

School of Professional Studies
College of Education and Behavioral Sciences
Western Kentucky University

RE 171C: Real Estate Brokerage Operations

Instructor: Said Ghezal Room: GRH 218 Office Hours: By appointment Phone: Office: 745-4285 Email Address: said.ghezal@wku.edu
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Course Description: the course covers brokerage operations from a managerial standpoint. Managerial skills of real estate brokers are covered. Technology and finances of real estate operations, brokers strategies for selecting and hiring personnel, strategies for growth and risk mitigation, and the business environment and the real estate market are covered.

Course Objectives:

Upon completion of this course, student will be able to:

- Demonstrate understanding of the real estate market and business environment.
- Demonstrate foundational knowledge of real estate brokerage operations from a managerial perspective.
- Demonstrate competency in the technology used by real estate brokers.

Textbook:

Laurel D. McAdams and Joan m. Sobeck (2017). Real Estate Brokerage: A Management Guide 9th Edition.
Dearborn Real Estate Education.

Rules for Success:

1. Timely Completion of all assigned course-work;
2. Online etiquette.

Percentage Grade	Letter Grade
90% to 100% (450 to 500 points)	A
80% to 89% (400 to 449 points)	B
70% to 79% (350 to 399 points)	C
60% to 69% (300 to 349 points)	D
Below 60% (below 300 points)	F

Assignment	Grade
Blackboard Assignments (5 modules)	75 points (5 @ 15 points each)
Written Assignments	100 points (5 @ 20 points each)
Module Tests	250 points (5 @ 50 points each)
Final Exam	75 points
Total	500 points

Assignments:

1. Blackboard assignments are exercises that emphasize the readings concepts. There is an assignment for each module.
2. Written assignments are short narratives you post for every module as a response to short cases. These assignments reinforce your understanding of the reading concepts. A grading rubric for written assignment is posted on Blackboard.
3. Module tests and the final exam are multiple-choice tests that gauge your learning. Module tests consist of 25 multiple-choice questions and are open for 40 minutes. The final exam will open for 2 hours and consists of 75 multiple-choice questions.

Blackboard Case Studies and Grading Rubric:

- The discussion questions provide students with a context to:
 - Demonstrate written communication skills;
 - Apply critical thinking skills;
 - Develop and enhance problem-solving skills;
 - Evaluate one's learning.
- Grading Rubric

Assignment	Quality	Grade
Blackboard Assignments	Substantial answers that draw from documented sources. Please refer to the guidelines for analyzing case studies posted on Blackboard and make sure you include authoritative literature to justify your position.	15 points each.

Plagiarism:

To represent written work taken from another source as one's own is plagiarism. Plagiarism is a serious offense. The academic work of a student must be his/her own work. One must credit the source from which material was borrowed.

Cheating:

No student shall receive or give assistance not authorized by the instructor in taking an examination or in the preparation of an essay, problem assignment or other project, which are submitted for purposes of grade determination. If you are caught cheating, you will fail this class.

Special Note:

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Student Accessibility Resource Center. The SARC telephone number is (270)745-5004; TTY is (270)745-3030. Per university policy, please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Student Accessibility Resource Center.