Undergraduate Degree Program  
Program - COB Real Estate SLO (BBA)  

Mission Statement  
The Unit's mission is to create enduring educational value for our students, our alumni, and the business and academic communities we serve. We achieve this mission by ensuring our students attain the general business and functional knowledge, skills and attitudes required for them to succeed in a rapidly changing, technology-driven global business environment.  
Real Estate  

Outcomes  
FIU graduates should be able to achieve the following:  

<table>
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<tr>
<th>Content Knowledge and Skills (including Technology)</th>
<th>Direct Measures</th>
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<td>Content Knowledge 1</td>
<td>Procedure:</td>
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| Graduates will develop a conceptual understanding of the functions of real estate markets, real estate practices, and real estate institutions. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Real Estate in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70%. |
| Content Knowledge 2 | Procedure: |
| Graduates will be familiar with the nature of the legal environment of real estate. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Real Estate in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70%. |
| Content Knowledge 3 | Procedure: |
| Graduates will be able to fully assess real estate investment and development opportunities in the real estate markets for residential, office, warehouse, retail, and industrial properties. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Real Estate in the senior course, MAN 4720, Strategic Management.  
**Minimum Criteria for Success:** The percentage of correct responses as a proportion of total questions should be at least 70%. |
| Content Knowledge 4 | Procedure: |
| Graduates will be able to solve specific problems or issues related to the analysis of real estate capital and financing alternatives. | **Assessment Instrument:** Closed-ended Exam  
**Assessment Method:** A standardized exit exam developed by the faculty in the FIU CoB.  
**Course Assessed:** MAN 4720  
**Sampling:** Students majoring in Real Estate in the senior course, MAN 4720, Strategic Management. |
Minimum Criteria for Success: The percentage of correct responses as a proportion of total questions should be at least 70%.