

Office of Academic Affairs  
Tarleton State University  
Date Prepared: 12/1/08  
Dates Revised:

### Master Course Syllabus Outline

Department: Management, Marketing and Administrative Systems  
Course Prefix/Number: G B 408  
Course Title: Real Estate Brokerage

Master Syllabus Approved by Department on: 12/1/08

- I. Catalog Description: A study of real estate brokerage office, planning and organization, operational policies and procedures, law of agency, recruiting, selection and training of personnel, records and control, real estate firm analysis and expansion criteria.
- II. Prerequisites: None
- III. Expanded Course Description: This course is intended to help the student open and organize a real estate brokerage office. It is also intended to help the student select, evaluate, train, and supervise quality sales associates.
- IV. Intended Student Outcomes:  
At the conclusion of the course, the student will achieve the following:
  - a. Knowledge outcomes:
    - (1) Describe the challenge of change in the workplace
    - (2) Define the differences between leadership and management qualities
    - (3) Identify management skills that can make them more successful
    - (4) Identify the effects (positive) of good communication and decision making
    - (5) Describe the importance of analyzing the business environment in the local market
    - (6) Describe the rationale of having a plan and steps to implementing the plan
    - (7) Define types of legal ownership of a real estate office
    - (8) Identify financial sources, budget, and accounting as it relates to the office
    - (9) Define business ethics as they apply to the real estate brokerage office
    - (10) Describe marketing and advertising procedures that are successful and promote the company's image
    - (11) Describe the practical and legal realities of staffing the real estate office
    - (12) Identify professional competency and how to provide it to all employees

- (13) Define the differences between employees and independent contractors
- (14) Describe the types of risk and ways of managing risk
- b. Skill outcomes:
  - (1) Be able to recognize management styles and the benefits of the different styles
  - (2) Evaluate business policies and procedures
  - (3) Understand the recruiting, selecting, and hiring of a competent staff
  - (4) Be able to protect the company's image
  - (5) Recognize when staff performance is in need of additional training or educational opportunity
  - (6) Be able to evaluate all aspects of a working real estate office
  
- V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member's individual course outline/syllabus:
  - a) Course Requirements
  - b) Required Text(s)
  - c) Bibliography
  
- VI. Academic Honesty: Cheating, plagiarism (submitting another person's materials or ideas as one's own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure of give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.
  
- VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

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Signature

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Date