



October 20, 2014

FINA 7397 Research Seminar-Innovation in Real Estate

Stanford Alexander Center for Excellence in Real Estate

FINA 7397, Section 25112

Day: Monday 6:00-9:00 PM

Location-MH 210

Professor: Bill Alexander

Office: UCBB 302C (Univ. Classroom and Bus. Bld.)

Office hours: Monday 5-6 p.m. and Mon./Wed. 1:30-2:30, after class, and by appointment

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General Info:

FINA 7397 Research Seminar: Innovation in the Real Estate Profession-2015 “Industrial Revolution”

- 3 Credits
- Elective course
- Prerequisites: Graduate standing, completion of FINA 7387 Developing a Real Estate Project course or consent of Instructor

This seminar is sponsored by the Stanford Alexander Center for Excellence in Real Estate to join practicing real estate professionals together with real estate students to undertake a research project that addresses innovation in the projects and practices of the industry. The Spring 2015 Seminar will focus on innovation in the industrial warehouse/distribution industry sector as professionals respond to the dynamic changes underway in the operating environment, including

- *Panamax*-Expansion of Panama Canal and Impact on Port of Houston
- *E-Commerce*-Changes in distribution patterns and facilities resulting from expansion of on-line marketing
- *Shale Boom*-Energy industry development of shale sourced oil and gas and resultant expansion of Gulf Coast petrochemical industry and its impact on warehouse/distribution

The result of the research seminar will be a professional report and presentation on the “Industrial Revolution” for delivery to a forum of real estate industry leadership at the conclusion of the semester.

Course

Objectives:

Students will be able to:

- Pursue a research project and prepare results into report in conformance with graduate level academic standards and at a quality level equivalent to professional real estate journals and publications.

- Understand and describe the fundamentals of industrial warehouse/distribution business line, including project feasibility and development as well as industry structure and competitive market place.
- Understand and describe the operating environment dynamics of Panamax, E-Commerce and Shale Boom and their impact on the warehouse/distribution industrial real estate business line and the Houston / Gulf Coast market place.
 - Through research, interviews and field studies, identify new and unique business practices and projects innovated by real estate professionals in Houston's industrial warehouse/distribution industry.
 - Prepare professional caliber reports and presentations on research results for presentation in industry professional programs and symposiums.

Course Structure:

The course is structured in three (3) Modules which compose five (5) Projects

- Module One: Industrial Industry Analysis
 - Project 1: Warehouse/Distribution Case Study Project
 - Project 2: Market Profile and Dynamics
- Module Two: Case Studies in Innovation
 - Project 3: Project/practice case studies
 - Innovation Case Study A
 - Innovation Case Study B
 - Innovation Case Study C
 - D. Creative proposal for innovative project/practice
- Module Three: Professional Report and Presentation
 - Project 4: "Industrial Revolution" Professional Report
 - Project 5: "Industrial Revolution" Presentation
 - Presentation to Forum of Real Estate Industry Leaders

Text: Reference materials to be distributed to students

Task Force of Real Estate Professionals

A task force of real estate professionals will participate in the research seminar to provide students with guidance, direction and access to reference materials, people and projects.

Attendance and Participation:

The research seminar is structured to include

- 1) In class instruction and discussion,
 - 2) Consultation with real estate professionals and
 - 3) Individual and team research and production of a professional report and presentation
- This structure requires students to fully participate in each component of the seminar.

Attendance and in-person class participation are mandatory. Active class participation will increase your learning experience and will benefit others including the professor. If you miss more than two in-person classes, no credit will be awarded for in-class attendance or participation.

You are expected to come to class prepared to participate. This means that you have completed the assigned readings before class, plan to contribute, and will share your ideas when appropriate. You will participate in team exercises and class presentations which will be evaluated against standards of the real estate profession.

Blackboard:

The University of Houston's Blackboard system will be an important communication link for students in this class. Announcements are posted and reflect schedule changes, articles and other resources needed to fully understand the topics discussed.

Case Studies:

Case studies are a key feature in this research seminar.

- An industrial/distribution project case study will provide an opportunity for students to learn the fundamentals of warehouse/distribution project development, financing, operation and sale.
- Further, students will do primary research to identify new and improved methodologies innovated by real estate professionals that advance the industry and respond positively to changes in the operating environment.
- Case assignments are for a group or as an individual assignment. In order to receive full credit for the case assignments, please follow the directions for each case when assigned. All work must be originally produced for this course either by the group or individually.

Pop-quizzes:

Periodically, pop-quizzes are given in the beginning of class. Since class participation is required, quizzes cannot be made up. If you are absent from class, no credit will be given for the quiz.

Projects:

Projects are a critical component to the course. It provides a simulated, real-world experience commonly found in the market. This is the type of work employer's demand.

It

will offer you the opportunity to deepen your understanding of subject, the business, and develop necessary skills for practice.

The research seminar course includes five (5) projects that call upon the student to produce papers, reports and presentations either on an individual basis or team basis. Members of the real estate professionals' task force will work closely with students in each project.

- Project 1: Warehouse/Distribution Case Study Project
- Project 2: Market Profile and Dynamics
- Project 3: Project/practice case studies
 - Innovation Case Study A
 - Innovation Case Study B
 - Innovation Case Study C

- D. Creative proposal for innovative project/practice
- Project 4: “Industrial Revolution” Professional Report
- Project 5: “Industrial Revolution” Presentation
- Presentation to Forum of Real Estate Industry Leaders

Style Guide:

Please prepare all writing assignment in a word processing program. Before posting to forums or other electronic mediums, prepare the draft with a word processing program (double spaced, 12 point font with one inch margins). All documents must comply with formatting in accordance with MLA or APA guidelines presented in the respective style guide. Feel free to use either style guide. It is good practice to stick to one guide through the semester.

When preparing financials, please use Microsoft Excel or another spreadsheet program. Spreadsheets can be inserted into word processing documents for submission. Also see <http://office.microsoft.com/en-us/word-help/link-or-embed-an-excel-worksheet-HA010120810.aspx> for additional assistance.

All submissions should be free of spelling and grammar errors, well organized, and easy to follow.

Attribution

In conducting research students are to assure approvals from all sources for access to all information and inclusion in any papers, reports and presentations. Students are to follow academics standards for all publications including, copyright. See UH Writing Center below for resources.

Professional Standards

This research seminar requires students to produce written papers, reports and presentations that meet the standards of real estate professional organization journals and publications. For examples, see the publications of the Urban Land Institute, <http://uli.org/publications/resource-library/>

UH Writing Center

The UH Writing Center offers students with resources to prepare professional papers and reports that conform to academic and professional standards.

See: <http://www.uh.edu/writecen/Partnerships/mba.php>

Grading:

The course assignments and participation points are as follows:

● In-class attendance and participation	10 points
● Project 1: Warehouse/Distribution Case Study:	10 points
● Project 2: Market Profile and Dynamics	10 points
● Project 3: Case Studies A, B, C. and D.	30 points
● Project 4: Industrial Revolution Report	20 points
● Project 5: Industrial Revolution Presentation	<u>20 points</u>
Total	100 points

The total points earned will translate into one of the following letter grades for the course:

- | | |
|--------------|--------------|
| 93 – 100 = A | 77 – 79 = C+ |
| 90 – 92 = A- | 73 – 76 = C |
| 87 – 89 = B+ | 70 – 72 = C- |
| 83 – 86 = B | 60 – 69 = D |
| 80 – 82 = B- | |

Class Schedule
Course Schedule

<u>Week</u>	<u>Date</u> <u>Monday</u>	<u>Topic</u>	<u>Activities</u>	<u>Assignment Due (Before Class)</u>
1	1/26/15	Introduction to Innovative Practices in Real Estate	<ul style="list-style-type: none"> • Introductions, students and professionals • Review class organization, process and timeline • Review syllabus and course expectations • Review Academic Research Standards and Professional Report Guidelines • Introduce “innovative professional practices”, Innovative Practices-2014- “Office of the Future” and 2015- “Industrial Revolution” • Introduce Project 1 	<ul style="list-style-type: none"> • Student Resumes • Professional Bio’s • Review 2014 <i>Innovation</i>-Office of the Future Program • Review Course Organization, Process and Timeline document • Review reference materials and resources available to conduct academic research and preparing professional reports
2	2/2/15	Project 1: Warehouse / Distribution Project Case Study <ul style="list-style-type: none"> • Product: Paper-case study solution, 5-6 pages 	Field Trip <ul style="list-style-type: none"> • Industrial Project, Date/Location TBD Class <ul style="list-style-type: none"> • Review progress-Project 1, warehouse /distribution project case study • Guest speaker-industrial developer, TBD • Guest speaker-industrial architect, TBD 	<ul style="list-style-type: none"> • Individual Project • Professional’s guidance • Research Project 1 Topics-Industry project investment sale offering, project marketing brochure, related materials
3	2/9/15	Project 1: Warehouse / Distribution Project Case Study <ul style="list-style-type: none"> • Product: Paper-case study solution, 5-6 pages 	<ul style="list-style-type: none"> • Class discussion-warehouse / distribution project case study • Guest Speaker-market analyst, TBD • Introduce Project 2, market profile and dynamics 	<ul style="list-style-type: none"> • Individual Project • Professional’s guidance • Complete Project 1 Paper: Warehouse /Distribution project case study • Prepare for class discussion on case study
4	2/16/15	Project 2: Industrial Market Profile and Dynamics: Panamax, E-Commerce, Shale Boom <ul style="list-style-type: none"> • Products- Team Research Report and Presentation 	<ul style="list-style-type: none"> • Guest Speaker-Logistics professional consultant, TBD • Professional research standards 	<ul style="list-style-type: none"> • Team Project • Consult with professionals • Research Project 2 Topics-Port of Houston Authority reference materials, Rail shipping reference materials, real estate industry market report

5	2/23/15	Project 2, continued	<ul style="list-style-type: none"> • Work Session, Project 2 	<ul style="list-style-type: none"> • Team Project • Research Project 2 Topic-Expansion of Panama Canal and Impact on Houston • Complete Project 2 Paper Outline
6	3/2/15	Project 2, conclusion	<ul style="list-style-type: none"> • Team Presentation, Project 2 • Panel of professionals to discuss conclusions as to market dynamics and opportunities for innovative projects and practices • Introduce Project 3 Case Studies in Innovative Projects and Practices 	<ul style="list-style-type: none"> • Team Project • Complete Project 2 Research Report and Presentation for delivery in class
7	3/9/15	Project 3, Case Studies in Innovative Projects and Practices <ul style="list-style-type: none"> • Case Study A TBD-eg. Truck served warehouse/distribution project • Case Study B TBD-eg Rail served warehouse/distribution project • Case Study C TBD-eg Warehouse/distribution industrial park project • Case Study D Creative Case: Student developed proposal for innovative project and/or practice 	<ul style="list-style-type: none"> • Review case study plans 	<ul style="list-style-type: none"> • Team Project • Consultation with professionals • Complete outlines for reports (4) • Conduct interviews • Research case studies • Brainstorm creative ideas
Spring Break	3/16/15 3/21/15			
8	3/23/15	Project 3, Continued Case Studies in Innovative Projects and Practices <ul style="list-style-type: none"> • Case Study A TBD-eg. Truck served warehouse/distribution project • Case Study B TBD-eg Rail served warehouse/distribution project • Case Study C TBD-eg Warehouse/distribution industrial park project • Case Study D Creative Case: Student developed proposal for innovative project and/or practice 	<ul style="list-style-type: none"> • Review outlines • In-class workshop 	<ul style="list-style-type: none"> • Team Project • Consultation with professionals • Complete outlines for reports (4) • Conduct interviews • Research case studies • Brainstorm creative ideas
9	3/30/15	Project 3, Continued Case Studies in Innovative Projects and Practices <ul style="list-style-type: none"> • Case Study A TBD-eg. Truck served warehouse/distribution 	<ul style="list-style-type: none"> • Review draft papers • In-class workshop 	<ul style="list-style-type: none"> • Team Project • Conduct interviews • Research case studies • Complete draft papers (3)

		project <ul style="list-style-type: none"> • Case Study B TBD-eg Rail served warehouse/distribution project • Case Study C TBD-eg Warehouse/distribution industrial park project • Case Study D Creative Case: Student developed proposal for innovative project and/or practice 		
10	4/6/15	Project 3, Conclusion Case Studies in Innovative Projects and Practices <ul style="list-style-type: none"> • Case Study A TBD-eg. Truck served warehouse/distribution project • Case Study B TBD-eg Rail served warehouse/distribution project • Case Study C TBD-eg Warehouse/distribution industrial park project • Case Study D Creative Case: Student developed proposal for innovative project and/or practice 	<ul style="list-style-type: none"> • Team Presentation Project 3 • Panel of professionals group discussion • Review standards for Professional Report and Presentation 	<ul style="list-style-type: none"> • Team Project • Complete Project 3 Papers (3) • Complete Project 3 team presentation
11	4/13/15	Project 4 , Professional Report, Industrial Revolution	<ul style="list-style-type: none"> • Report standards and structure • Publication planning 	<ul style="list-style-type: none"> • Team Project • Draft Professional Report • Draft PowerPoint Presentation
12	4/20/15	Project 4, Continued Professional Report, <i>Industrial Revolution</i>	<ul style="list-style-type: none"> • Review professional report 	<ul style="list-style-type: none"> • Team Project • Complete Professional Report
13	4/27/15	Project 5, PowerPoint Presentation, Industrial Revolution	<ul style="list-style-type: none"> • Team Presentation Project 5 • Panel of professionals group discussion • Symposium planning 	<ul style="list-style-type: none"> • Team Project • Complete PowerPoint Presentation
14	5/4/15	Last Day of Class	<ul style="list-style-type: none"> • Flex Day 	
Symposium	5/12-14/15	Symposium	<ul style="list-style-type: none"> • Participation in Innovation Symposium 	<ul style="list-style-type: none"> • Team Project • Prepare for Presentation • Assist in organizing symposium

(As of 10-21-14)

Note: The schedule is subject to change.

PeopleSoft:

The University of Houston’s PeopleSoft system will be an important communication link for this class. I endeavor to use this system to send class-wide and individual e-mails.

Please be sure your e-mail address is updated.

Academic

Honesty:

The University of Houston Academic Honesty Policy is strictly enforced by the C. T.

Bauer College of Business. No violations of this policy, such as plagiarism or cheating, will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy.

Students are expected to produce original work in the course. Previous course-work from other classes cannot be submitted for credit in this course for any class assignment or project. At the instructor's discretion, work will be submitted to Turn It In.

**Accommodations for
Students with
Disabilities:**

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

**Supplemental texts &
Suggested Readings:**

Suggestions will be provided by professor and real estate professionals task force members.

Other issues:

- **Career Discussions:** I am pleased to function as a sounding board, review resumes, etc.
- You are strongly encouraged to participate in class discussions; your questions and ideas will always be treated in a respectful manner.