



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

New Program Report

Date Submitted:

04/19/2021

Institution

Columbia College

Site Information

Implementation Date:

8/30/2021 12:00:00 AM

Added Site(s):

Selected Site(s):

Columbia College-Ft. Leonard Wood, 4904 Constitution Avenue, Fort Leonard Wood, MO, 65270

Columbia College-Jefferson City, 3314 Emerald Lane, Jefferson City, MO, 65109

Columbia College-Kansas City, 4240 Blue Ridge Blvd., Ste 400, Kansas City, MO, 64133-1702

Columbia College-Lake Ozark, 900 College Blvd, Osage Beach, MO, 65065

Columbia College-Rolla, 550 Blue's Lake Parkway, Rolla, MO, 65401

Columbia College-Springfield, 3271 East Battlefield Road, Suite 250, Springfield, MO, 65804

Columbia College-St. Louis, 4411 Woodson Rd., St. Louis, MO, 63134

Columbia College-Waynesville, 320 Ichord Ave, Ste. A, Waynesville, MO, 65583

Columbia College, 1001 Rogers, Columbia, MO, 65216

CIP Information

CIP Code:

521501

CIP Description:

A program that prepares individuals to develop, buy, sell, appraise, and manage real estate. Includes instruction in land use development policy, real estate law, real estate marketing procedures, agency management, brokerage, property inspection and appraisal, real estate investing, leased and rental properties, commercial real estate, and property management.

CIP Program Title:

Real Estate

Institution Program Title:

Real Estate Management

Degree Level/Type

Degree Level:

Bachelor's Degree

Degree Type:

Bachelor of Arts

Options Added:



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Collaborative Program:

N

Mode of Delivery

Current Mode of Delivery

Classroom

Online

Student Preparation

Special Admissions Procedure or Student Qualifications required:

Admission procedures and student qualifications do not exceed regular College standards.

Specific Population Characteristics to be served:

Columbia College serves traditional students in the Day Program and specializes in adult education and military education. Columbia College serves nearly 18,000 students each year in more than 30 locations.

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

The college adheres to the credential requirements set forth by HLC for all faculty members. The college requires instructors to have at least a Master's degree from a regionally accredited institution in the subject to be taught, with relevant coursework and/ or professional experience directly related to the course. In exceptional circumstances, special certification or extraordinary work experience, in the form of tested experience, may compensate the absence of certain academic credenti

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

Full-time faculty teach 12 credit hours or less in a given session. Adjunct faculty can teach no more than 9 credit hours in a given session, and no more than 6 in-seat credit hours a session.

Expectations for professional activities, special student contact, teaching/learning innovation:

Full-time faculty members are required to participate in professional development, for promotion, tenure, and annual evaluation, and have department, school and college budgetary support available for this. Adjunct faculty members are required to provide contact information to students. Full-time faculty members are required to have 3 hours a week of office hours designated for their students.

Student Enrollment Projections Year One-Five

Year 1	Full Time: 5	Part Time: 7	
Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24
Year 4	Full Time: 15	Part Time: 29	
Year 1	Full Time: 5	Part Time: 7	
Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24



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Year 4	Full Time: 15	Part Time: 29	
Year 1	Full Time: 5	Part Time: 7	
Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24
Year 4	Full Time: 15	Part Time: 29	
Year 1	Full Time: 5	Part Time: 7	
Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24
Year 4	Full Time: 15	Part Time: 29	
Year 1	Full Time: 5	Part Time: 7	
Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24
Year 4	Full Time: 15	Part Time: 29	
Year 1	Full Time: 5	Part Time: 7	
Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24
Year 4	Full Time: 15	Part Time: 29	
Year 1	Full Time: 5	Part Time: 7	
Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24
Year 4	Full Time: 15	Part Time: 29	
Year 1	Full Time: 5	Part Time: 7	



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Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24
Year 4	Full Time: 15	Part Time: 29	
Year 1	Full Time: 5	Part Time: 7	
Year 2	Full Time: 6	Part Time: 10	
Year 3	Full Time: 13	Part Time: 26	Number of Graduates: 24
Year 4	Full Time: 15	Part Time: 29	
Year 5	Full Time: 16	Part Time: 33	Number of Graduates: 23

Percentage Statement:

n/a

Program Accreditation

Institutional Plans for Accreditation:

The degree program being proposed has been approved by the Higher Learning Commission. The College Business Department plans to pursue ACBSP accreditation for this program.

Program Structure

Total Credits:

120

Residency Requirements:

30

General Education Total Credits:

42

Major Requirements Total Credits:

18

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
MGMT 373	3	Real Estate Law
FINC 397	3	Principles of Real Estate
ORGL 370	3	Conflict and Negotiation
MGMT 370	3	Real Estate Negotiation
MKTG 352	3	Strategic Sales and Customer Experience Management
FINC 398	3	Real Estate Finance

Free Elective Credits:

6



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Internship or other Capstone Experience:

NA

Assurances

I certify that the program will not unnecessarily duplicate an existing program within the geographically applicable area.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: APRIL
LONGLEY

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BACHELOR OF ARTS IN REAL ESTATE MANAGEMENT

DESCRIPTION:

The real estate management major prepares students with knowledge and skill sets needed to succeed in highly competitive real estate management environments. The program entails a grounding in general education and core business classes and focuses on providing a strong theoretical background and applied skills to prepare for modern issues encountered in the field of real estate including real estate finance, negotiation, and law.

This program is not designed to meet educational requirements for specific professional licensures or certifications.

OUTCOMES:

1. Graduates will be able to apply major concepts in the functional areas of accounting, marketing, finance, and management in an integrated manner.
2. Graduates will be able to apply legal, ethical, social, and economic standards of business within a global environment.
3. Graduates will be able to employ effective group collaboration techniques to complete a designated task.
4. Graduates will be able to apply tools and techniques to obtain and process information for business decision making.
5. Graduates will be able to develop and deliver effective forms of professional communication.
6. Graduates will be able to utilize technology and research skills to develop effective business practices and facilitate critical thinking and problem solving.
7. Graduates will be able to apply concepts of real estate finance and law to real estate scenarios.
8. Graduates will be able to apply negotiation tactics and strategies to real estate scenarios.

CURRICULUM:

General Education Requirements (39- 42 credit hours)

Foundational Courses (6):

COLL 133 - General Education Foundations Seminar 3 hours

ENGL 133W - First-Year Writing Seminar 3 hours

Core Courses (27):

Select one core course from each of the nine goals. A list of general education courses for each goal can be found [here](#).

Elective Courses (9):

Select three courses with differing subject areas from three unique goals. A list of general education courses for each goal can be found [here](#).

Writing Intensive:

In addition to ENGL 133W, students must complete two other writing-intensive courses, of which one must be from within the General Education goals. Choose courses designated with an alpha character of "W" after each course number.

Ethics Course Requirement (3)

MGMT 368W Business Ethics (this option also fulfills core requirement) or
PHIL 330 Ethics

Foreign Language Requirements (6)

For information on how to fulfill the foreign language requirement click [here](#).

Core Requirements (45)

All must be completed with a grade of C or higher. Courses in the major cannot be taken pass/fail.

- ACCT 278- Introductory Business Analytics (3) or
MGMT 278 Introductory Business Analytics (3)
- ACCT 280 - Accounting I (Financial) (3)
- ACCT 281 - Accounting II (Managerial) (3)
- ECON 293 - Macroeconomics (3)
- ECON 294 - Microeconomics (3)
- FINC 350 - Business Finance (3)
- MATH 250 - Statistics I (3) or
BIOL 224 - Statistics for the Behavioral and Natural Sciences (3) or
PSYC 224 - Statistics for the Behavioral and Natural Sciences (3) or
SOC 224 - Statistics for the Behavioral and Natural Sciences (3)
- MGMT 230 - Principles of Management (3)
- MGMT 254W - Business Communication (3)
- MGMT 265 - Business Law I (3)
- MGMT 338 - International Business (3)
- MGMT 368W - Business Ethics (3)
- MGMT 393 - Business Information Systems (3)
- MGMT 479 - Strategic Management (3)
- MKTG 210 - Principles of Marketing (3)

Major Area

In general, 300 - level courses in the Business Administration Professional Core or Electives Groups are taken after students have completed the freshman and sophomore years (4 full semesters).

However, students who have completed 45 semester hours and who have a cumulative grade-point average of 2.75 or above are eligible to take 300 - level business core courses during the second semester of the sophomore year.

A student can complete no more than two internships in business administration, each carrying no more than three semester hours of credit.

Courses in the major cannot be taken as pass/fail.

Required Courses (18)

- FINC 397- Principles of Real Estate (3)
- FINC 398- Real Estate Finance (3)
- ORGL 370- Conflict and Negotiation (3)
- MGMT 370- Real Estate Negotiation (3)
- MKTG 352- Strategic Sales and Customer Experience Management (3)
- MGMT 440- Real Estate Law (3)

Electives (6)

Choose 6 credits of the following:

- LEAD 200- Intro to Leadership (3)
- MKTG 331- Consumer Behavior (3)
- MKTG 360- Digital Marketing (3)
- MGMT 362- Organizational Behavior (3)
- MKTG 370- Social Media (3)
- MGMT 374- Property Management (3)
- MGMT 390- Real Estate Leadership Strategy Practicum (4)
- MGMT 395- Real Estate Negotiation Strategy Practicum (4)
- MKTG 398 Real Estate Digital Marketing Strategy Practicum (4)

TOTAL HOURS 120