active engagement of all students. The readings and assignments listed on this syllabus should be accomplished prior to class.

Attendance – Students are expected to attend all class sessions of the course.

Turnitin.com – Students agree that by taking this course all required papers may be subject to submission for Textual Similarity Review to Turnitin.com for detection of plagiarism. All submitted papers will be added as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers in the future. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com website.

Students with Disabilities Policy:

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Some accommodations might include note takers, books on tape, extended time on assignments, and interpreter services among others. Students must obtain an official letter from the Academic Resource Center listing the exact accommodations needed.

Students with disabilities should contact the Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow their office time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing the process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

Reading List Fall 2013

Mendell will provide excerpts from the following books that will be available on line: FREE. She will provide free printouts that will relate to the various speaker's topics.

1. **Nicomachean Ethics** Aristotle
2. **The Power of Positive Thinking** Norman Vincent Peale
3. **Swim with the Sharks without Being Eaten Alive** Harvey Mackay
4. **How We Decide** Jonah Lehrer

Making Yourself Indispensable Harvard Business Review (will be supplied for free)

5. **The Experience Economy** B. Joseph Pine II and James H. Gilmore

Design Intelligence "A World of Opportunity" September 2008 issue

Public/Private Finance and Development John Stainback (electronic portions will be distributed)

On Being a Futurist

6. **The Art of the Long View** Peter Swartz
7. **The World in 2050** Laurence C. Smith
8. **New Rules for the New Economy** Kevin Kelly

On Being Entrepreneurial

- 9. **A Whole New Mind** Daniel H Pink
- 10. **Alpha Dogs** Donna Fenn
- 11. **Winning Every Day** Lou Holtz

Perfect Practice Makes Perfect

- 12. **The Outliers** Malcolm Gladwell

Being Polite

Business Etiquette Letitia Baldrige

Saying Thank You

- 13. **365 Thank Yous** John Kralik