

UCIRVINE | EXTENSION

**Light Construction and  
Development Management  
Program**



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University of California, Irvine | P.O. Box 6050, Irvine, CA 92616-6050  
[www.extension.uci.edu](http://www.extension.uci.edu)

## OVERVIEW

A leading construction management program for over 30 years, the Light Construction and Development Management (LCDM) certificate program is designed for individuals who are working on or plan to manage development or building of light construction projects, both residential and light commercial. Sustainable design and building practices are integrated throughout the construction management curriculum. This program is offered in collaboration with Home Builders Council of the Building Industry Association of Southern California.

Participants in this program obtain tools for advancement, improve current job skills, and have an opportunity for career exploration, intellectual enrichment, and professional networking. Courses address issues of particular interest to professionals in real estate and construction, subcontractors, individuals in finance and land acquisition, and those involved in the legal aspects of construction and related fields. Project planning, analysis and management; governmental, tax and legal regulations; and marketing, finance and sales management are part of the curriculum.

## WHO SHOULD ENROLL

Individuals working in or seeking positions in residential and commercial light construction and project management, real estate development, finance and acquisition, and the legal aspects of the industry will benefit from course work in this program.

## CERTIFICATE AWARD REQUIREMENTS

A Light Construction and Development Management certificate is awarded by UCI Extension to candidates who complete seven (7) required courses and a minimum of 5.0 units of elective courses with grades of "C" or better. This program entails a minimum of 23.5 units/235 hours of instruction. Certificate requirements must be fulfilled within five years from the date of enrollment in the program. Students who want to obtain a certificate should apply for candidacy prior to completion of the third course in the program. Students not pursuing the certificate program are welcome to take as many individual courses as they wish.

To receive the certificate, submit a Request for Certificate form when enrolled in your last course in the program. The form is located on our website at [http://unex.uci.edu/pdfs/forms/business\\_mgmt\\_rfc.pdf](http://unex.uci.edu/pdfs/forms/business_mgmt_rfc.pdf)

For more information about the program, please contact [mmitchell@uci.edu](mailto:mmitchell@uci.edu) or (949) 824-5524.

## PROGRAM BENEFITS

- Advance your knowledge and skills in project planning, research, scheduling, analysis and management of light construction projects.
- Sustainable design and green building practices and requirements are integrated throughout the construction management curriculum
- Obtain a detailed understanding of residential real estate financing techniques and financial instruments.
- Learn how to develop, implement and evaluate marketing and sales management strategies.
- Understand the governmental entitlement process as well as legal and tax considerations of real estate ownership.
- Benefit from curriculum developed by experts representing successful builders and developers as well as governmental entities and nonprofits creating, interpreting and implementing best practices

## PROGRAM FEES

The total cost of the program varies depending on the electives chosen. Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

Course Fees (7 required & 2 electives)	\$3,585
Candidacy Fee	\$125
Textbooks	\$675
Parking (\$34 per quarter)	\$136
<b>Total Estimated Cost</b>	<b>\$4,521</b>

## LIST OF COURSES

Course #	REQUIRED COURSES (7 total courses)	Units	WI	SP	SU	FA
Mgmt X479.02	Overview of Light Construction and Development Management*	2.5		C		C
Mgmt X478.4	Project Planning and Cost Elements	3	C			
Mgmt X479.2	Construction Operations	3	C		C	
Mgmt X478.5	Governmental Entitlement Process	3				C
	<b>Must complete the (4) courses listed above and choose one course from each of the (3) groups listed below.</b>					
<b>GROUP 1</b> Mgmt X434.1 OR Mgmt X476.1 OR Mgmt X434.13	Principles of Finance in Construction Development	2.5		C		
	Advanced Real Estate Finance	3			C	
	Principles of Finance: People, Planet and Project Determinations	3	O			
<b>GROUP 2</b> Mgmt X460.97 OR Mgmt X460.96 OR Mgmt X479.81	Lifestyle Merchandising, Advertising, and Promotion Strategies	2		C		
	Marketing Strategies, Plans and Budgets	2	C			
	Customer Service in the Homebuilding Industry	2.5				C
<b>GROUP 3</b> Mgmt X478.11 OR Mgmt X460.95	Site and Marketing Analysis	3	C			
	Understanding Housing Markets and Consumers	2.5				C
<b>ELECTIVE COURSES (minimum 5 units)</b>						
Socecol X474	Master Planned Communities: Planning and Development	3		C		
Mgmt X427.14	Tax and Legal Considerations	2.5		C		
Mgmt X460.98	The Challenge of New Home Sales Management	2.5				C
Mgmt X479.8	Today's Critical Issues and Challenges for Homebuilders	3	C			
Socecol X479.84	Designing for the Active Adult	1.5		C		
Mgmt X479.85	Trends & Research Methods to Define the 55+Lifestyle	1.5		C		
Mgmt X479.83	Selling to the Active Adult	1.5	C			C
Socecol X479	LEED Construction Management	3	O		O	
Mgmt X479.82	Developing Green and Sustainable Planned Communities	3	C			O
Socecol X417.32	Introduction to Green Buildings, Energy and The Environment: Creating Sustainable Futures	1.5				C

Note: Schedule is subject to change.

WI=Winter, SP=Spring, SU=Summer, FA=Fall

\* A prerequisite to all other courses in the certificate program. Visit [www.extension.uci.edu](http://www.extension.uci.edu) for most current schedule and to enroll.

## REQUIRED COURSE DESCRIPTIONS

### Overview of Light Construction and Development Management

#### Mgmt X479.02 (2.5 units)

What skills and knowledge do you need to successfully manage a residential construction development project? This course gives you insight into the scope of the job, the skills and knowledge necessary and the courses required in this certificate program. This course identifies the steps associated with the development of a residential, commercial, retail or light industrial construction or land development project. Gain the foundation of knowledge you need by exploring topics including company structure and organization, site and marketing analysis, project planning and costing, governmental entitlement, finance and financial controls, construction operations, sustainability/green building requirements and marketing. Learn the fundamentals of light construction and development management

### Project Planning and Cost Elements

#### Mgmt X478.4 (3 units)

Proper planning and costing is the first and most crucial step toward a successful construction development project. Begin by improving your knowledge of design, including how to create a dynamic design team and an effective design process, as well as understanding product types and floor plans (responding to segmentation) for traditional SFD (single family developments), patio homes, Z lots, wide lots, town-homes, staked flats, and stacked flats over subterranean. Gain new insight into site planning, site analysis, onsite circulation, plotting of units, and recreation area design while learning what you need to know about elevations, typical subdivision styles, material palettes, color, architectural detailing, and curb appeal. Acquire technical knowledge of soil types and constraints, grading design for flat land and hillside projects, infrastructure design, sewer, storm drain, and water and dry utilities. Explore landscape architecture, including basic design concepts, circulation, focal area, plant materials, and finish lot elements. Learn crucial costing skills, such as preliminary costs per densities, onsites/directs, elements and preliminary costs, product type and price, finance, marketing and indirects. Lay the groundwork necessary for a successful project!

### Principles of Finance in Construction Management Mgmt X434.1(2.5 units)

Whether you are interested or involved in construction and project management, real estate development, finance and acquisition or real estate law, you must have a solid understanding of real estate finance. If you have no prior experience in accounting or real estate finance, this course will give you the fundamentals. Gain a working knowledge of topics including economic and market environments, controls for internal operations, financial statements, property valuation, and loans and their financial sources. You will also learn how to prepare loan packages for commercial, industrial and residential real estate.

### Advanced Real Estate Finance

#### Mgmt X476.1 (3units)

This advanced course will provide an in-depth, detailed understanding of residential and commercial real estate financing. Participants will have an opportunity to examine topics including entity structures, real estate taxation and accounting issues, and valuation methodologies. Participants will also learn to evaluate the risk and return profiles of various capital sources and their respective structures. The process of obtaining and pricing public debt and equity will also be discussed. A combination of interactive class discussions, guest speakers and participant presentations will give you the practical knowledge and hands-on experience you need to understand the complexities of real estate finance.

### Principles of Finance: People, Planet and Project Determinations

#### Mgmt X434.13 (3 units)

Whether you are interested or involved in construction and project management, real estate development, sustainability oversight, finance and acquisition or real estate law, you must have a solid understanding of real estate finance. If you have no prior experience in accounting or real estate finance, this course will give you the fundamentals. Gain a working knowledge of topics including economic and market environments, triple bottom line finance, controls for internal operations, financial statements, property valuation, and loans and their financial sources. You will learn new methods for measuring organizational success including economic, ecological and social. You will also learn how to prepare loan packages for commercial, industrial and residential real estate. *Recommended prerequisite for those new to finance: Cash Flow Analysis for Investors & Financial Planners (Mgmt X433.20).*

### **Lifestyle Merchandising, Advertising, and Promotion Strategies**

#### **Mgmt X460.97 (2 units)**

*(formerly Implementing the Marketing Plan: Advertising, Promotion & On-Site Merchandising Strategies, Mgmt X460.94, 4 units)*

A well-executed marketing plan is essential to assuring that your residential development project performs well in the marketplace. To create a successful plan, you must know how to bring groups from a variety of disciplines together to form a cohesive marketing group. Learn how to motivate, communicate with, and manage your marketing team. Homebuilding industry professionals will share practical insights into topics which include creating a theme, graphics, advertising, public relations, on-site merchandising, interior design, landscaping, sales offices, “green washing” vs marketing green as a true value add, and post-sale programs. Gain the competitive advantage by learning how to execute a successful marketing plan.

### **Marketing Strategies, Plans, and Budgets**

#### **Mgmt X460.96 (2 units)**

*(formerly Mgmt X460.9, 4 units)*

A good marketing plan communicates your project to the right audience and stimulates sales. Gain the competitive advantage by learning how to create an effective marketing plan with a realistic budget for new housing developments. This course gives you valuable insight into the marketing planning process and its influence on the decisions affecting the sale and development of new housing. Learn how to read appropriate market segments, forecast sales and develop appropriate marketing plans and budgets. Understand how to determine criteria for and create architectural and site plans. Create an appropriate budget and a dynamic, exciting marketing plan that gets results.

### **Customer Service in the Homebuilding Industry**

#### **Mgmt X479.81 (2.5units)**

Until recently, many builders equated customer service with warranty repairs. Today, builders understand that customer service includes everything from buyer satisfaction to reputation. The customer service employees need to be familiar with trade contractors; sales staff; lenders and the customer. Regardless of company size, all homebuilders face similar challenges: selling, building, delivering and servicing the homes. In 2003, civil code sections 895 et. seq. (SB800) became law and subsequently changed the way homebuilders service new product for upwards of the initial 10 years of the home's life. For the first time the State of Cal codified what constitutes a construction defect and what

homebuilders must do if they want the right to repair, short of litigation. Attending this class will expose students to the basic skills necessary to become a proactive member of the homebuilding team.

### **Governmental Entitlement Process**

#### **Mgmt X478.5 (3 units)**

The governmental entitlement process and other rules and regulations have a major impact on your development project. Master the art of working with the government by exploring topics including general plan elements and policies; the role and responsibilities of staff in planning, zoning and specific plan; and legal basis and issues. Explore development review issues, such as the environmental review process; subdivision procedure; tentative tract and parcel maps; and design review. Learn how to work with your community by understanding public considerations including public participation and citizen involvement; public hearings; addressing negative citizen input; dealing with appointed and elected officials; establishing relationships and determining issues, initiative and referendum; special districts; LAFCO; schools; and current issues and trends. Avoid costly and time-consuming pitfalls by understanding and planning for governmental entitlements. *Eligible participants will earn up to 30 hours of general MCLE credit based on attendance.*

### **Understanding Housing Markets and Consumers**

#### **Mgmt X460.95 (2.5 units)**

Learn how to find the information that's critical to the homebuilding business. This course will allow you to gain understanding of the demographic, economic and psychographic factors that affect housing supply and demand. You'll also learn to employ a model that projects opportunities for specific local markets. To create an effective marketing plan for your residential development, you need a thorough understanding of the housing industry's customers, as well as the ability to understand the state of the market for new homes. Begin with the basics as you explore the variety of homebuilding firm management structures, company organization and finance, as well as land acquisition and the entitlement process. Gain an insider's grasp of the changes occurring today in the housing market that will affect future operations and the factors influencing real estate markets, such as the economics of the marketplace, market research principles and methods that affect demand and supply of housing. Lectures, discussions among your colleagues and a Saturday field trip will give you the practical knowledge you need to understand the housing market and consumer of today. Build your

marketing program on a foundation of insight into the housing industry.

### **Site and Marketing Analysis**

#### **Mgmt X478.11 (3 units)**

Even the best-designed and constructed project could sit idle if you haven't done your homework properly. Before you begin a construction or development project, you must make certain that you are building the right project in the right place at the right time for the right market. This course gives you the knowledge and skills you need to perform a comprehensive site and market analysis to ensure that your project gets off the ground and is well received in the marketplace. Understand such crucial topics as business planning and corporate objectives, economic and demographic trends, forecasting, determining housing demand by price range, qualitative market research, consumer segmentation, and geographic area selection. Learn what you need to know about preliminary financial feasibility, land residual, typical costs and percentages per product types, negotiation, and offer and escrow documentation. Gain the competitive advantage by putting your developments in the locations where they will thrive.

### **Construction Operations**

#### **Mgmt X479.2 (3 units)**

Construction can make or break your project. Is it on time? On budget and per your plans? Ensure the success of your development or construction project by exploring and understanding the entire spectrum of construction operations. Begin by learning the essentials of estimating, purchasing, and scheduling. Understand the complexities of construction management, including scheduling subcontractors, organizing production, and maintaining contractor relations, as well as learning the essentials of quality control, grading and offsites, foundations, framing, rough and finish mechanicals, finish work, drywall, finish carpentry, cabinetry, ceramic tile, painting, floor coverings, walk-through preparation, customer service and landscape. Manage your construction project effectively and profitably.

## **ELECTIVE COURSE DESCRIPTIONS**

### **Master Planned Communities: Planning and Development**

*(formerly Master Land Planning)*

#### **Socecol X474 (3 units)**

Are you interested or involved in the complexities and challenges of planning entire communities? From up-front analysis and market research to subdividing the land and establishing a market

identity, learn what you need to know for an effective master land-planning project. Intensive and practical, this course gives you valuable information on topics including researching a master planning program; analyzing economic and market information on residential, commercial and institutional needs; residential and commercial programming, products by density, product type and price; financial analysis, preliminary proformas, building flexibility for changing economics; as well as subdividing the land; selecting a mapping process based on land delivery and site development goals and constraints; compatible land uses; creating a land use plan; locating and designing major and interior streets; and working with environmental and sustainability requirements and constraints. You will also explore marketing topics such as establishing a community character; developing a design theme; elements of urban design; park and landscape elements; marketing the community and establishing a market identity. Gain the experience and knowledge you need to tackle a master planning project.

*Recommended prerequisites: Mgmt X479.02*

*Overview of LCDM, Mgmt X478.5 Govt Entitlement Process, Mgmt X434.1 Principles of Finance, AND one of the following: Mgmt X478.4 Project Planning, Mgmt X478.11 Site & Mktg Analysis, or Mgmt X460.94 Lifestyle Merchandising.*

### **Tax and Legal Considerations**

#### **Mgmt X427.14 (2.5 units)**

Understanding the tax and legal considerations of your construction or development project is essential to ensuring its profitability, as well as avoiding costly and time-consuming pitfalls. Gain the competitive edge by learning the legal and tax considerations of real estate ownership. Explore topics including tax planning for the small home and diversified builder, legal considerations of corporate structure/partnerships, land acquisition, subdivision map act, establishing homeowner associations and CCR's, contract law and administration. Ensure the success of your construction or development project by understanding and incorporating your tax and legal requirements into your plans.

### **The Challenge of New Home Sales Management**

#### **Mgmt X460.68 (2.5 units)**

*(formerly Mgmt X460.92 Sales Management and Diversification Opportunities for the Class B Builder, 4 units)*

In today's competitive real estate market, you need an effective sales force that not only understands your customers, but knows how to qualify buyers and close the sale. Learn the strategies of sales

management, training, and effective personnel management that are necessary for the urban and suburban home builder. Acquire a working knowledge of essential topics including management and recruitment of the sales force, training techniques, managing customers and owners and market positioning.

### **Today's Critical Issues and Challenges for Homebuilders**

#### **Mgmt X479.8 (2.5 units)**

Today's homebuilding industry has become increasingly complex and fraught with risks. This course provides an awareness of the current issues and challenges, which may impede or even halt a well-intentioned and well-planned homebuilding project. Topics covered address the issues professionals in this industry must deal with on a day-to-day basis. These include: antigrowth interests, supply and resource limitations, environmental issues, availability of labor and insurance, as well as numerous other challenges.

### **Selling to the Active Adult**

#### **Mgmt X479.83 (1.5 units)**

By the year 2010 there will be 77 million active adults age 50 and older living in the U.S. To improve your sales success with the active adult home buyer, it is critical to have sales strategies specific to this complex customer. This course is designed to give you techniques to more effectively communicate with, qualify, handle objections from and close sales with your potential active adult home buyers.

### **Designing for the Active Adult**

#### **Socecol X479.84 (1.5 units)**

By the year 2010 there will be 77 million active adults age 50 and older living in the U.S. They are comprised of a variety of market segments that are defined by lifestyle, community and amenities/product design preferences. This course provides an overview of design considerations to take into account when planning single-family and multifamily housing for active adults. Learn how to meet the needs of this growing market and how to provide them with a variety of housing options.

### **Trends and Research Methods to Define the 55+ Lifestyle**

#### **Mgmt X479.85 (1.5 units)**

Diverse populations with discriminating tastes, the Boomers are influencing everything about planning seniors housing developments. Learn how to better identify and serve the needs of this unique aging population. The 55+ market is complex and there are an array of housing products that potentially address the wants and needs of this market. This course assists builders, developers, and other housing professionals in gaining a greater and more in-depth understanding of identifying the location, product, community, and amenities that create the best opportunities for success and the importance of market research before development.

### **Developing Green and Sustainable Planned Communities**

#### **Mgmt X479.82 (3 units)**

What new skills and knowledge do you need to understand and apply the principles of sustainable development and green design/construction in a residential and community development project? This course gives you insight into the underlying principles of sustainable development, the practical application of green building practices, including LEED (Leadership in Energy and Environmental Design) and their relevance to residential developments and communities. You will learn how to identify, assess, rate and rank green building practices and elements based on their return on investment and customer satisfaction. The U.S. Green Building Council's new LEED programs for new residential construction will be explained and their applications examined through case studies and local site visits of award winning projects. Guest speakers will provide their perspectives gained from practical experience in relevant sustainable design and construction elements. Gain the foundation of knowledge you need to integrate sustainable design practices into company structures and organization, enhance site and marketing analysis, and integrate into project planning and costing, financial considerations, construction operations, and implementing a green marketing plan. Learn the fundamentals of reducing the environmental footprint of residential buildings and developments

**Introduction to Green Buildings, Energy and  
The Environment: Creating Sustainable Futures  
Socecol X 417.32 (1.5units)**

Green buildings have emerged as one of the largest growth areas targeted for energy efficiency and sustainability improvement. With 38% of the total carbon emissions in the United States tied directly to buildings it is little wonder that the green building market has experienced double-digit growth in recent years. This rapid growth has more recently been spurred by energy legislation, corporate social responsibility, government incentives, innovative technologies and increased commercialization. This class will analyze best practices in green building that directly benefit both the environment and the bottom line, identify the roles of renewable solar energy and water conservation in green buildings, and apply solid business decisions to retrofit and accelerate the trend of efficient, energy-wise buildings that meet federal, state and local green standards.

**LEED Construction Management  
Socecol X479 (3 units)**

Building owners are looking for leadership in environmental and energy efficiency design; which translates to lower energy costs, utility rebates, sustainable building practices, and environmental sensitivity. Quality, integrity and attention to detail are mandatory requirements for a successful construction career in today's fast-paced world, but Owners expect more... the design and construction teams must be well versed in third-party verified green building programs, with a particular emphasis on LEED certification. This course will provide the student with a current understanding of the documentation and submittal requirements for LEED compliance on new construction and the completed class assignments will provide the student with a binder of documents which can be useful when submitting for LEED construction credits.

## TESTIMONIALS

“The UCI LCDM program is a convergence of real estate talents, a forum where experiences and insights of not only the instructors, but also the students, are shared. The lectures, discussions, fieldtrips and hands-on projects give students an inside look at the complexities, challenges and rewards of the many different focuses within the real estate development industry”

*Erik Halter, Associate  
SunCal Companies*

“As a graduate of the LCDM program in the late 1980’s, I found the curriculum most beneficial in helping to provide a jumpstart to my career in the homebuilding industry. The diversity of the information presented helped me to gain a broad understanding of the various component parts of a homebuilding operation and how they interrelate with a variety of consultants, governmental agencies and community.

Much of what I had learned in the LCDM program has been applied and confirmed over the years working for various homebuilders. This program is a valuable resource for those currently employed in the homebuilding industry that are looking to expand their knowledge of other disciplines within homebuilding and also for those who may be considering a new career in this fast moving and dynamic industry.”

*John Sands, Project Manager  
Standard Pacific Homes*

“The LCDM Program was an essential component to my start in the homebuilding industry. It provided me with a broad yet specific education in the many facets of the business, from project management to land acquisition to sales and marketing. I highly recommend the LCDM Certificate Program to anyone who wants to increase their knowledge, ability and marketability in this profession.”

*Dan Flynn, Director of Land Acquisition  
John Laing Homes*

“The HBC Light Construction Management Program has provided me with an excellent overview of the building

industry. It has given me valuable insight, from leaders in the industry, on what makes a good project manager. The contacts and friends that I have made are invaluable!”

*Maryann Marks, Project Manager  
Forma*

UNIVERSITY OF CALIFORNIA, IRVINE  
UNIVERSITY EXTENSION

APPLICATION FOR CANDIDACY

Certificate Program in Light Construction and Development Management

This form must be submitted, along with a filing fee of \$125, prior to completion of the third course in the Program.

NAME  Mr.  Mrs.  Ms.

HOME ADDRESS

CITY

STATE

ZIP

PHONE: DAY

EVENING

SOCIAL SECURITY NUMBER

JOB TITLE

EMPLOYER

EMPLOYER ADDRESS

**Payment must be included with application.**

MY CHECK FOR \$125 IS ENCLOSED (Payable to Regents of University of California).  
CANDIDACY FEE IS NONREFUNDABLE AND NONTRANSFERABLE.

CHARGE TO:       VISA       MASTERCARD       AMERICAN EXPRESS

ACCOUNT NUMBER

EXP DATE

AUTHORIZED SIGNATURE

**Mail To:**

UNIVERSITY OF CALIFORNIA, IRVINE  
UNIVERSITY EXTENSION  
STUDENT SERVICES  
PO Box 6050, IRVINE, CA 92616-6050

OR FAX To: (949) 824-2090

1/5/2011

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