

# Investments Syllabus

BusFin 3400 Section 4657 Autumn 2022

- **Course times and location:** Tuesdays and Thursdays, 8:00 a.m.- 9:20 a.m. in Gerlach Hall 355
- **Credit hours:** 3
- **Mode of delivery:** In-person, lecture

## Instructor

- **Name:** Sharon Shaffer
- **Email:** Shaffer.710@osu.edu
- **Office location:** 255C Fisher Hall
- **Office hours:** Tuesday and Thursday 11am – 12 noon and by request.
- **Preferred means of communication:**
  - My preferred method of communication for questions is **email**.
  - My class-wide communications will be sent through the Announcements tool in CarmenCanvas. Please check your [notification preferences](https://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to be sure you receive these messages.

## Course Prerequisites

Econ 2001.01 (200) or 2002.01 (201), and BusMhr 2292 (BusAdm 499.01). Not open to students with credit for 670.

## Course Description

Business Finance 3400, Introduction to Real Estate, is designed to give students a solid understanding of the commercial and residential real estate markets. The ownership, development and management of real estate has traditionally been a major economic driver and means of wealth creation. Increasingly real estate has grown in importance as an asset class for investors, and it presents a wide array of career opportunities. In addition to learning about major property types included in commercial real estate, students will learn the basics of property valuation, risk analysis, development and due diligence. In addition, they will learn about the variety of careers that relate to commercial and residential real estate.



THE OHIO STATE UNIVERSITY

Fisher College of Business  
Finance Department

# Learning Outcomes

By the end of this course, students should successfully be able to:

- Explain the different major property sectors in commercial real estate markets – Office, Industrial, Retail, Multifamily and Hotels – in terms of their characteristics, return profile and role in a well-diversified real estate portfolio.
- Apply the basic elements of property valuation using revenue and expenses tied to operating properties
- Explain the risk/return drivers for the various property sectors
- Understand the relationship between real estate and community
- Apply the fundamentals of due diligence, property and asset management, development and leasing
- Understand the key drivers for investing in commercial real estate, including capital flows and sources as well as exit strategies



# How This Course Works

**Mode of delivery:** This course is 100% in-person.

**Credit hours and work expectations:** This is a 3 credit-hour course. According to [Ohio State bylaws on instruction](https://go.osu.edu/credithours) (go.osu.edu/credithours), students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example) to receive a grade of C average.

**Attendance and participation requirements:** Research shows regular participation is one of the highest predictors of success. With that in mind, I have the following expectations for everyone's participation:

- **Participating in classroom activities for attendance: at least twice per week**
  - *Your presence is necessary for everyone's success in this course. I take attendance to encourage your active participation in learning and so I can get to know you. Not being in class may impact your engagement with content and ideas shared in class, so I encourage you to remember this. Please be proactive in situations where you will be absent, if you experience an emergency, or anticipate a prolonged absence for any reason.*
- **Group projects:**

Each student will be assigned to a group to complete a semester project analyzing an issue of immediate relevance to the real estate field. The group will be responsible for delivering a project outline and a completed paper, as well as making a professional presentation to the entire class.

# Course Materials, Fees and Technologies

## Required Materials

- Required: Case Studies, Required Readings and Course Lecture Notes as listed on Carmen
- I do not require a textbook. I do recommend ***Real Estate Finance and Investments – Risk and Opportunities***, by Peter Linneman, Ph.D. and Bruce Kirsch – Fifth Edition. If you intend to continue with other real estate finance classes at OSU, this is a required text so you may want to acquire it now.
- Subscription to Wall Street Journal. Student subscriptions can be purchased at <https://education.wsj.com/students/>

## Required Equipment

- **Computer:** current Mac (MacOS) or PC (Windows 10) with high-speed internet connection
- **Other:** a mobile device (smartphone or tablet) to use for BuckeyePass authentication

If you do not have access to the technology you need to succeed in this class, review options for technology and internet access at [go.osu.edu/student-tech-access](http://go.osu.edu/student-tech-access).

## Required Software

**Microsoft Office 365:** All Ohio State students are now eligible for free Microsoft Office 365. Visit the [installing Office 365](http://go.osu.edu/office365help) (go.osu.edu/office365help) help article for full instructions.

## CarmenCanvas Access

You will need to use [BuckeyePass](http://buckeyepass.osu.edu) (buckeyepass.osu.edu) multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you do each of the following:

- Register multiple devices in case something happens to your primary device. Visit the [BuckeyePass - Adding a Device](http://go.osu.edu/add-device) (go.osu.edu/add-device) help article for step-by-step instructions.
- Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click **Enter a Passcode** and then click the **Text me new codes** button that appears. This will text you ten passcodes good for 365 days that can each be used once.
- [Install the Duo Mobile application](http://go.osu.edu/install-duo) (go.osu.edu/install-duo) on all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options will meet the needs of your situation, you can contact the IT Service Desk at [614-688-4357 \(HELP\)](tel:614-688-4357) and IT support staff will work out a solution with you.

## Technology Skills Needed for This Course

- Basic computer and web-browsing skills
- [Navigating CarmenCanvas](https://go.osu.edu/canvasstudent) (go.osu.edu/canvasstudent)

## Technology Support

For help with your password, university email, CarmenCanvas, or any other technology issues, questions or requests, contact the IT Service Desk, which offers 24-hour support, seven days a week.

- **Self Service and Chat:** [go.osu.edu/it](https://go.osu.edu/it)
- **Phone:** [614-688-4357 \(HELP\)](tel:614-688-4357)
- **Email:** [servicedesk@osu.edu](mailto:servicedesk@osu.edu)



# Grading and Faculty Response

## How Your Grade is Calculated

Graded assignments come in two forms, and students should note the expectations for each in the descriptions of our class assignments below.

- **Independent Work (👤):** Strictly non-collaborative, original-individual work. You may discuss this assignment only with your instructor. Discussions with other individuals, either in person or electronically, are strictly prohibited.
- **Collaboration Required (👥):** An explicit expectation for collaboration among students either in-class or outside (i.e. group work).

Assignment	Date	% of Grade	Style
Group Project Outline	September 11, 2022	5	👥
Midterm 1	September 22, 2022	15	👤
Midterm 2	October 20, 2022	15	👤
Midterm 3	December 6, 2022	15	👤
Group Project Paper	November 6, 2022	20	👥
- Presentation 1	November 8, 2022		👥
- Presentation 2	November 15, 2022		👥
- Presentation 3	November 22, 2022		👥
Homework	As listed	15	👤
Class Participation	Every class	10	👤
Attend Industry Event	Before last class	5	👤
Total		100	

See [Course Schedule](#) for due dates.



# Descriptions of Major Course Assignments

## Group Projects

**Description:** Students will form their five member groups using Carmen. Project Groups will need to be formed by Friday, September 2, 2022. Each Group will select their first, second and third choice from a list of real estate topics that have current relevance within the industry. Over the course of the semester, each group will research and analyze the assigned topic and prepare a report, including a Power Point presentation, for the class. The report should be between ten and twenty pages long, not including the PowerPoint presentation, and should cite at least five independent sources. The Group paper will be due by 11:59 p.m. November 6, 2022. Each group will be randomly assigned one of the three presentation dates –November 8<sup>th</sup>, 15<sup>th</sup> or 22<sup>nd</sup>. Topics will be available on Carmen by Monday, August 29, 2022.

## Participation in Industry Event

**Description:** Each student is expected to attend a local real estate industry event and provide a brief synopsis of the experience. The observation form will be available on Carmen. The Center for Real Estate at Fisher College of Business and the Columbus Council of the Urban Land Institute are two groups the regularly host informative and accessible events at little or no cost to students. Participation at an Industry Event and the completion of the observation form needs to be done before the last day scheduled classes.

## Midterm Exams

**Description:** The class will have three midterm exams. The three exams will be given electronically via Carmen. Students need to have a laptop or similar device to allow them to access the exam.

The exams will be in-person and open book. All exams are classified as individual work. Absences from exams will only be excused for the most serious of reasons and will need to be documented by an appropriately accredited professional (i.e., a medical doctor).

**Academic integrity and collaboration:** Your written assignments should be your own original work. In formal assignments, you should follow a style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in but no one else should revise or rewrite your work.

## Late Assignments

Please refer to Carmen for due dates. Due dates are set to help you stay on pace and to allow timely feedback that will help you complete subsequent assignments.



## Instructor Feedback and Response Time

I am providing the following list to give you an idea of my intended availability throughout the course. Remember that you can call [614-688-4357 \(HELP\)](tel:614-688-4357) at any time if you have a technical problem.

- **Preferred contact method:** If you have a question, please contact me first through my Ohio State email address. I will reply to emails within **24 hours on days when class is in session at the university**.
- **Class announcements:** I will send all important class-wide messages through the Announcements tool in CarmenCanvas. Please check [your notification preferences](https://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to ensure you receive these messages.
- **Grading and feedback:** For assignments submitted before the due date, I will try to provide feedback and grades within **seven days**. Assignments submitted after the due date may have reduced feedback, and grades may take longer to be posted.

## Grading Scale

93–100: A  
90–92.9: A-  
87–89.9: B+  
83–86.9: B  
80–82.9: B-  
77–79.9: C+  
73–76.9: C  
70–72.9: C-  
67–69.9: D+  
60–66.9: D  
Below 60: E





# Other Course Policies

## Academic Integrity Policy

See [Descriptions of Major Course Assignments](#) for specific guidelines about collaboration and academic integrity in the context of this online class.

## Ohio State's Academic Integrity Policy

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the university's [Code of Student Conduct](http://studentconduct.osu.edu) (studentconduct.osu.edu), and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the university's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the university or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the university's *Code of Student Conduct* is never considered an excuse for academic misconduct, so I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

**If I suspect that a student has committed academic misconduct in this course, I am obligated by university rules to report my suspicions to the Committee on Academic Misconduct.** If COAM determines that you have violated the university's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- [Committee on Academic Misconduct](http://go.osu.edu/coam) (go.osu.edu/coam)
- [Ten Suggestions for Preserving Academic Integrity](http://go.osu.edu/ten-suggestions) (go.osu.edu/ten-suggestions)
- [Eight Cardinal Rules of Academic Integrity](http://go.osu.edu/cardinal-rules) (go.osu.edu/cardinal-rules)

## Copyright for Instructional Materials

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

## Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

1. Online reporting form at [equity.osu.edu](https://equity.osu.edu),
2. Call 614-247-5838 or TTY 614-688-8605,
3. Or email [equity@osu.edu](mailto:equity@osu.edu)

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

## Your Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. No matter where you are engaged in distance learning, The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, [on-demand mental health resources](https://go.osu.edu/ccsondemand) (go.osu.edu/ccsondemand) are available. You can reach an on-call counselor when CCS is closed at [614- 292-5766](tel:6142925766). **24-hour emergency help** is available through the [National Suicide Prevention Lifeline website](https://suicidepreventionlifeline.org) (suicidepreventionlifeline.org) or by calling [1-800-273-8255\(TALK\)](tel:18002738255). [The Ohio State Wellness app](https://go.osu.edu/wellnessapp) (go.osu.edu/wellnessapp) is also a great resource.



# Accessibility Accommodations for Students with Disabilities

## Requesting Accommodations

The university strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability including mental health, chronic or temporary medical conditions, please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with [Student Life Disability Services \(SLDS\)](#). After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university's request process, managed by Student Life Disability Services.

## Disability Services Contact Information

- Phone: [614-292-3307](tel:614-292-3307)
- Website: [slds.osu.edu](http://slds.osu.edu)
- Email: [slds@osu.edu](mailto:slds@osu.edu)
- In person: [Baker Hall 098, 113 W. 12th Avenue](#)

## Accessibility of Course Technology

This course requires use of CarmenCanvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations as early as possible.

- [CarmenCanvas accessibility](http://go.osu.edu/canvas-accessibility) ([go.osu.edu/canvas-accessibility](http://go.osu.edu/canvas-accessibility))
- Streaming audio and video
- [CarmenZoom accessibility](http://go.osu.edu/zoom-accessibility) ([go.osu.edu/zoom-accessibility](http://go.osu.edu/zoom-accessibility))

# Course Schedule

Refer to the CarmenCanvas course for up-to-date due dates.



Week	Date	Topics, Readings, Assignments, Due Dates
<b>1.1</b>	8/23/22	Introduction, Property Sectors & Real Estate Careers
<b>1.2</b>	8/25/22	Evolution of Real Estate & Intro to Real Estate Cap Rate
<b>2.1</b>	8/30/22	Industrial
<b>2.2</b>	9/1/22	Industrial Case Study <b>Project Groups Due 9/2/22</b>
<b>3.1</b>	9/6/22	Office
<b>3.2</b>	9/8/22	Office Case Study <b>Project Group Outline Due 9/11/2022 by 11:59pm</b>
<b>4.1</b>	9/13/22	Retail
<b>4.2</b>	9/15/22	Retail Case Study
<b>5.1</b>	9/20/22	Review for Midterm #1 & Game of Real Estate
<b>5.2</b>	9/22/22	<b>Midterm #1</b>
<b>6.1</b>	9/27/22	Real Estate with Beds: Multifamily – Market Rate & Affordable
<b>6.2</b>	9/29/22	Affordable Housing Guest Lecturer, Tom Feusse, Wallick Communities
<b>7.1</b>	10/4/22	Multifamily Specialty – Student, Senior & Manufactured Housing
<b>7.2</b>	10/6/22	Affordable Housing Simulation – need to be present in class
<b>8.1</b>	10/11/22	Hotels
<b>8.2</b>	10/13/22	<b>Autumn Break - No School</b>
<b>9.1</b>	10/18/22	Real Estate Cycles & Review for Midterm
<b>9.2</b>	10/20/22	<b>Midterm #2</b>
<b>10.1</b>	10/25/22	Acquisitions
<b>10.2</b>	10/27/22	Property Management & Asset Management
<b>11.1</b>	11/1/22	Development – Guest Lecturer, Matt Starr, Crawford Hoying
<b>11.2</b>	11/3/22	Brokerage – Guest Lecturer, Matt Wallace & Drew Cerny, Matthews Real Estate Investment Services <b>Group Project Papers Due 11/6/22 by 11:59pm</b>

<b>12.1</b>	11/8/22	Group Presentation #1
<b>12.2</b>	11/10/22	Contract Law
<b>13.1</b>	11/15/22	Group Presentation #2
<b>13.2</b>	11/17/22	Institutional Investing / Private Equity / REIT
<b>14.1</b>	11/22/22	Group Presentation #3
<b>14.2</b>	11/24/22	Thanksgiving Break - No classes
<b>15.1</b>	11/29/22	Capital Stack
<b>15.2</b>	12/1/22	Leverage & Review for Midterm #3
<b>16.1</b>	12/6/22	Midterm #3 Industry Event due 12/6/22