

PREPARE FOR A SUCCESSFUL CAREER IN REAL ESTATE



REAL ESTATE CONCENTRATION OVERVIEW

As a student in the Bachelor of Science in Business Administration with a concentration in real estate, you will develop the skills relevant to real estate sales and the real estate industry as they apply to a wide range of financial situations.

You will learn to apply concepts and ideas directly related to the national real estate licensing examination.

Graduates of the program are prepared for the workplace with practical skills, including:

- Negotiating real estate agreements and contracts
- Executing fiduciary responsibilities of a real estate agent to brokers, clients, and the general public
- Performing the duties of a property manager

- Understanding the types of loans used to finance real estate
- Recognizing state and federal law designed to protect the public in real estate transactions
- Understanding the role of construction and development
- Comprehending legal and ethical issues in the real estate field

Real-World Connections

The real estate concentration helps you develop the skills relevant to a career in real estate and its many related areas. You will learn about the responsibilities and duties of an agent in both commercial and residential sales and property management, as well as studying the issues of real estate development and finance. You will also be introduced to concepts and ideas directly related to the national real estate licensing examination.

Professional Competencies of Graduates

Courses within the real estate concentration could help students develop the following skills:

- Attention to Detail—interpreting data at the transaction level
- Critical Thinking—analyzing, comparing, and interpreting data quickly to solve problems
- Clear Communications at Work—interacting with staff, supervisors, and clients
- High Standards of Integrity—knowing how to work with sensitive information
- Computer Literacy—creating and analyzing financial documents

COURSE OUTCOMES

- Explain property ownership rights
- Determine real estate values in a selected market
- Analyze the legal and ethical considerations in a real estate transaction
- Summarize the real estate sales process and compliance issues
- Apply ethical rules governing the field of study
- Diagram how money flows in the real estate credit market
- Evaluate the legal and ethical concerns in a real estate transaction
- Summarize the closing costs for a real estate sales scenario
- Solve real-world problems using mathematical skills
- Evaluate an entity's legal rights to real estate
- Recommend the appropriate contract for a given real estate scenario
- Explain the legal commitments associated with agency relationships
- Analyze the laws and regulations pertinent to the real estate profession

- Use principles of sound reasoning within the field of study
- Analyze the buying and selling functions from both the client and customer perspective
- Evaluate the process of opening and closing sales by reviewing real life case studies
- Conduct a negotiation in a simulated setting
- Evaluate the key concepts of customer relationships by applying them to various scenarios
- Evaluate the key differences between international and domestic sales strategies
- Discover the ethical and legal issues associated with the selling process
- Analyze patterns of behavior through direct human interaction

Professional Certifications

Certification for real estate professionals varies by state. To find the requirements in your area, contact your state's real estate division. This program is not intended to lead to certification as a

real estate professional. Certification may require additional education and passing an exam; requirements vary by state. To find the requirements in your area, contact your state's real estate division.

JOB TITLES ASSOCIATED WITH REAL ESTATE*

- Real Estate Agent
- Real Estate Broker
- Real Estate and Community Association Manager
- Property Manager

To learn more about the Bachelor of Science in Business Administration, please [click here](#) or call **866.827.5268** (Toll Free).

For comprehensive consumer and gainful employment information, visit kaplan.edu/info.

* Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization.