YOU'RE INVITED...

to be part of ire@l.

Regardless of your intended major, consider making the choice for ire@l.

You'll be part of a real estate program unlike any other. A program that will provide you with the experiences and learning opportunities to prepare you to be a leader in your chosen career field.

And, a program where you will see the “big picture” - as a person, and as a professional.

FOR MORE INFORMATION, CONTACT:

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ire@l
Integrated Real Estate at Lehigh

INTEGRATED REAL ESTATE AT LEHIGH

ire@l is a portfolio of learning opportunities and experiences not available at any other university in the world.

ire@l is

■ A three- or four-year course of study designed to complement a wide range of majors
■ Open to all undergraduate students at Lehigh
■ Teambuilding
■ Mentoring
■ Community service
■ Hands on, outside-the-classroom learning
■ Internships
■ Research

ire@l is taken in parallel with a student’s chosen academic major. Majors that ire@l complements include:

■ Architecture
■ Journalism
■ Political Science
■ History
■ Urban Studies
■ Environmental Science
■ Civil and Environmental Engineering
■ Mechanical Engineering
■ Economics
■ Accounting
■ Finance
■ Marketing
■ Supply Chain Management

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INTRODUCING ire@l
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ire@l
Integrated Real Estate at Lehigh

College of Business and Economics

Experience ... the difference
REAL ESTATE IS ...

... people. From architects to construction managers, from attorneys to historians, from urban planners to investors.

... entrepreneurs. Risk takers who assemble teams of professionals to create value. Not only for themselves, but for society as a whole.

... process. The conception of an idea, the translation of that idea into a plan, and the execution of that plan to attract capital, create jobs, and promote economic growth.

... leaders. Visionaries with knowledge, integrity, determination, and high ethical standards who demand superior performance from themselves and inspire it in others.

... a $9 trillion industry. It touches everyone. We work in it. We play in it. We live in it.

ire@l: INTEGRATED REAL ESTATE AT LEHIGH
DIFFERENT AND BETTER

ire@l prepares Lehigh students to become the next generation of real estate leaders by offering rock-solid skills, unprecedented hands-on experience, and a unique “big picture” perspective not found at any other institution.

■ Experience ... the Difference
Some schools keep real estate in the classroom. ire@l demands more real-world experience than any other curriculum of its type. Practicums, community service, and field laboratories—guided by accomplished real estate professionals—give students interactions they cannot acquire anywhere else.

■ Integration Across Disciplines
Many institutions offer real estate programs only to business majors. ire@l is open to all undergraduates across colleges and is taken in parallel with a student’s chosen academic major. ire@l continuously integrates topics across a broad variety of disciplines and encourages the free exchange of ideas among students.

■ Process, Not Just Outcomes
Bringing a project to fruition often takes several years and the efforts of a vast array of professionals. To capture “the big picture,” ire@l spans a full three to four years, allowing students to investigate a development project over the long term. The approach gives students an understanding of the entire process, how the different components fit together, and how to overcome obstacles.

■ Preparing the Leaders of Tomorrow
ire@l creates leaders equipped with knowledge, vision, determination, and high ethical and social standards through ongoing mentoring, team-building activities, and constant interactions with role models drawn from both the professional and academic fields.

WHAT WILL BE ON YOUR RESUMÉ WHEN YOU GRADUATE

■ Gave a developer my personal analysis of a multimillion dollar real estate project
■ Spent a summer working in the real world of real estate
■ Built houses with my own hands
■ Worked side-by-side with real estate professionals for four years
■ Mentored first and second year students
■ Led a team of students through a year-long real estate study and competition

—Tara I. Stacom ’80, Vice Chair, Cushman & Wakefield, Inc.

"Lehigh’s real estate curriculum is innovative, intellectually demanding, and rewarding. It was the capstone of my Lehigh education. For me, it was time very well spent.”

Tricia Kosnik, BS ’02, MS ’03
Manager, Accenture
New York