



The University of Shopping Centers Curriculum

The University of Shopping Centers curriculum was developed by the ICSC Education Department, with the active involvement of the over 70 of our volunteer faculty members, plus the 16 deans and associate deans who serve as our advisors. The University offers the latest, most up-to-date information on the 43 subjects that are being taught, in a three-hour time frame that covers the subject in a comprehensive manner. Some classes are taught by a single individual, others by a team; some are informational in nature, some offer skill improvement, while others utilize a case study approach to bring the key messages home. Please read the descriptions of each class and note the instructors who are doing the teaching. You may view faculty biographies on the University's web site to give you information about the instructors and their qualifications and background in the subject. The classes are taught in an interactive, non-lecture style to encourage class involvement and to solicit a variety of points of view.

University courses are designed to be highly practical, so that you will come back to the office with real take-aways of knowledge, opinion, approaches, information and technique.