## Undergraduate Degree Program
### Real Estate - BBA

### Mission Statement
The Unit’s mission is to create enduring educational value for our students, our alumni, and the business and academic communities we serve. We achieve this mission by ensuring our students attain the general business and functional knowledge, skills and attitudes required for them to succeed in a rapidly changing, technology-driven global business environment.

### Student Learning Outcomes
FIU Real Estate - BBA graduates should be able to achieve the following:

<table>
<thead>
<tr>
<th>Content/Discipline Knowledge Skills</th>
<th>Direct Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will develop a conceptual understanding of the functions of real estate markets, real estate practices, and real estate institutions.</td>
<td><strong>Procedure:</strong> A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>Students will familiarize students with the nature of the legal environment of real estate.</td>
<td><strong>Sampling:</strong> Students majoring in Management in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td><strong>Minimum Criteria for Success:</strong> Scores must be at least 70%</td>
<td><strong>Procedure:</strong> A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
</tbody>
</table>
Students will be able to fully assess real estate investment and development opportunities in the real estate markets for residential, office, warehouse, retail, and industrial properties.

**Sampling:**
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores must be at least 70%

**Procedure:**
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

Students will develop analytical skills to solve specific problems or issues related to the analysis of real estate financing alternatives.

**Sampling:**
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores must be at least 70%

**Procedure:**
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.
**Quantitative Analytical Thinking:**
Students will be able to:
- a.) Identify and demonstrate basic statistical principles and techniques;
- b.) Identify how results can affect business decisions;
- c.) Employ appropriate problem-solving techniques to business problems

**Procedure:**
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores must be at least 70%

---

**Global Knowledge:**
Students will be able to:
- a.) Apply knowledge of cultural country differences;
- b.) Analyze political differences;
- c.) Evaluate competitive global strategies

**Procedure:**
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores must be at least 70%

---

**Ethics and Law:**

**Procedure:**

---

**Scores must be at least 70%**
Students will be able to:

a.) Identify the legal constraints and the options available to the business manager in responding to and resolving legal issues;
b.) Recognize the laws and governmental regulations that affect contemporary businesses;
c.) Evaluate ethical problems that are integrally connected to legal issues;
d.) Identify the concepts of ethics and the law with financial reality in implementing business decisions

Financial Management:
Students will be able to:

a.) Identify financial concepts and terminology
b.) Identify the goals of financial planning and the tools available to forecast an organization's finance requirements
c.) Evaluate the concept of shareholder wealth maximization and how it relates to the organization's management and structure
d.) Demonstrate various measures of project profitability using traditional capital budgeting techniques

Marketing Management:
Students will be able to:

a.) Recognize the importance of marketing within an organization and its role in society
b.) Identify target market segments for a selected product or service

Procedure:
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

Sampling:
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

Minimum Criteria for Success:
Scores must be at least 70%

A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

Sampling:
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

Minimum Criteria for Success:
Scores must be at least 70%

Financial Management:

Procedure:
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

Sampling:
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

Minimum Criteria for Success:
Scores must be at least 70%

Marketing Management:

Procedure:
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

Sampling:
c.) Analyze a company's marketing strategy and recognize appropriate and inappropriate marketing alternatives
d.) Define and appropriately use marketing terminology and concepts

<table>
<thead>
<tr>
<th>Minimum Criteria for Success:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scores must be at least 70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Procedure:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sampling:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students majoring in Management in the senior course, MAN 4720, Strategic Management.</td>
</tr>
</tbody>
</table>

Organizational Management:
Students will be able to:
a.) Define the management functions and business processes that create value for an organization
b.) Formulate a set of management policies, practices, and procedures that influence group and individual dynamics in organizations
c.) Describe situations where management decision-making should incorporate ethical reasoning, multiculturalism, and internal inter-group behavior

<table>
<thead>
<tr>
<th>Minimum Criteria for Success:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scores must be at least 70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Procedure:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sampling:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students majoring in Management in the senior course, MAN 4720, Strategic Management.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum Criteria for Success:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scores must be at least 70%</td>
</tr>
</tbody>
</table>

Operations Management:
Students will be able to:
a.) Understand the operations / production function and how it relates to an organization
b.) Identify decision-making tools and techniques of operations management

<table>
<thead>
<tr>
<th>Procedure:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sampling:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students majoring in Management in the senior course, MAN 4720, Strategic Management.</td>
</tr>
<tr>
<td>Scores must be at least 70%</td>
</tr>
<tr>
<td>----------------------------</td>
</tr>
</tbody>
</table>

**Procedure:**
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores must be at least 70%

<table>
<thead>
<tr>
<th>Technology Integration:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will be able to:</td>
</tr>
<tr>
<td>a.) Recognize concepts and terminology related to hardware, software, and networks</td>
</tr>
<tr>
<td>b.) Demonstrate an understanding of the role of information systems in organizations</td>
</tr>
<tr>
<td>c.) Identify the appropriate and effective uses of information technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Procedure:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will be able to:</td>
</tr>
<tr>
<td>a.) Analyze accounting information as promulgated by US GAAP</td>
</tr>
<tr>
<td>b.) Calculate basic accounting information useful to decision makers</td>
</tr>
<tr>
<td>c.) Calculate common ratios using accounting information</td>
</tr>
<tr>
<td>d.) Assess broad links of fraudulent activity</td>
</tr>
</tbody>
</table>

**Accounting:**

**Procedure:**
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores must be at least 70%

<table>
<thead>
<tr>
<th>Critical Thinking Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will be able to:</td>
</tr>
<tr>
<td>a.) Identify complex business problems;</td>
</tr>
<tr>
<td>b.) Generate possible solutions to the problems;</td>
</tr>
<tr>
<td>c.) Recommend solutions based on a well-reasoned rationale</td>
</tr>
</tbody>
</table>

**Direct Measures**

**Procedure:**

**Operations Management:**

**Procedure:**
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores must be at least 70%
A standardized exit exam developed by the faculty in the FIU CoB. The exam is administered to students in the senior course, MAN 4720, Strategic Management.

**Sampling:**
Students majoring in Management in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Scores must be at least 70%

### Communication Skills

Students will be able to:
- a.) Identify complex business problems;
- b.) Generate possible solutions to the problems;
- c.) Recommend solutions based on a well-reasoned rationale

### Direct Measures

**Procedure:**
A portion of students’ presentations from MAN 4720, Strategic Management are evaluated against a rubric by the FIU Communication Arts Studio.

**Sampling:**
Students in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**
Students should score at least 1, which is a rating of acceptable on a rubric on oral communication. The scale used is from 0 to 2 where 0 Does Not Meet Standards and 2 Meets or Exceeds Standards.

### Sampling: Students will be able to:
- a.) Capture listener’s attention;
- b.) Identify topic and main points;
- c.) Connect topic with needs and interests of audience;
- d.) Substantiate main points with relevant evidence;
- e.) Ideas and transitions are clearly organized

### Minimum Criteria for Success:

**Students will be able to:**
- a.) Support thesis or claims with appropriate reasons, examples, and evidence;
- b.) Organize ideas in a formal coherent manner;
- c.) Write clearly, utilize appropriate word choices, and structure sentences correctly;
- d.) Effectively employs utilizes grammar conventions including punctuations and spelling

**Procedure:**
Samples of students’ written work from MAN 4720, Strategic Management are scored against a rubric.

**Sampling:**
Students in the senior course, MAN 4720, Strategic Management.

**Minimum Criteria for Success:**

Students should score at least 2, which is a rating of acceptable on a rubric on written communication. The scale used is from 0 to 3 where 0 is the lowest rating and 3 is the highest rating.

d.) Effectively employs grammar conventions including puncuations and spelling