

Date Prepared: October 6, 2000

COURSE OUTLINE

 New x Revised

Effective Date: Fall 2000

1. **COURSE PREFIX NUMBER:** REA 215
2. **COURSE TITLE:** Real Estate Brokerage
3. **PREREQUISITES:** None
4. **COURSE DESCRIPTION:** Considers administrative principles and practices of real estate brokerage, financial control, and marketing of real property. Lecture 3 hours per week.
5. **CONTENT:** (Major Headings)
 - a. Goals of real estate organizations
 - b. Significance of managerial and non-managerial employees
 - c. Role of a manager in simple and complex organizations
 - d. Understanding the significance of retraining salespersons
6. **GENERAL COURSE OBJECTIVES:**

Upon successful completion of the course, the student will be able to

 - a. develop managerial skills in leading, planning and decision-making, organizing and controlling
 - b. examine the results of managerial performance in terms of employee productivity, satisfaction, and organizational effectiveness
 - c. comprehend the significance of the states of development
 - d. define the role of a manager in both horizontal and vertical integration
 - e. examine the results of managerial performance in mergers and acquisitions
 - f. develop managerial abilities in the challenge of management in the future