



- PUBLIC
- INDEPENDENT

**NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW**

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*When finished, please save and email to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

**Sponsoring Institution:**

**Program Title:** Associate of Science in Real Estate Management

**Degree/Certificate:**

**If other, please list:**

**Options:**

**Delivery Site:** Online, Day Campus, Fort Leonard Wood location, Jefferson City location, Kansas City location, Lake of the Ozarks location, Rolla location, Springfield location, St. Louis location, Waynesville location

**CIP Classification:** 52.1501

**Implementation Date:** 1/1/2020

**Is this a new off-site location?**  Yes  No

**If yes, is the new location within your institution's current CBHE-approved service region?**

*\*If no, public institutions should consult the comprehensive review process*

**Is this a collaborative program?**  Yes  No

*\*If yes, please complete the collaborative programs form on last page.*

**Please list similar or comparable programs at Missouri public institutions of higher education.**

*\*For public institutions only*

**CERTIFICATIONS:**

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

**AUTHORIZATION**

Dr. Piyusha Singh, Provost and Vice President for Academic Affairs		12/11/19
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AR 12-11-19

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**PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS**

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Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below.

Quantification of performance goals should be included wherever possible.

**1. Student Preparation**

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.  
*Admissions procedures and student qualifications do not exceed regular College standards.*
- Characteristics of a specific population to be served, if applicable.  
*Columbia College serves traditional students in the Day Program and specializes in adult education and military education. Columbia College serves nearly 20,000 students each year in more than 30 locations. Columbia College will serve as the exclusive higher educational partner for National Associate of Realtors approximate 1.3 million members with a goal of helping professionalize the real estate field.*

**2. Faculty Characteristics**

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
*Columbia College adheres to the credential requirements set forth by HLC for all faculty members. Columbia 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.*
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
*The program will be taught by adjunct faculty which will teach no more than 9 credit hours in a given session, and no more than 6 in-seat credit hours a session. Additionally, once a fulltime faculty member is hired, he or she will teach in this program with a load of 4 courses per academic semester and oversee it.*
- Expectations for professional activities, special student contact, teaching/learning innovation.  
*All online faculty are required to take and pass a new instructor training course prior to being allowed to teach online for Columbia College. Adjunct faculty members are expected to receive training, including training on the incorporation of new technologies in the classroom for teaching/learning and innovation. They are also required to provide their contact information to students and meet performance expectations related to course log-ins, discussion participation, and grading timeliness. These expectations are monitored and enforced by Online Education staff.*

**3. Enrollment Projections**

- Student FTE majoring in program by the end of five years.  
40 FTE after five years
- Percent of full time and part time enrollment by the end of five years.  
Percent enrolled full time: 32%  
Percent enrolled part time: 68%

## STUDENT ENROLLMENT PROJECTIONS

YEAR	1	2	3	4	5
Full Time	15	16	11	12	13
Part Time	15	16	22	24	27
Total	30	32	33	36	40

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
10 Graduates per annum at year 3  
12 Graduates per annum at year 5
- Special skills specific to the program.  
N/A
- Proportion of students who will achieve licensing, certification, or registration.  
N/A
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.  
*Columbia College's goal is to have all students score at least in the 75th percentile on all tests*
- Placement rates in related fields, in other fields, unemployed.  
N/A
- Transfer rates, continuous study.  
N/A

### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide rationale.  
*The Business School intends to seek specialized accreditation for all business programs.*

### 6. Program Structure

A. Total credits required for graduation: 60

B. Residency requirements, if any:  
30

C. General education: Total credits:  
15

*Courses (specific courses OR distribution area and credits)*

Course Number	Credits	Course Title
		<b>General Education Requirements</b>
COLL 133	3	General Foundations Seminar
ENGL 133W	3	First Year Writing Seminar

		<i>Take 3 courses from 3 of the following areas to complete the general education requirement. Courses can be selected from either the General Education core or elective options in each goal. Recommended: MATH 150 College Algebra (3) Or MATH 170 Finite Mathematics (3) Or MATH 110 Mathematical Reasoning in General Education.</i>
Goal, course options	3	Ethical Reasoning Core Course
Goal, course options	3	Civic Engagement Core Course
Goal, course options	3	Creative Thinking & Experience Core Course
Goal, course options	3	Global Awareness Core Course
Goal, course options	3	Environmental Stewardship Core Course
Goal, course options	3	Human Experience Core Course
Goal, course options	3	Communication Competence Core Course
Goal, course options	3	Reasoning in Natural Science Core Course
Goal, course options	3	Mathematical Reasoning Core Course
		<b>Total general education requirements: 15 semester hours</b>

D. Major requirements: Total credits: 18 semester hours (Core), 27 semester hours (Electives)

Course Number	Credits	Course Title
		<b>Core</b>
MGMT 150	3	Introduction to Business
MGMT 230	3	Principles of Management
MGMT 362	3	Organizational Behavior
MKTG 210	3	Principles of Marketing
FINC 397	3	Principles of Real Estate
FINC 398	3	Real Estate Finance
		<b>Total core requirements: 18 semester hours</b>
		<b>Electives</b>
LEAD 200	3	Introduction to Leadership
MGMT 254	3	Business Communications
MGMT 261	3	Introduction to Human Resource Management
MGMT 265	3	Business Law I
MGMT 278	3	Introductory Business Analytics
MGMT 370	3	Real Estate Negotiation
MGMT 390	4	Real Estate Leadership Strategy Practicum
MGMT 395	4	Real Estate Negotiation Strategy Practicum
MKTG 331	3	Consumer Behavior
MKTG 335	3	Advertising and Sales Promotion
MKTG 352	3	Strategic Sales and Customer Experience Management
MKTG 360	3	Digital Marketing
MKTG 370	3	Social Media
MKTG 398	4	Real Estate Digital Marketing Strategy Practicum
ORGL 370	3	Negotiation and Conflict
		<b>Total elective requirements: 27 semester hours (free electives below)</b>

E. Free elective credits: *27 semester hours*  
(*sum of C, D, and E should equal A*)

F. Requirements for thesis, internship or other capstone experience:  
None

G. Any unique features such as interdepartmental cooperation:  
None

**7. Need/Demand**

Student demand

Market demand

Societal demand

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

*On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.*