



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

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June 5, 2015

Vice Provost W. Randy Smith
Council on Academic Affairs
Office of Academic Affairs
203 Bricker Hall
190 North Oval Mall
Columbus, OH 43210

Dear Randy Smith,

The Fisher College of Business and its collegiate partners in the Knowlton School of Architecture and Department of Food Agricultural and Biological Engineering are proposing a new Undergraduate Minor in Real Estate. The objectives of the new minor are: (1) to provide students with an opportunity to complement their major studies with a specialization in real estate; (2) to engage students from a variety of departments to create an interdisciplinary classroom experience; and (3) to prepare students for the multiple employment options in the field of real estate.

The primary impetus for creating the Undergraduate Minor in Real Estate is the strong interest among undergraduate students majoring in Finance, Construction Management and City and Regional Planning to pursue their interest in the real estate field, while choosing a broader specialization. As such the proposed minor offers a rigorous curriculum representing the interdisciplinary nature of the real estate field.

Sincerely,

Ingrid Werner
Chair, Department of Finance Programs
Professorship of Finance

Patricia West
Associate Dean of Undergraduate
Associate Professor of Marketing

Attachment: Minor in Real Estate Proposal



THE OHIO STATE UNIVERSITY

Undergraduate Real Estate Minor Proposal

Fisher College of Business
College of Food, Agricultural and Environmental Sciences
Knowlton School of Architecture

June 2015

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Proposal for an Undergraduate Real Estate Minor

I. EXECUTIVE SUMMARY

The Fisher College of Business and its collegiate partners in the Knowlton School of Architecture and Department of Food Agricultural and Biological Engineering are proposing a new Undergraduate Minor in Real Estate. The objectives of the new minor are to provide students with an opportunity to complement their major studies with a specialization in real estate; to engage students from a variety of departments to create an interdisciplinary classroom experience; and to prepare students for the various employment opportunities in the field of real estate.

II. BACKGROUND

For the past decades, the Fisher College of Business has offered an Undergraduate Major in Real Estate and Urban Analysis. The Major had a large enrollment until approximately 5 years ago when a combination of three factors contributed to a significant decrease in the number of enrolled students.

1. 2008 Financial crisis and collapse of real estate market

As exhibited in Figure 1 below, the number of enrolled students started to decrease significantly after the academic year 2008/2009. This coincides with the near collapse of the real estate financial market and the resulting unfavorable employment outlook for students graduating with a major in real estate.

2. Semester conversion

Based on information collected from students, the conversion to the semester system had the unintended effect of making pursuit of double major more difficult. In the case of double majoring in Finance and Real Estate, many students felt that they would have to spend additional semester at the University, which was viewed as high investment.

3. Employment prospects following 2008 financial crisis

While the real estate sector has begun to recover, the consensus among students who are seeking employment is that having a broadly focused major, such as Finance, creates more opportunities and gives them greater flexibility for securing employment. While students might be focused on pursuing a career in the real estate sector, they do so with a major in Finance rather than major in Real Estate.

Figure 1. 15-Day Enrollment Census Data and Graduation Statistics for Real Estate Major: 2009-2014

Enrollment	Autumn Census Enrollment					
Rank/Year	2009	2010	2011	2012	2013	2014
1	1	0	1	1	0	2
2	7	10	9	5	3	4
3	13	10	12	11	6	10
4	43	30	17	16	17	14

	Academic year (Summer-Spring)					
Graduates	2009	2010	2011	2012	2013	2014
REALEST-BS	61	49	38	33	13	17

While the number of students majoring in real estate has decreased (as shown in Figure 1), it does not represent the actual number of students interested in pursuing a career in real estate. As shown in Figure 2 below, the enrollment in the two basic real estate courses (BUSFIN 3400 Introduction to Real Estate and BUSFIN Real Estate Finance) has remained stable over this period of time, suggesting continual interest of students in real estate (the dip in 2012-2013 is due to only one course being offered during the entire year, as opposed to the customary 3-5). In addition to the continuing student interest, the real estate community in central Ohio has also been expressing interest in students who would be educated in an interdisciplinary fashion to reflect the multifaceted nature of real estate.

Figure 2. Class enrollment in BUSFIN3400/670 and BUSFIN4410/772

Year	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Combined enrollment	218	227	190	45	233

We would like to address this interest among students and the real estate community by providing an opportunity to all students at The Ohio State University to pursue an Undergraduate Minor in Real Estate that would allow them to major in a broader area of study, while allowing for an additional narrower focus on real estate.

III. GOALS OF PROPOSED MINOR

As you can see from the curriculum structure below, the new undergraduate minor would draw on already existing classes within three entities: the Fisher College of Business, the Knowlton School of Architecture and the Department of Food Agricultural and Biological Engineering.

We are pursuing the following objectives by proposing a real estate minor:

- a. Enroll a more diverse population of students from a wider array of colleges to create a richer learning environment for enrolled students.
The current minor will be accessible to all students across The Ohio State University, who were previously unable to take classes at the Fisher College of Business. We believe that creating a more multidisciplinary environment in the classes offered as part of this minor will create a richer learning environment and a better experience for all involved students.
- b. Create a learning experience that reflects the interdisciplinary nature of the real estate industry, including classes from Departments of Finance, City and Regional Planning and Food Agricultural and Biological Engineering.
Unlike the current real estate major that is offered as part of the Fisher College of Business, the real estate minor would encourage students to take courses outside of their home departments. The exposure to non-major disciplines is very valuable to all students who will be entering a work environment where they will be required to have knowledge from multiple disciplines.
- c. Create an opportunity for students interested in real estate to pursue a minor designation and at the same time collect data that will help Fisher College make a decision about the future continuation of its real estate major.
Given the current enrollment numbers in the real estate major, we see creation of a real estate minor as a step toward assessing whether to phase out the real estate major currently offered by Fisher. If interest in the real estate major continues to decline, Fisher will be able to continue to serve students' interest in real estate while not artificially maintaining a low interest major. However, it is also possible that by making it possible to take BUSFIN 3400 – Introduction to Real Estate – at an earlier point in students' academic careers, interest in the major might increase by a larger proportion of students being aware of the opportunities offered in the real estate industry.

IV. RATIONALE AND CURRICULAR STRUCTURE

Learning Objective of Minor: To provide undergraduate students from multiple disciplines and majors with an interdisciplinary introduction to core issues in real estate finance, city and urban planning and construction management.

Learning Outcome: The application of multi-disciplinary approach to development and management of real estate projects.

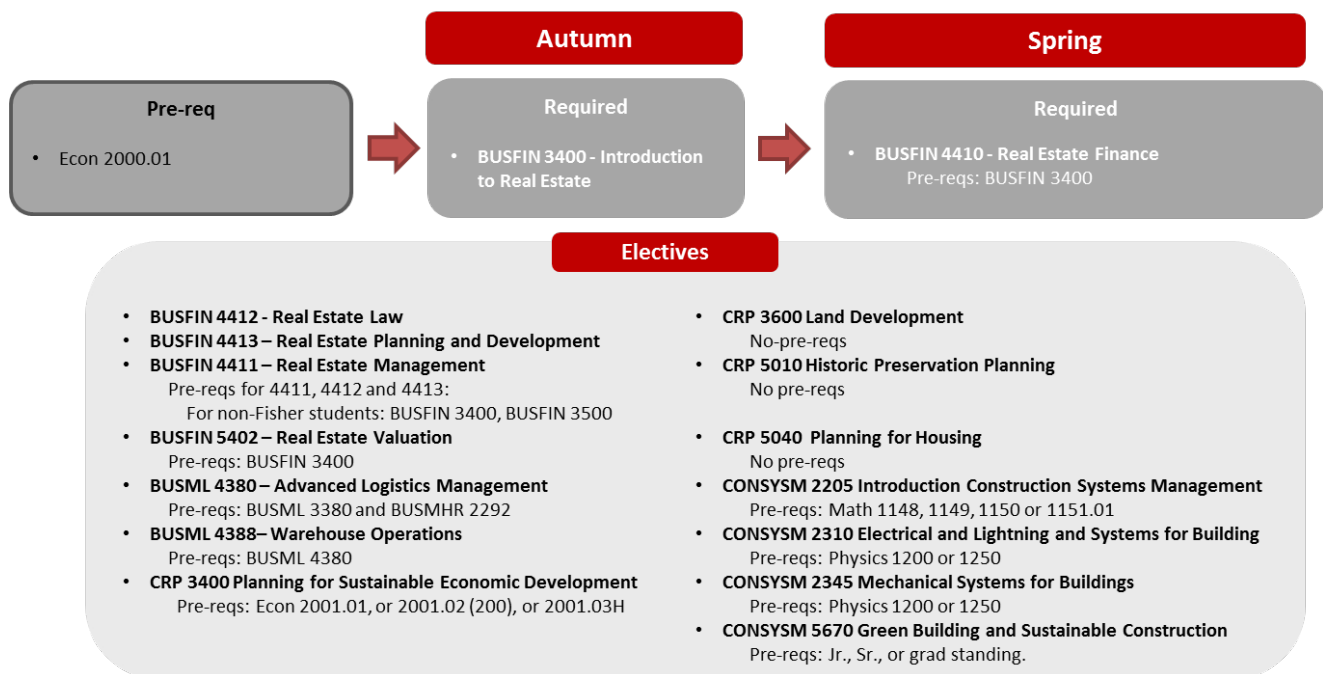
The world of real estate encompasses a wide variety of disciplines as well as a wide variety of career paths for students with different academic backgrounds. As part of our Minor development efforts, we have solicited feedback from a number of real estate leaders in the Central Ohio region as to the skills they are looking for in their entry-level employees. The answers had a common thread regardless of the type of sector the given leader represented – given the multi-faceted nature of the real estate industry, real estate professionals look for students who are exposed to various disciplines throughout their studies, who possess excellent analytical and communication skills, and who are able to work in multidisciplinary settings and are able to effectively communicate their ideas to people from other disciplines.

The proposed Minor therefore encompasses courses from a variety of disciplines and is designed to attract students across different fields to create an interdisciplinary learning environment. By exposing students to the core issues in real estate finance, city and urban planning and construction management we give them a broad base knowledge that can supplement their narrower field of study.

The proposed Minor is comprised of five, three credit courses, two of which are required courses and three of which are elective. All courses are currently being offered by the respective colleges.

Undergraduate Minor in Real Estate

15 credit (6 required, 9 electives)



Curricular Structure

The minor consists of two required courses in business, namely an Introduction to Real Estate and Real Estate Finance, to be accompanied by three elective courses from the fields of Business, City and Urban Planning and Construction Systems Management. This structure allows students to gain fundamental business knowledge related to the field of real estate, and also gain exposure to other aspects of the real estate industry based on their own individual interests.

The first course, Introduction to Real Estate (BUSFIN 3400) provides a basic overview of the Real Estate Industry covering topics related to finance, law, property management, land planning and acquisition, urban economics and green development. It provides students with an understanding of the interdisciplinary nature of the field and the various opportunities for employment base don their main field of study.

The second required course is Real Estate Finance (BUSFIN 4410), which focuses on the fundamentals of real estate analysis, particularly on sources and methods of obtaining funds, project feasibility, valuation of distressed assets, appraisal and municipal finance. The course provides a basic introduction to the financial investment principles in the real estate industry.

Together, these two courses will provide students with a basic knowledge of the real estate industry and financial principles used in the real estate sector. The recommended sequence is Introduction to Real Estate followed by Real Estate Finance and three elective courses from the fields of business, city and urban planning, and construction system management:

- BUSFIN 4412 Real Estate Law
- BUSFIN 4413 Real Estate Planning and Development
- BUSFIN 4411 Real Estate Management
- BUSFIN 5402 Real Estate Valuation
- BUSML 4380 Advanced Logistics Management
- BUSML 4388 Warehouse Operations
- CRP 3400 Planning for Sustainable Economic Development
- CRP 3600 Land Development
- CRP 5010 Historic Preservation Planning
- CRP 5040 Planning for Housing
- CONSYSM 2205 Introduction Construction Systems Management
- CONSYSM 2310 Electrical and Lightning and Systems for Building
- CONSYSM 2345 Mechanical Systems for Buildings
- CONSYSM 5670 Green Building and Sustainable Construction

V. ENROLLMENT PROJECTIONS

Growth Plan, Projections & Resourcing Impact

While there is a market demand for this minor, it will require clear marketing and advising to generate student interest. Once made public, a moderate demand is anticipated with approximately 80 students per year. In the initial year of offering (Fall of 2015), it is proposed to admit 35 students to the minor.

Table: Estimated enrollment projections in the Undergraduate Minor in Real Estate

Yr. in Curriculum	Year 1	Year 2	Year 3	Year 4	Year 5
Freshman	0	0	0	0	0
Sophomore	15	15	20	20	20
Junior	20	20	30	30	30
Senior		20	20	30	30
Totals	35	55	70	80	80

As a result of this moderate enrollment and because of the fact that all courses encompassed in this minor are already being offered at the participating colleges, we do not anticipate a need for new faculty.

VI. ADMINISTRATION, STAFFING & ADVISING

Advising

Students will be advised in their respective home programs. Additionally, the staff from the Ohio State Center for Real Estate will serve as mentors to the students.

Staffing

As described in the section above, we do not anticipate a need for new instructors. If enrollment in the new Minor exceeds expectations, the respective colleges will control growth with the number of sections offered for each course.

Program Review, Metrics & Success Criteria

Success of this program will be determined according to the following key performance indicators:

- Number of students enrolled in the minor annually
- Completion rate of the minor
- Student satisfaction as collected via survey

VII. COURSE SEQUENCING

Suggested Curriculum

Year	Autumn	Spring
1		
2	Prereq	BUSFIN 3400 Introduction to Real Estate
3	BUSFIN 3400 Introduction to Real Estate CRP 3400 Planning for Sustainable Economic Development CONSYSM 2205 Introduction Construction Systems Management	BUSFIN 4400 Real Estate Finance CONSYSM 2205 Introduction Construction Systems Management
	BUSML 4380 Advanced Logistics Management BUSML 4388 Warehouse Operations CRP 3400 Planning for Sustainable Economic Development CRP 5010 Historic Preservation Planning	BUSFIN 4411 Real Estate Law BUSFIN 4413 Real Estate Development BUSFIN 4412 Real Estate Management BUSFIN 5402 Real Estate Valuation CRPLAN 3600 Land Development CRP 5040 Planning for Housing
4	CONSYSM 2205 Introduction Construction Systems Management CONSYSM 2310 Electrical and Lightning and Systems for Building CONSYSM 2345 Mechanical Systems for Buildings CONSYSM 5670 Green Building and Sustainable Construction	CONSYSM 2205 Introduction Construction Systems Management CONSYSM 2310 Electrical and Lightning and Systems for Building CONSYSM 2345 Mechanical Systems for Buildings CONSYSM 5670 Green Building and Sustainable Construction

VIII. APPENDICES LIST

- A. Letter of Support from City and Regional Planning
- B. Letter of Support from Department of Food Agricultural and Biological Engineering
- C. Minor sheet



May 15, 2015

Vice Provost W. Randy Smith
Council on Academic Affairs
Office of Academic Affairs
203 Bricker Hall
190 North Oval Mall
Columbus, OH 43210

Dear Dr. Smith,

I am writing this letter in support of the Minor in Real Estate being proposed by the Fisher College of Business in partnership with the Knowlton School of Architecture, and my own City and Regional Planning Section.

I have been involved in the initial discussions, as well as the final design of the proposed minor, and believe strongly that its interdisciplinary nature has a strong potential to enrich students majoring among all involved academic programs as well as those from majors elsewhere at the university. The proposed minor would expose students to the fundamentals of the real estate industry from the three viewpoints of city and regional planning, construction science management, and business, thus making them better prepared for the multidisciplinary nature of the real estate industry itself. In addition to presenting a broad view of different aspects of the real estate industry, the program will also greatly benefit students by better preparing them to collaborate and communicate with colleagues from different disciplines, a skill that is key to a successful career in any field.

This newly proposed minor has great potential to yield successful completion for the students who participate and I intend to encourage city and regional planning students to give it serious consideration.

Sincerely,

Rachel Garshick Kleit, PhD
Professor and Head
City and Regional Planning Section



June 9, 2015

Vice Provost W. Randy Smith
Council on Academic Affairs
Office of Academic Affairs
203 Bricker Hall
190 North Oval Mall
Columbus, OH 43210

Dear Dr. Smith:

I am writing to express my unqualified support for the Real Estate Minor proposed by the Fisher College of Business in partnership with the Department of Food, Agricultural and Biological Engineering.

The proposed minor will provide students a broader exposure to various disciplines connected with the real estate industry. By partnering with the Department of Food, Agricultural and Biological Engineering (the academic home of the Construction Systems Management program) students enrolled in this minor will gain a much better appreciation and understanding of the construction industry through the selection of coursework in the areas of project management and scheduling, cost estimating and contract documents. These experiences will position Fisher College of Business graduates to better comprehend and appreciate the multi-disciplinary nature of this industry.

The referenced minor offers a new and significant opportunity for students interested in the real estate industry. Further, this partners will facilitate stronger connections between our Construction Systems Management program and the Fisher College of Business.

Sincerely,

Scott A. Shearer, Ph.D., P.E.
Professor and Chair
E-mail: shearer.95@osu.edu

**The Ohio State University
College of Business
Approved by the College of Arts and Sciences**

Real Estate Minor

Fisher College of Business, Undergraduate Programs and Advising Office, 120 Schoenbaum Hall, 210 Woodruff Avenue, Columbus, Ohio 43210; 614-292-2715; fisherundergrad@fisher.osu.edu

The Real Estate Minor is designed to provide students across all university departments with an opportunity to complement their major studies with a specialization in real estate; to engage students from a variety of departments to create an interdisciplinary classroom experience; and to prepare students for the various employment opportunities in the field of real estate.

The Real Estate Minor does not have an application process. In order to graduate with a Real Estate Minor, you must fulfill the guidelines listed on the curriculum requirements page. No approval from the Fisher College of Business is required.

**Some courses in this minor may have pre-requisites. Please consult the course bulletin before enrolling in courses.*

Required courses

Before taking the minor courses, it is required that each student takes the following courses:

- College algebra (Math 1130 or 1148 or equivalent or higher) or placement in M, or L
- Microeconomics (Econ 2001.01 or equivalent)

The real estate minor consists of a total of 15 credit hours, 6 of which are required and 9 of which are elective. The required courses are as follows:

BUSFIN 3400 - Introduction to Real Estate – 3 credit hours

A basic overview of the Real Estate Industry covering topics related to finance, law, property management, land planning and acquisition, urban economics and green development.

BUSFIN 4410 – Real Estate Finance – 3 credit hours

Provides fundamentals of real estate analysis, mortgage calculation and real estate modeling.

Elective Courses

Each student has to fulfill 9 elective credit hours. Students will be encouraged to take courses from each of the three disciplines represented, but it is not required.

BUSFIN 4411 - Real Estate Management – 3 credit hours

The course provides an overview of the variety of tasks performed by property management personnel/companies and the differentiation of the management approaches used by commercial and residential managers.

BUSFIN 4412 - Real Estate Law – 3 credit hours

The course provides an introduction to various aspects of real estate law including deeds, land ownership, mortgages and basic contract law.

BUSFIN 4413 - Real Estate Planning and Development – 3 credit hours

An overview of all the stages of a development process, including discovery, site selection, market survey, product selection, design, approval process, financing, and leasing and management.

BUSFIN 5402 - Real Estate Valuation – 3 credit hours

This course is a real estate financial modeling course covering valuations of existing income producing property as well as ground up construction.

BUSML 4380 – Advanced Logistics Management – 3 credit hours

BUSML 4388 – Warehouse Operations – 3 credit hours

CRP 3400 - Planning for Sustainable Economic Development - - 3 credit hours

Understand the intersection of economics, the environment, and development in order to use planning tools to promote sustainable economic development.

CRP 3600 - Land Development – 3 credit hours

Planners shape cities. The land development process requires understanding the impacts of new development and redevelopment in order to reimagine more vibrant sites.

CRP 5010 – Historic Preservation Planning – 3 credit hours

CRP 5400 Planning for Housing – 3 credit hours

CONSYSM 2205 – Introduction to Construction Project Management – 3 credit hours

This course focuses on the management of standard commercial/residential construction projects, including planning, resource management, schedule management, financial management, cost control, risk management, and labor relations.

CONSYSM 2310 – Electrical and Lightning Systems – 3 credit hours

CONSYSM 2345 – Mechanical Systems for Buildings – 3 credit hours

CONSYSM 5670 – Green Building and Sustainable Construction – 3 credit hours

Real estate minor program guidelines

Required for graduation No

Credit hours required 15 credit hours. 1000 level courses shall not be counted toward the minor. A least 6 credit hours must be upper-level courses.

Transfer and EM credit hours allowed A student is permitted to count up to 6 total hours of transfer credit and/or credit by examination.

Overlap with the GE A student is permitted to overlap up to 6 credit hours between the GE and the minor.

Overlap with the major and additional minors

- The minor must be in a different subject than the major
- The minor must contain a minimum of 12 hours distinct from the major and/or additional minor(s)

Grades required

- Minimum C- for a course to be listed on the minor.
- Minimum 2.00 cumulative point-hour ratio required for the minor.
- Course work graded Pass/Non-Pass cannot count on the minor.
- No more than 3 credit hours of course graded Satisfactory/Unsatisfactory may count toward the minor

Approval Required: A student who completes the minor following the above guidelines need only file their college's Minor Program Form with their college office. No approval from Fisher College of Business is required.

Filing the minor program form The minor program form must be filed at least by the time the graduation application is submitted to a college/school counselor.

Changing the minor Once the minor program is filed in the college office, any changes must be approved by:

- The academic unit offering the minor, or
- A college/school counselor (depending on the minor).