

POLICIES, STANDARDS AND GUIDELINES FOR BACHELOR OF SCIENCE IN REAL ESTATE MANAGEMENT (BS REM)

CHED MEMORANDUM ORDER (CMO) NO. 28 SERIES OF 2011, October 25, 2011

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SUBJECT :

POLICIES, STANDARDS AND GUIDELINES FOR BACHELOR OF SCIENCE IN REAL ESTATE MANAGEMENT (BS REM)

In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "Higher Education Act of 1994," and RA No. 9646, otherwise known as the "Real Estate Service Act of the Philippines," and by virtue of the 380th Regular Commission en Bane Resolution No. 243-2011 dated September 26, 2011 and for the purpose of offering the Bachelor of Science in Real Estate Management with the end view of keeping pace with the demands of local and international business environment to become globally competitive, the following policies, standards and guidelines are hereby adopted and promulgated by the Commission.

ARTICLE I

INTRODUCTION

SECTION 1. RA No. 9646, otherwise known as the "Real Estate Service Act of the Philippines," recognizes the vital role of real estate service practitioners in the social, political, economic development and progress of the country by promoting the real estate market, stimulating economic activity and enhancing government income from real property-based transactions. The objective of the Bachelor of Science in Real Estate Management program is to develop a corps of technically competent, responsible and respected professional real estate service practitioners whose standards of practice and service shall be globally competitive and will promote the growth of the real estate industry.

The Program conforms with the required general education courses, establishes the foundations for real estate management, includes business management theories and applications, and focuses on the three major fields of real estate service management which includes, brokerage, appraisal and consultancy.

A distinctive feature of the program is the presentation and elucidation of comprehensive courses which will include actual discussion of cases and paradigm shift including real estate project feasibility study that will give the opportunity for the student to apply the problem-solving concepts learned in the classroom to real situations. Extensive opportunities are available for students to be involved in the real estate environment to gain pedagogical experience that they can use after graduation.

ARTICLE II

AUTHORITY TO OPERATE

SEC. 2. All higher education institutions (HEIs) intending to offer the Bachelor of Science in Real Estate Management must first secure proper authority from the Commission in accordance with the existing policies, standards and guidelines. State universities and colleges (SUCs) and local colleges and universities (LUCs) should likewise strictly adhere to the provisions in these policies, standards and guidelines.

ARTICLE III

PROGRAM SPECIFICATIONS

SEC. 3. Degree

The degree program herein shall be called Bachelor of Science in Real Estate Management (BS REM).

SEC. 4. Program Description and General Objectives

The BS REM program aims to prepare the graduates for a career in the field of Real Estate Management in various corporations and institutions whether in the practice of salesmanship, brokerage, appraisal and consultancy including the local government practice of assessors and appraisers. The program prepares students to be pro-active and responsive to the total environment by providing technical, interpersonal and conceptual skills in the areas of real estate management. Theory is blended with practicum activities to give the students a broad and enriched base for a career in real estate service practice.

The objectives of the program are:

4.1

Provide complete understanding of the concepts, principles, theories, and philosophies of business, management, finance, economics, operations and marketing as applied to real estate service practice.

4.2

Assist students to seek employment and facilitate the integration process in the real estate corporate environment and local government so they can be immediately productive in the workplace.

4.3

Help the students to seek employment and entry level jobs as entrepreneurs, marketing executives or positions of responsibility as real estate brokers, appraisers and consultants.

4.4

Prepare students to formulate real estate project feasibility studies and other related works to build a portfolio attesting to their competence and ability to pursue appropriate careers in the real estate management practice.

4.5

Prepare civil servants to discharge their functions, duties and responsibilities as government appraisers and assessors of public domain for taxation and other public services purposes.

SEC. 5. Specific Professions, Careers, Occupations or Trades

5.1 Entry-level jobs per area of specialization

Real Estate Brokerage

Entrepreneur
Management Trainee in Real
Estate Brokerage
Marketing Assistant
Administrative Assistant
Salesperson
Executive Assistant
Real Estate Marketing Assistant
Real Estate Marketing
Management Trainee
Real Estate Junior Sales Trainee
Accounts Personnel
Credit and Collection Assistant

Real Estate Appraiser

Entrepreneur
Management Trainee in Real
Estate Appraisal
Appraisal Assistant
Administrative Assistant
Executive Assistant
Real Estate Junior Appraisal
Trainee
Credit and Collection Assistant Analyst
Real Estate Appraisal Analyst

Real Estate Consultant

Entrepreneur
Management Trainee in Real
Estate Consultancy
Office Assistant
Administrative Assistant
Real Estate Consultant Assistant
Executive Assistant

Real Estate Junior Consultancy
Trainee
New Account Personnel
Credit and Collection Assistant

5.2 Entry level jobs in National/Local Governments

Local Government Assessor

(plantilla positions according to the Local Government Code and the
Bureau of Internal Revenue/
Department of Finance)

Office Assistant

Administrative Assistant

Municipal Government Assessor

Municipal Government Assistant
Assessor

City Government Assessor

City Government Assistant

Assessor

Provincial Government Assessor

Provincial Government Assistant

Assessor

Local Assessor Officer

(Municipality, City, Province)

Administrative Assistant in the
Assessor's Office (Municipality,
City, Province)

5.3 Advanced Office Positions

Any supervisory, senior or managerial job in their field of specialization whether in government and corporate sectors.

ARTICLE IV

COMPETENCY STANDARDS

SEC. 6. Graduates of a BS REM Program should be able to:

6.1

Offer or render professional advice and judgment on: (i) the acquisition, enhancement, preservation, utilization or disposition of lands or improvements thereon; and (ii) the conception, planning, management and development of

real estate projects.

6.2

Perform or render, or offer to perform services in estimating and arriving at an opinion of or acts as an expert on real estate values, such services of which shall be finally rendered by the preparation of the report in acceptable written form.

6.3

Perform local government appraisal and assessment of real properties, including plants, equipment, and machineries, essentially for taxation purposes and other public service purposes.

6.4

Act as an agent of a party in a real estate transaction to offer, advertise, solicit, list, promote, mediate, negotiate or effect the meeting of the minds on the sale, purchase, exchange, mortgage, lease or joint venture, or other similar transactions on real estate or any interest therein.

6.5

Perform service for, and in behalf of a real estate broker who is registered and licensed for or in expectation of a share in the commission, professional fee, compensation or other valuable consideration.

6.6

Convey ideas clearly both oral and written in English or Filipino.

6.7

Prepare, analyze, and evaluate reports, proposals and concept papers.

6.8

Demonstrate the values of fairness, transparency, accountability, hard work, honesty, patience, diligence, innovativeness and risk taking.

6.9

Apply the principles of the different forms of communication.

6.10

Develop the ability to access, retrieve and disseminate information using information Technology.

6.11

Perform quality real estate service work.

6.12

Understand and apply the concepts and principles of good interpersonal relations.

6.13

Develop a wholesome personality aligned to his/her profession.

6.14

Participate actively in business associations and comply with their policies and regulations.

6.15

Demonstrate leadership qualities, civic-mindedness and responsible citizenship.

6.16

Conduct environmental scanning of the real estate industry and practices.

6.17

Conduct feasibility study and other business research/plan related to real estate.

6.18

Explain the concepts, approaches, and techniques of environmental conservation as applied to the real estate industry.

6.19

Know and understand the country's national development thrusts, concerns, socio-economic and real estate indicators.

6.20

Perform fair market value assessment in the municipal, city and provincial levels for real estate taxation and public services purposes.

ARTICLE V

CURRICULUM

Section 7. Curriculum Description

The curriculum for BS REM covers the foundations for real estate management, incorporates business management competencies, and focuses on the three major fields of real estate practice - namely, brokerage, assessment and consultancy. It prepares the student to actively pursue a professional career in the real estate service practice.

Section 8. Curriculum Outline

UNITS

General Education Courses (GE)

51

Basic Business Core

21

Management Education Core

18

Professional Courses

39

Electives

15

Practicum/Work Integrated Learning

6

PE/NSTP

14

Total

164

Section 9. General Education Courses

General education and legislated courses shall follow existing requirements. The CHED Memorandum No. 04 series 1997 (GEC-B; 51 units) is the recommended track for the BS REM program.

However, the GE courses shall automatically be considered as revised once a new CMO on General Education

is issued by CHED, without the need for additional action on the part of the concerned Technical Panel. An amendment to this CMO will be issued by the Office of Programs and Standards (OPS) at such time to show the revised curriculum.

Course

Units

Humanities Cluster

21

Communication Skills, Part I

3

Communication Skills, Part II

3

Sining na Pakikipagtalastasan

3

Pagbasa/Pagsulat sa Iba't Ibang Disiplina

3

Philippine Literature

3

Introduction to Philosophy with Logic & Critical Thinking

3

Art, Man, and Society

3

Math/Science Cluster

15

College Algebra

3

Statistics

3

Physical Science

3

Environment and Green Building Technology

3

Fundamentals of Computer Software and Applications

3

Social Sciences Cluster

12

Philippine History with Politics and Governance

3

Introduction to Economics With Land Reform and Taxation

3

Society and Culture with Family Planning

3

General Psychology

3

Mandated Course

Life and Works of Rizal

3

Section 10. Business Core Courses

These courses consist of the four functional areas of business. A student of business and management has to have basic knowledge on these four functional areas. In addition to these, Business Communication and Computer II should form part of the Basic Business Core.

Course

Units

Management

Principles of Management

3

Human Behavior in Organization (HBO)

3

Marketing

Principles of Marketing

3

Accounting

Accounting 1

3

Business Communication

3

Finance

Basic Finance

3

Computer II

3

TOTAL

21

Section 11. Management Education core

These courses consist of advanced knowledge in functional areas and applications in business management.

Course

Units

Economics (Micro and Macro Economics)

3

Accounting II

3

Business Law I (Obligations and Contracts with Real Property Laws)

3

Taxation (Business and Real Estate Taxation)

3

Human Resource Management

3

Corporate Social Responsibility and Good Governance

3

TOTAL

18

Section 12. Professional Courses

The following are the professional courses of the BS REM curriculum. These courses lay the fundamental concepts that every real estate management administration student has to know in the field of brokerage, consultancy, appraisal and assessment.

HEIs may enhance the curriculum by providing electives based on the vision and mission of the college or school. A school may offer other electives that may help a student pursue his or her specialization.

Professional Courses - 39 units

Course

Units

PS 1 - Fundamentals of Real Estate Management

3

PS 2 - Real Estate Marketing and Brokerage

3

PS 3 - Legal Aspects of Real Estate

3

PS 4 - Real Estate Consulting

3

PS 5 - Real Estate Planning and Development

3

PS 6 - Real Estate Appraisal and Property Management

3

PS 7 - Real Estate Consulting & Investment Analysis

3

PS 8 - Principles of Ecology

3

PS 9 - Appraisal and Assessment in the Government Sector

3

PS 10 - Property Management System

3

PS 11 - Real Estate Finance

3

PS 12 - Ethical Standards for Real Estate Practice

3

PS 13 - Real Estate Economics

3

TOTAL

39

Suggested Electives -15 units

Course

Units

Human and Physical Geography

3

Real Estate Brokerage

3

Housing and Subdivision Development

3

Consulting for Specific Engagements

3

Condominium Concept and other Specialized Development

3

Internet Technology in Real Estate

3

Practicum/Work Integrated Learning 6 units

Course

Units

Practicum/Work Integrated Learning

6

Section 13. Sample Program of Study (Minimum Units)

The program of study herein is only an example. HEIs may use this sample and modify it according to their needs provided that the minimum requirements as specified in Section 8 Article 5 are met. They may also add other courses that would enrich the program.

First Year

Semester 1

Lecture

Lab

Units

English I

3

3

Filipino I

3

3

Mathematics I

3

3

Natural Science I (Physical Science)

3

3

Social Science I (Philippine History with Politics and Government)

3

3

Management I (Principles of Management)

3

3

Computer I (MS Office Applications)

3

3

PE

2

2

NSTP

3

3

Total

26

26

Semester 2

Lecture

Lab

Units

English II

3

3

Filipino II

3

3

Mathematics II (Statistics)

3

3

Natural Science II (Environment and Green Building Technology)

3

3

Marketing 1 (Principles of Marketing)

3

3

Computer II (MS Project)

3

3

PE

2

2

NSTP

3

3

Total

23

23

Second Year

Semester 1

Lecture

Lab

Units

Accounting I (Fundamentals of Accounting)

3

3

Social Science II (Introduction to Economics with Land Reform and Taxation)

3

3

Philippine Literature

3

3

English III (Business Communication)

3

3

Humanities I (Introduction to Philosophy with Logic & Critical Thinking)

3

3

Finance (Basic Finance)

3

3

PS-1 Fundamentals of Real Estate Management

3

3

PE

2

2

Total

23

23

Semester 2

Lecture

Lab

Units

Accounting II

3

3

Micro and Macro Economics

3

3

Social Science III (Society and Culture with Family Planning)

3

3

Management II (Human Behavior in Organization)

3

3

Life and Works of Rizal

3

3

Corporate Social Responsibility and Good Governance

3

3

PE

2

2

Total

20

20

Third Year

Semester 1

Lecture

Lab

Units

Humanities II (Art Man and Society)

3

3

Social Science IV (General Psychology)

3

3

Business and Real Estate Taxation

3

3

PS 2 - Real Estate Marketing and Brokerage

3

3

Business Law I (Obligations and Contracts with Real
Property Laws)

3

3

Human Resource Management

3

3

PS 13 - Real Estate Economics

3

3

Total

21

21

Semester 2

Lecture

Lab

Units

PS 3 - Legal Aspects of Real Estate

3

3

PS 4 - Fundamentals of Real Estate Consulting

3

3

PS 5 - Real Estate Planning & Development

3

3

PS 6 - Real Estate Appraisal and Property Management

3

3

PS 7 - Real Estate Consulting and Investment Analysis

3

3

Elective 1

3

3

Total

18

18

Fourth Year

Semester 1

Lecture

Lab

Units

PS 8 - Principles of Ecology

3

3

PS 9 - Appraisal and Assessment in the Government Sector

3

3

PS 10 - Property Management System

3

3

PS 11 - Real Estate Finance

3

3

Elective 2

3

3

Elective 3

3

3

Total

18

18

Semester 1

Lecture

Lab / Field Work

Units

PS 12 - Ethical Standards for Real Estate Practice

3

3

Elective 4

3

3

Elective 5

3

3

Practicum Work Integrated Learning

6

6

Total

9

6

ARTICLE VII

ADMINISTRATION

Section 14.

The minimum qualifications and the general functions and responsibilities of the head of the unit that implements the degree program are the following:

14.1

The Dean or the Director of the program should possess the following minimum qualifications:

-

A Filipino citizen;

-

Holder of at least a Bachelor's degree in Business Administration and a Master's degree in Business Administration/Management Bachelor's degree in any field but with Master's degree in Business/Management or a Master's degree in another field but with a Bachelor's degree in Business/Management;

-

At least five (5) years of teaching experience at the tertiary level;

-

At least five (5) years of experience in administrative or supervisory capacity in an educational institution or a business enterprise.

-

Possess a valid professional license under the Professional Regulatory Board - Real Estate Service Practice

14.2

The general functions and responsibilities of the Dean or Director of the program are to:

-

Exercise academic leadership among the faculty;

-

Adopt curricular programs attuned to current trends and developments in education and to practices of the profession;

-

Maintain linkages with relevant industry, academic entities, communities and sectoral organizations;

-

Promote research and scholarly pursuits.

14.3

The dean/department chair must be a full time administrator.

14.4

The teaching load of the dean/director should not exceed twelve (12) units per term/semester.

Section 15.

Chairs or coordinators may be appointed to help in the administration of specific fields or disciplines in the program.

15.1

Chairs or Coordinators should possess the following qualifications:

-

A Filipino citizen;

-

Holder of at least a Bachelor's degree in Business Administration and a Master's degree in Business Administration/Management, Bachelor's degree in any field but with Master's degree in Business/Management or a Master's degree in another field but with a Bachelor's degree in Business/Management;

-

At least three (3) years of experience in administrative or supervisory capacity in an educational institution or a business enterprise.

-

Possess a valid professional license under the Professional Regulatory Board under the Professional Regulatory Board - Real Estate Service Practice

Section 16.

Schools are encouraged to enter into consortium arrangement and share facilities and personnel with other schools in the locality/region giving rise to an international network of schools working together.

Section 17.

There should be an adequate number of support and service personnel to assist the administration and faculty in the performance of their duties and functions.

ARTICLE VIII

FACULTY

Section 18.

The faculty members should possess the educational qualifications, professional experience, valid professional license and teaching ability for the successful conduct of a school's program(s).

18.1

At least twenty five percent (25%) of business and professional subjects should be taught by faculty members with appropriate master's degrees.

18.2

At least thirty five percent (35%) of general education subjects in the program should be taught by faculty members with appropriate master's degrees.

18.3

All faculty members teaching accounting courses should be CPA's. All taxation subjects should be handled by either CPA's or lawyers while business law courses should be handled by lawyers.

18.4

All faculty members teaching the real estate professional courses should be handled by brokers, consultants,

assessors and appraisers that possess a valid license under the Professional Regulatory Board.

Section 19.

At least thirty percent (30%) of the business and professional subjects in the program(s) should be handled by full-time/full-load faculty members.

Section 20.

The school should have an effective system of recruiting and selecting qualified faculty members.

20.1

Schools are encouraged to invite qualified business practitioners and entrepreneurs to teach in the program.

Section 21.

A system of ranking and evaluating faculty members should be instituted and implemented. The publication of a faculty manual for the purpose of formalizing faculty policies and standards is required.

Section 22.

There should be opportunities for faculty development to enable faculty members to keep up with developments and techniques in their field, improve their teaching skills and course materials, continue their professional growth, and contribute to research and other scholarly pursuits.

Section 23.

The teaching load of faculty members should be as follows:

23.1

Faculty members should be assigned to teach courses only in their field of specialization.

23.2

The regular teaching load of full-time academic teaching personnel shall be determined by the institution but in no case shall exceed 24 units per semester or term.

23.3

Faculty members teaching in more than one school must give formal notice of their teaching assignment in all schools concerned.

23.4

Licensed real estate professionals who are working as full-time government employees are encouraged to share

their knowledge and expertise as part-time instructors, subject to government approval.

23.5

Faculty members should not be assigned to teach more than four (4) different preparations in any one term/semester.

ARTICLE IX

CURRICULUM STANDARDS

Section 24.

The curriculum for BS REM program should be consistent with the HEI's philosophy, mission and vision statement.

24.1

The curricular requirement for BS REM should follow the minimum number of units prescribed herein.

24.2

The school is free to enhance and to follow different patterns and modalities based on the needs of its clientele.

24.3

As a general rule, courses should be offered as a three (3) unit course equivalent to a minimum of 18 contact hours per unit.

Section 25.

All schools should have prepared course syllabi. These should be made available to students at the beginning of each term. Teaching methodologies, grading systems, textbooks and references should be clearly stated in the syllabi.

Section 26.

All undergraduate courses should have prescribed textbooks, which should be selected on the basis of acceptable criteria, preferably by an independent textbook board or committee. The Intelligent use of other instructional aids and resources should be encouraged.

Section 27.

Access to computers and CD materials as well as the Internet should be provided to faculty members and students.

Section 28.

Maximum class size for undergraduate courses should be fifty (50).

Section 25.

All schools should have prepared course syllabi. These should be made available to students at the beginning of each term. Teaching methodologies, grading systems, textbooks and references should be clearly stated in the syllabi.

Section 26.

All undergraduate courses should have prescribed textbooks, which should be selected on the basis of acceptable criteria, preferably by an independent textbook board or committee. The Intelligent use of other instructional aids and resources should be encouraged.

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Access to computers and CD materials as well as the Internet should be provided to faculty members and students.

Section 28.

Maximum class size for undergraduate courses should be fifty (50).

ARTICLE X

LIBRARY

Section 29.

Universities and colleges offering the BS REM program business should have library resources that are relevant and adequate in terms of quality and quantify; helpful in serving the needs of scholarship and research; and progressively developing and growing in accordance with the institutional developmental plans.

29.1

Library Personnel

A.

Qualifications of Head Librarian:

1.

Registered Librarian;

2.

At least a masters degree holder;

3.

With appropriate or relevant professional training

B.

Number of library staff

1.

At least one full time professional librarian for every 500 students

2.

A ratio of 1 librarian to 2 staff/clerk

29.2

Library Collection

A.

Basic Collection

1.

3,000 volumes for start-up school (50% of the holdings should be distinct titles)

2.

A total of not less than 5,000 volumes after two years of operation (50% of the holdings should be distinct titles)

3.

Basic collections should include. General References, Cultural. Filipiniana, Humanities, Social Science, Science and Technology and General Education courses should have at least five (5) titles per course

B.

Professional Holdings

1.

At least five (5) titles per professional course published within five (5) years.

C.

Periodical Collection

1.

In addition to reference books, the library shall maintain a regular annual subscription to at least two (2) international and two (2) local appropriate professional publications such as Journals and Bibliographies. The school is encouraged to subscribe to Magazines, Newspapers, Monographs and other periodicals.

D.

Library Space

1.

The library should accommodate at least fifteen (15%) percent of the total enrolment at any one time

E.

Non-Print Materials

1.

The library should be able to provide non-print material such as CDRoms, Internet Access, etc.

Section 30.

There should be a universally accepted library classification system with card catalogues or a computer-based system. The open-shelf system is encouraged.

Section 31.

The library should be conveniently located and open at reasonable hours for use of faculty and students.

ARTICLE XI

PHYSICAL FACILITIES

Section 32.

Colleges and universities offering the BS REM program should provide adequate physical facilities for their courses in accordance with the requirements found in the eight (8th) edition of the Manual of Regulation (MOR) for private schools; Bates Pambansa Blg. 232, "The Education Act of 1982; Republic Act (RA) 8981, "PRC Modernization Act of 2000". RA 6541, "The National Building Code of the Philippines", Presidential Decree 856, "The Code of Sanitation of the Philippines", the laws governing various profession and CHED Issuances.

Section 33.

All institutions should maintain a campus conducive to promote the quality of its graduates.

Section 34.

Facilities for support services such as health, guidance and employment /placement services may be shared with other units of the school.

ARTICLE XII

ADMISSION, RETENTION, RESIDENCE, AND GRADUATION REQUIREMENT

Section 35.

Schools that offer the BS REM program may formulate the admission, retention and graduation requirements for their programs.

Section 36.

Admission, Retention and Graduation requirements will be governed by the institution's policy on the program.

Section 37.

As a general rule, transfer of student shall be governed by the institutional policy on residence and transfer.

Section 38.

For students who go on leave, re-admission to the program will be subject to the school's re-admission policies.

ARTICLE XIII RESEARCH

Section 39.

The institution should undertake research in Real Estate Practice and Management and other related fields and should have a competent and qualified research staff.

Section 40.

The administration should encourage and support research among its students and faculty and promote the utilization of research findings. Publication of research output should be undertaken in an in-house journal or other academic journals.

ARTICLE XIV TRANSITORY PROVISIONS

Section 41.

All HEIs, including SUCs and LUCs, with existing authority for the BS in Real Estate program are hereby given a period of three (3) years from the effectivity thereof to comply with all the requirements in this CMO

ARTICLE XV SANCTIONS

Section 42.

For violation of this CMO, the Commission may impose administrative sanction as it may deem appropriate pursuant to the pertinent provisions of RA 7722 in relation to Section 68-69 of Batas Pambansa Blg. 232, otherwise known as the Higher Education Act of 1982, Section 63 of Article XII and Sections 142-143 of Article XXVI of the Manual of Regulations for Private Higher Education of 2008, and other related laws.

ARTICLE XVI REPEALING CLAUSE

Section 43.

All pertinent rules and regulations of parts thereof that are inconsistent with the provisions of this policy are hereby repealed or modified accordingly.

ARTICLE XVII EFFECTIVITY CLAUSE

Section 44.

This CMO shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of

general circulation. This CMO shall be implemented beginning Academic Year 2012-2013.

Quezon City, Philippines, October 25, 2011.

For the COMMISSION:

(Sgd.) PATRICIA LICUANAN, Ph.D.

Chairperson

Article VI

COURSE SPECIFICATIONS

GENERAL EDUCATION

Course Name Communication Skills, Part I

Course Description This is a study and practice of the principles of correct writing and the clear and logical presentation of ideas. The course focuses on developing the students' writing skills through the introduction of the different types of expository writing and other forms of discourse.

Course Credits 3 units

Contact Hours/week 54 hours

Prerequisite None

Course Name Communication Skills, Part II

Course Description The course is designed to develop the students' oral communication skills for effective personal, group, and public communication in the various disciplines

Course Credits 3 units

Contact Hours/week 54 hours

Prerequisite Communication Skills, Part I

Course Name

Sining ng Pakikipagtalastasan

Course Description

Sumasaklaw ang kursong ito sa paglinang ng mga kasanayan sa komunikasyong pasalita at pasulat. Lilinangin ang apat na makrong kasanayan sa pakikinig, pagsasalita, pagbasa at Pagsulat sa pamamagitan ng iba't ibang texto and konteksto.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Pagbasa/Pagsulat sa Iba't Ibang Disiplina

Course Description

Ang kursong ito ay magbibigay pokus sa pagbasa at pagsusulat bilang instrumento sa pagkatuto. Ituturo sa kursong ito ang mga estratehiya sa pagbasa ng iba't ibang genre ng mga tekstong nakasulat. Lilinangin din ang mga kasanayan sa pagunawa lalo ng ang kritikal na pagunawa, gayun din ang kasanayan sa pagsulat ng iba't ibang sulating akademiko

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Sining ng Pakikipagtalastasan

Course Name

Philippine Literature

Course Description

This course is a study of the literary forms or genres as exemplified by selected literary texts from various regions of the Philippines written at different periods in Philippine literary history

Course Credits

3 units

Contact Hours/Week

54 hours

Prerequisite

Communication Skills, Part II

Course Name

Introduction to Philosophy with Logic A Critical Thinking

Course Description

This course deals with the various elements and methods essential in the development of critical thinking. It hones the students' reasoning skills and capacity to question, and presents them a wide range of logical frameworks with which to effectively analyze and evaluate arguments and truth claims, to discover and overcome prejudices and biases, to construct strong and logical arguments, and to make reasonable end intelligent decisions

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Art, Man and Society

Course Description

This course is a general study of art and design, their various forms and structures, personal and cultural functions, and the roles of artists in society. It also includes basic theory and practice in art production, aesthetics, art criticism and art history in relation to daily life, culture, careers and other teaming areas

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

College Algebra

Course Description

This is a course in General Mathematics for First Year Students which deals with the Fundamentals Principles of College Algebra. Topics include Linear Equations. Inequalities, Quadratic Equations, Functions, Systems of Linear Equations in two or three variables. Matrices and Determinants and Sequences and Series. A review on the operations of Polynomial, Fractions and Radicals is also included

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Statistics

Course Description

This course provides the student with the fundamental understanding of the concepts of probability theory and

statistical inference necessary to effectively employ statistical methods in contemporary business situations. Topics covered are: probability concepts, probability distributions, sampling and sampling distributions, statistical estimation, hypothesis testing, regression, correlation, multiple regression, index numbers and time series, statistical decision theory (probability rules and Bayes' rules). An expected output of the course is the ability to use statistical presentation as an aid to reporting information such as histograms, pie charts, ogives, pictograms, frequency polygons and the Lorenz curve.

Course Credits

3 units

Contact Hours/week

34 hours

Prerequisite

College Algebra

Course Name

Physical Science

Course Description

This course is designed for students with limited background and/or aptitude in the Natural Sciences. It focuses on basic ideas of modern physics, the chemical nature of our physical environment, geological forces that build and shape the earth's surface, and the origin and fate of the universe

Course Credits 3 units

Contact Hours/week 54 hours

Prerequisite None

Course Name

Environment and Green Building Technology

Course Description

This course will introduce to students to a clear understanding and in depth concept of green building technology and how it applies to projects, purchases, marketing and sales, construction and development within the marketplace. It will also cover, among other things, the characteristics of green buildings: sustainable site, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality, conservation techniques, environmental awareness in material reuse and energy efficient mechanical systems and the impact of green technology to climate change. Environmental change will also be emphasized.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Physical Science

Course Name

Fundamentals of Computer Software and Applications

Course Description

This course deals with the fundamentals of computer system, data processing concepts, development of computing device leading to the networking principles, basic web page development using MS Word, E-mail and Internet application, up to the complexity of using different window-based application programs from the latest version of MS Office programs such as Word, Excel, and PowerPoint.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Philippine History with Politics and Governance

Course Description

This course is a study of the economic, social, political, and cultural development of the Philippines. Emphasizes the relevant and recurring issues in Philippine history and studies the serious problems that confront the country.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Society and Culture with Family Planning

Course Description

This course is primarily intended to provide students with an overview on Sociology as a scientific study. This course will emphasize the nature, scope, basic concepts, theoretical formulations and method of sociology. Focus will be given on to analysis of current sociological phenomena in the Philippines today.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

General Psychology

Course Description

This course gives an overview on the study of the basic principles underlying human behavior, cognition and effect. It aims to provide the student with a general overview of the field of psychology and focuses on the different perspectives in analyzing human development, namely; biological, behavioral, cognitive, humanistic, psychoanalytic and socio-cultural with emphasis on the scientific approach to understanding human behavior and mental processes.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Introduction to Economics with Land Reform and Taxation

Course Description

This course seeks to provide students with a thorough understanding of the workings of the economy. It also aims to give an appreciation of basic economic concepts that are covered in Microeconomics, Macroeconomics, & International Economics essential to both business & non-business majors. Topics include, among others, household behavior & consumer choice, firm theory, income distribution & poverty, and globalization & international trade.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Life and Works of Rizal

Course Description

This course studies the life and works of Jose P. Rizal and their influence and relevance in contemporary Philippines society. It aims to deepen and to strengthen the student's sense of nationalism by making her fully realize her worth as a Filipino.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

BASIC BUSINESS CORE

Course Name

Accounting 1: Fundamentals of Accounting

Course Description

This course will cover introduction to financial accounting within the context of business and business decisions. It will explore the development of accounting information and the use of various types of accounting information found in financial statements and annual reports. It will emphasize what accounting information is, why it is important and how it is used by economic decision makers. Specifically, it will cover introduction to business and decision making, basic structure and development of useful accounting information, understanding the basic financial statements cash (balance sheet, income statement, statement of owner's equity, and statement of cash flows) forms of outside assurance on financial statements; and analysis of accounting information.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Finance 1: Basic Finance

Course Description

This course will cover an introduction to financial management. It will focus on what business firms should do to achieve their financial goal, which is to optimize the owner's wealth. Specifically the course will include discussion of the finance function, the operating environment of finance, key concepts such as time value of money, risk and return, tools of financial analysis and planning, utilization of funds and acquisition of funds.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Marketing 1: Principles of Marketing

Course Description

This course is designed to familiarize the students with the principles and practices in marketing of goods and services. It is divided into five parts, namely: marketing and the Filipino consumer, products, price and the factors affecting price, place; and promotion of goods and services.

Course Credits 3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Management 1: Principles of Management

Course Description

This course deals with the fundamentals of business organizations and management. The theories and principles of organization and management, as well as their application in business and industry are thoroughly discussed. The functions of management (Planning, Organizing, Staffing, Directing and Controlling) and the different forms of business ownership with their strengths and weaknesses form part of the course coverage. The course covers the benefits derived from entrepreneurship and importance of social responsibility as another goal of business.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Management 2: Human Behavior in Organizations

Course Description

The course introduces the students to the factors affecting the behavior of individuals and groups in organization focusing on the specific factors that tend to explain behavior of individuals, groups, and organizations. Various theories and models of organizational behavior work group behavior, motivation in life and work, and human relations among others are discussed and related to organizational practices and phenomena.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Business Communication

Course Description

The course covers the different terms of communication used in business transactions. Students are taught to prepare business reports, memoranda, business proposals, minutes of the meeting, economic briefs, and executive summaries. Formal styles of communication are also covered in the course.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

English II

Course Name

Computer II-Business Applications

Course Description

This course covers introduction to basic programming, business applications and accounting enterprise systems. This will also cover an introduction to E-Business.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Computer I

MANAGEMENT EDUCATION CORE

Course Name

Economics (Micro and Macro Economics)

Course Description

Introduction to the concepts and tools of micro-economic analysis. Micro-economics is concerned with individual economic units including representative consumers, firms, and markets. Topics include resource allocation, income distribution, and price, wage, and quantity determination in competitive and noncompetitive markets. Microeconomic analysis, based in models of the rational decision-making behavior, is applied to selected current economic issues.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Introduction to Economics with Land Reform

Course Name

Accounting II: Fundamentals of Accounting

Course Description

This is a continuation of the first course in accounting. It deals with transactions, financial statements, and problems peculiar to the operations of partnerships and corporations as distinguished from sole proprietorships. Topics include: partnership formation and operations including accounting for the admission of partners, changes in capital, and profit- and loss-sharing ratios; the conversion of an unincorporated enterprise into a corporation; accounting for incorporated enterprises, including corporate organizations, paid-in capital, accumulated earnings (loss), dividends and treasury shares. It will also cover the preparation of financial statements for internal and external purposes, accounting information systems manual and computerized special journals; understanding balance sheet, income statement, statement of cash flows and statement of changes in equity; financial statements of companies in the service, manufacturing and trading industries; and analysis of accounting information and decision making

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Accounting I: Fundamentals of Accounting

Course Name

Business Law I - Law on Obligations and Contracts with Real Properties

Course Description

This course gives the student an understanding of the legal concepts and rules governing the law of obligations and contracts and application of these concepts to practical problems. It covers principles of law regarding real estate with micro perspective on contracts, sales and transactions regarding transfer of ownership, mortgages, land use, development, rental and professional legalities.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Business and Real Estate Taxation

Course Description

This course covers accounting concepts, rules, regulations, and reporting requirements applied to real estate properties and development. It also discusses related tax tools and requirements for real estate transactions to include among financial statements and real estate investments.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Human Resource Management

Course Description

The course presents the various theories, practices, and practical application of human resource management as applied in real estate practice. It examines the role of the human resource professional as a strategic partner in managing today's business organizations.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

Corporate Social Responsibility and Good Governance

Course Description

This course is designed to inform and stimulate thinking on issues of ethics and social responsibility encountered in business. The material covered is intended to prepare students to recognize and manage ethical and social responsibility issues as they arise, and to help them formulate their own standards of integrity and professionalism. The overall course objectives are to increase awareness of the ethical dimension of business conduct, to contribute insight into the professional standards and responsibilities of students in their future careers; to develop analytical skills for identifying and resolving ethical and social responsibility issues in business; and to practice decision making about ethical and social responsibility issues

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Principles of Management

PROFESSIONAL COURSES

Course Name

PS 1 - Real Estate Marketing and Brokerage

Course Description

This course covers the fundamentals of real estate transactions in practice and theory. This course includes basic principles for those planning to buy, sell or own real estate. Brokerage administration of a real estate business including appropriate Philippine real estate law and licensure, listings, title search, forms for closing, contract forms, and the broker-salesperson relationship. The concept of project selling and its actual operationalization will also be covered.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Principles of Marketing

Course Name

PS 2 - Legal Aspects of Real Estate

Course Description

This course covers contracts and conveyances in real estate including deeds, fixtures, contracts, real estate closings, foreclosure and redemption, land use controls, landlord/tenant relationship, cooperatives, and condominiums.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Business Law 1-Obligations and Contracts with Real Estate

Course Name

PS 3 - Fundamentals of Real Estate Consulting

Course Description

The course will establish the key factors that influence the performance of the property sector and value how property as an asset class has performed historically and how it compares with other asset classes i.e. in terms of risk, return and correlations. Students will be able to identify the finer points in securing optimal performance from property investment by delving in depth into financing options and landlord-tenancy strategies.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Principles of Management

Course Name

PS 4 - Real Estate Planning and Development

Course Description

The course aims to promote understanding of the urban/rural real estate market structure, the process of real estate development, and the techniques of project planning and feasibility analysis. It emphasizes methods and procedures of site assessment, market analysis and financial analysis of proposed property developments, i.e. the various key stages of a developer's planning and decision making. The focus of this course will be the development of new income generating projects rather than the analysis of the potential acquisition of existing real estate assets. The course addresses the analytical tools employed into the two distinct steps that comprise feasibility evaluation: market analyses and financial feasibility.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Course Name

PS 5 - Real Estate Appraisal and Property Management

Course Description

This course is an introduction to basic appraisal principles including real property concepts and characteristics, legal considerations, influences on real estate values, types of value, economic principles, and overview of real estate markets and analysis. It also examines the ten Uniform Standards of Professional Appraisal Practice, ethics rules, and advisory opinions. Management of real property including fundamentals of tenant-management relationship, property modernization, property maintenance, leases, real property insurance, commercial property, industrial property, and advertising.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Accounting II

Course Name

PS 6 - Real Estate Consulting & Investment Analysis

Course Description

Students will learn how to identify how property as an asset class may fit into the investment portfolio of clients and analyze the risk and return potential of properties through case studies of property type and location.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Finance 1

Course Name

PS 7 - Principles of Ecology

Course Description

This course introduces the environmental processes, issues, concerns and problems befitting companies, agencies and professionals in their ecological sphere both in micro and macro views and topics on environmental laws and regulations impact assessments on our natural resources. This course covers the

Philippine real estate environment and its subsystems. It will also conduct comparative analysis of the ecological subsystems in Asia and world.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

None

Course Name

PS 8 - Appraisal/Assessment in the Government Sector

Course Description

Examination and evaluation of the exterior and interior components of buildings, structures and residential real property, which includes plumbing, electrical, Heating, Ventilation, Air Conditioning (HVAC), structural, foundation, roof, masonry or any other real property components.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Finance 1

Course Name

PS 9 - Property Management System

Course Description

The course will enable students to learn approaches, tools and techniques in the preservation of property value and usable life, maintenance of its marketability and the optimal use of the land for profit.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Principles of Management

Course Name

PS 10 - Real Estate Finance

Course Description

Financing of real estate including types of financing, sources of financing, mortgages, mortgage documents, closing a mortgage, interest, liens, foreclosure, real property insurance, mortgage risk, principle of property value for mortgage credit, mortgage analysis, and construction loans. Implementation and practice of the Real Estate Investment Trust Law and securitization of real estate financial receivables including bond flotation and equity offering of real estate companies.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Finance 1

Course Name

PS 11 - Ethical Standards for Real Estate Practice

Course Description

The course will impart to students the established ethical/professional standards of practice and the duties of the real estate broker, appraiser, consultant and assessor to their clients, customers, general public, government and their fellow in the service practice.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Human Behavior in Organizations

Course Name

PS 12 - Real Estate Economics

Course Description

The course focuses on developing an understanding of the macroeconomic factors that shape and influence markets for real property. We will develop the theory of land markets and locational choice. The material covered includes studies of changing economic activities, demographic trends, transportation and local government behavior as they affect real estate.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Economics

Suggested Elective

Course Name

Human and Physical Geography

Course Description

The course is divided into two equal sections- Human and Physical geography. Human;- population, rural, urban and industry, case study on world development and health. Physical;- biosphere, lithosphere, atmosphere and Hydrosphere, case study on urban and rural land resources.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Natural Science II

Course Name

Real Estate Brokerage

Course Description

The course will define the areas for brokerage namely, for consideration, sales, rental, exchange, negotiation for refinancing and options including the law of agency, creation of agency, types of listing, duties of an agent, termination of agency, commissions, salesman recourse to broker not principal, commission splits, office management and common violation and its subsequent penalties.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Real Estate Marketing and Brokerage

Course Name

Housing and Subdivision Development

Course Description

The course will cover the process Involved in creating or evaluating proposals and applications for land subdivision, zoning alterations, servicing and utilities, access to public roads and other issues related to the improvement and development of land.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Property Management System

Course Name

Consulting for Specific Engagements

Course Description

The course will enable students to learn how to identify commercial, industrial, recreational and resort/hotel properties fit into the investment portfolio of clients. Techniques in analyzing the risk and return potential of properties through case studies of property type and location will also be discussed.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Real Estate Consulting & Investment Analysis

Course Name

Condominium Concept and other Specialized Development

Course Description

The course covers the conceptual considerations in building condominiums and special development projects including the matching of price offering to the target market, unit functionality, space maximization, projected construction timetable, on-time delivery of the project, sources and terms of financing, features and amenities and sales strategy.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Property Management System

Course Name

Internet Technology in Real Estate

Course Description

This course will introduce the student to many marketing uses of the Internet. Featured are both discussions of E-Marketing strategy and practice with Web page authoring skills. Projects range from solving e-marketing problems to interviewing a professional and creating a Web site. The student will be exposed to the development or evaluation of a strategic marketing plan for a real estate project or project mix offering on the Internet and development or evaluation of the company's e-strategy and web site.

Course Credits

3 units

Contact Hours/week

54 hours

Prerequisite

Computer 2 - Business Applications

Course Name

Practicum/Work Integrated Learning

Course Description

The course supports students embarking on their first applied practicum course in preparation for professional work as business practitioners. The primary instructional strategies used are self-directed learning, self-assessment, peer teaching and reflective practice. These concepts are woven together using sound instructional design methodology. The course is framed around carefully considered course goals and specific, achievable learning outcomes that focus on the higher level learning competencies.

Course Credits

3 units

Contact Hours/week

250 hours of on-the-job training

Prerequisite

Completion of All Professional Courses

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