

This form should be used by programs seeking to establish a new graduate certificate. All sections should be completed.

The graduate certificate is a programmatic or linked series of courses in a single field or in one that crosses disciplinary boundaries. The graduate certificate facilitates professional growth for people who already hold the baccalaureate degree. The graduate certificate enables the university to respond to societal needs while promoting university cooperation with corporate, industrial, and professional communities.

This proposal template should be completed in full and submitted to the University Provost's Office [mail to: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

GRADUATE CERTIFICATE

College/School: W. P. Carey School of Business
Note: Program ownership is coded at the College/School level first and may not be a center, department or division apart from it.

Department/Division/School: WPC Graduate Programs (CBUSMBA)

Proposing faculty group (if applicable): Division of Real Estate within the Department of Finance

Name of proposed graduate certificate: Real Estate

Is a program fee required? Yes, a program fee is required.
Note: for more information about program fee requests, visit <https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees>

Is the unit willing and able to implement the program if the fee is denied? Yes, we are able to implement the program.

Requested effective term and year: Fall 2021
 (The first semester and year for which students may begin applying to the certificate)

Delivery method and campus or location options: *select all locations that apply*

Downtown Phoenix Polytechnic Tempe Thunderbird West Other: _____

Both on-campus and ASU Online* - (check applicable campus(es) from options listed above)

ASU Online only (all courses online and managed by ASU Online)

Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process.

Do Not Fill in this information: Office Use Only	CIP Code:
Plan Code:	

PROPOSAL CONTACT	
Name: Wimberly Doran	Title: Assitant Director

Phone number: 480-965-8517

Email: wimberly.doran@asu.edu

DEAN APPROVAL(S)		
This proposal has been approved by all necessary unit and college/school levels of review, and the college/school(s) has the resources to offer this degree program. I recommend implementation of the proposed certificate program.		
<i>Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.</i>		
College/School/Division Dean name:	Amy Hillman	
Signature:	See Appendix III	Date:

Please note: Proposals for new certificates also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate (two readings), and the Office of the Provost before they can be put into operation.

The final approval notification will come from the Office of the Provost.

1. OVERVIEW

Below, please provide a brief overview of the certificate, including the rationale and need for the program, potential size and nature of the target audience, information on comparable programs (at ASU and/or peer institutions), how this program would relate to existing programs at ASU, and any additional appropriate information.

The Real Estate Certificate encompasses the foundational courses in real estate education including valuation, investment, finance, law and development. The certificate is intended to supplement students' major area of study and provide the understanding necessary for critical thinking and application within the field of real estate. This certificate will not apply to any outside licensing programs. The curriculum includes an applied experience that partners classroom knowledge with experiential learning to further develop the requisite skills students need to succeed as real estate professionals in the built environment.

Real estate is an industry that includes many disciplines. These other fields, such as architecture, landscape architecture, planning, urban design, geography, civil engineering, construction management and law. Despite these disciplines needing knowledge on real estate, students have limited access to a comprehensive education about the subject. There is a growing demand for employees with commercial real estate degrees or a business degree with an emphasis on real estate. According to the US Bureau of Labor Statistics, employment of real estate professionals is projected to grow 7 percent from 2018 to 2028, faster than the average for all occupations. After a survey of job postings and specific requests from prospective employers, the most cited required skills for future employees relate to real estate management, finance, and sales, and specific real estate industry knowledge. According to Emsi Analyst, the top hard skills are information consist of property management, accounting, budgeting, use of Yardi, financial statements, collections, auditing, financial analysis, accounts payable, and accounts receivable. The top common skills identified by Emsi are real estate, management, customer service, sales, communications, operations, Microsoft Excel, Microsoft Office, detail-oriented, and leadership. These skills can also be found spread among the required certificate classes.

Although, real estate as subject matter relates to many other programs, real estate courses are not taught in other schools or colleges at ASU. In addition, the courses in the Master of Real Estate Development ("MRED") program are available are only to those enrolled in the MRED program. This certificate will make available real estate classes for graduate students from related programs such as architecture, urban planning, geography, civil engineering, construction management and others. There are several real estate certificates from other institutions, including University of Arizona, MIT, Harvard and Cornell, but this certificate satisfies the demand for practical real estate education for existing students from related programs on the ASU Campus.

Guided by ASU’s mission, this certificate will function in such a way as to be a catalyst for students to learn how to use real estate to make a place better by recognizing a property’s potential as a significant social interaction with existing uses and peoples as well as future populations. In conjunction with ASU’s goal to access more students and expand the knowledge we are making this Real Estate Certificate accessible to all students. Expanding our student population will enhance economic growth in real estate markets and knowledge.

2. ADMINISTRATION AND RESOURCES

A. Administration

How will the proposed certificate be administered (including recommendations for admissions, student advisement, retention etc.)? Describe the administering body in detail, especially if the proposed certificate is part of a larger interdisciplinary agenda. How will the graduate support staffing needs for this proposed certificate program be met?

The certificate program will be administered by the Division of Real Estate within the Department of Finance, W. P. Carey School of Business. The Division of Real Estate currently administers several other programs and has the ability to administer this certificate program including coordinating with advisors from other schools and colleges. Admission questions, student advisement needs, and retention issues will be resolved by the MRED Director and Assistant Director. There is no need to add staff to administer the certificate.

B. Resource requirements needed to launch and sustain the program

Describe any new resources required for this program’s success such as new staff, new facilities, new library resources, new technology resources, etc. If multiple units/programs will collaborate in offering this certificate, please discuss the resource contribution of each participating program. Letters of support must be included from all academic units that will commit resources to this certificate program.

There are no new resources required from W. P. Carey or any other academic unit needed to administer the program except to provide information to their academic advisors and to distribute marketing information to all students in partner school programs. All classes that make-up the content exist and faculty who teach those classes are faculty associates and currently teaching.

C. Projected Enrollment:

How many new students do you anticipate enrolling in this program each year for the next three years?

3-YEAR PROJECTED ANNUAL ENROLLMENT			
Please utilize the following tabular format	1st Year	2nd Year <small>(Yr. 1 continuing + new entering)</small>	3rd Year <small>(Yr. 1 & 2 continuing + new entering)</small>
Number of students in certificate (Headcount)	10	25	40

3. STUDENT LEARNING OUTCOMES AND ASSESSMENT

A. List the knowledge, competencies and skills students should have attained by graduation from the proposed degree program. (Examples of program Learning Outcomes can be found at <https://uoeee.asu.edu/>. Go to the Assessment accordion dropdown and select Assessment Plan to view sample outcomes.)

See Appendix II

B. Describe the plans and methods to assess whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes listed above. Please list measures and scales for each

outcome. (You can find examples of assessment methods at <https://uoeee.asu.edu/>. Go to the Assessment accordion dropdown and select Assessment Plan to view sample measures.)

See Appendix II

4. ACADEMIC REQUIREMENTS

A. Minimum credit hours required for certificate (15 credit hour minimum)

16

B. As applicable, please describe culminating experience if required (e.g., applied project, portfolio, capstone course, etc.)

Students must take capstone course RED 514 Synthesis 2 Income Property Development as their capstone course. Students are given a subject property and must determine how best to optimize its value for the owner. This requires applying all key principles of real estate and offering a solution. The students must present their findings in a written report and present and defend their findings and recommendations in a presentation to faculty and subject property owner.

C. Please state the satisfactory student academic progress standards and guidelines (including any time limits for completion). All coursework used to complete an ASU graduate certificate must be completed within a six-year time limit, maintaining continuous enrollment.

The Real Estate Certificate must be completed within the required six-year time period for the major area of study. A Real Estate Programs Handbook will be created.

D. Will this proposed certificate program allow sharing of credit hours from another ASU degree program to be used as part of this certificate program? (Please note that a maximum of 12 graduate-level credit hours taken as a non-degree student at ASU, including as a part of a certificate program, may be used towards a future graduate degree at ASU. No more than 40% of coursework towards the requirements of a graduate certificate can be completed prior to admission to the certificate program.)

No, the certificate will not allow for credit hours to apply to MRED

E. Below, please list all required and elective courses in the appropriate boxes (you may attach additional pages if necessary).

Please ensure that all *new core* course proposals have been submitted to the Provost's office through the Curriculum ChangeMaker online course proposal submission system before this initiative is put on the University Graduate Council and CAPC agendas.

Note: a minimum of 2/3 of the courses required for a graduate certificate must be at the 500-level or above.

Required Core Courses for the Certificate			
Prefix and Number	Course Title	New Course?	Credit Hours
RED 510	Real Estate Development Business and Project Management	No	2
<i>Section sub-total:</i>			2
Electives			
<i>Students choose courses from the list below. Other courses may be used with approval of the academic unit.</i>			
Prefix and Number	Course Title	New Course?	Credit Hours
REA 594	Conference and Workshop: Real Estate Appraisal	No	3
REA 594	Conference and Workshop: Real Estate Law	No	3

REA 594	Conference and Workshop: Real Estate Investments	No	3
RED 503	Real Estate Market Analysis	No	2
RED 504	Real Estate Site Analysis, Master Planning and Design	No	2
RED 511	Design of the Built Environment	No	2
RED 598	Topic: Finance - Capital Markets	No	2
<i>Section sub-total:</i>			11
Culminating Experience (if applicable) <i>E.g. – Capstone course, portfolio, written comprehensive exam or applied project</i>			Credit Hours
Capstone Course: RED 514 Synthesis #2 Income Property Development			3
<i>Section sub-total:</i>			3
Total required credit hours			16

1. List all required core courses and total credit hours for the core (required courses other than internships, capstone course, etc.).
2. Omnibus numbered courses cannot be used as core courses.
3. Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval.

F. Current Faculty: Complete the table below for all current faculty members who will teach in the program.

This certificate program provides a unique perspective in that it is taught by professionals in their respective fields. This gives the program a more practical application to the business of real estate.

Name	Rank	Highest Degree	Area of Specialization/Expertise	Estimated Level of Involvement
Mark Stapp	Professor of Practice	PhD	Real Estate Development	High
Stephanie Rinard	Adjunct	MRED	Real Estate Appraisal	Medium
Wayne Harding	Adjunct	B.S.	Real Estate Appraisal	Medium
Blair Koblenz	Instructor	B.S.	Real Estate Finance	Medium
Mat Avrhami	Adjunct	MRED	Real Estate Finance	Medium
Cameron Artigue	Adjunct	JD	Real Estate Law	Medium
Craig William	Adjunct	JD	Real Estate Law	Medium

5. COURSES

A. New Courses Required for Proposed Certificate: Provide course prefix, number, title, credit hours and brief description for any new courses required for this certificate program.

No New Courses

6. REQUIRED SUPPORTING DOCUMENTS

(Please label accordingly, i.e., Appendix or Attachment A, B, etc.)

Please include the following with your proposal:

A. Statements of support from all deans - See Appendix III

- B.** Impact statements of heads of impacted academic units (programs with similar names/content, utilizing courses, faculty, etc.) – See Appendix III

APPENDIX I

OPERATIONAL INFORMATION FOR GRADUATE CERTIFICATES

(This information is used to populate the [Graduate Programs Search](#) website.)

1. **Proposed name of certificate:** Real Estate

2. **Marketing description** *(Optional - 50 words maximum. The marketing description should not repeat content found in the program description.)*

The real estate certificate program will give you an understanding of real estate, real estate valuation, and the relationship between business and community development.

3. **Provide a brief program description** *(Catalog type (i.e. will appear in Degree Search) – no more than 150 words. Do not include any admission or curriculum information)*

The real estate graduate certificate encompasses the foundational courses in real estate education including valuation, investment, finance, law and development. The certificate is intended to supplement students' major area of study and provide the understanding necessary for critical thinking and application within the field of real estate. The certificate will not apply to any outside licensing programs. The curriculum includes a culminating experience that partners classroom knowledge with experiential learning to further develop the requisite skills students need to succeed as real estate professionals in the built environment.

4. **Delivery/Campus Information Options:** On-campus only (ground courses and iCourses)

5. **Campus(es) where program will be offered:**

ASU Online curriculum consists of courses that have no face-to-face content. iCourses are online courses for students in on-campus programs. iCourses may be included in a program, but may not comprise the entirety of a program. On-campus programs must have some face-to-face content

Note: Office of the Provost approval is needed for ASU Online campus options.

ASU Online only (all courses online and managed by ASU Online)

All other campus or location options (please select all that apply):

Downtown Phoenix Polytechnic Tempe West Other: _____

Both on-campus and ASU Online* - (check applicable campus(es) from options listed above)

**Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in Curriculum ChangeMaker to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at asuonline@asu.edu who can provide you with additional information regarding the online request process*

If the certificate program is ground only, it will only be open to international students who are already enrolled in a degree program at ASU and they must complete the certificate before the degree is awarded. If this certificate is ground only, please indicate this in the additional application information below.

6. **Admission Requirements**

Applicants must fulfill the requirements of both the Graduate College and the W. P. Carey School of Business

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in law, architecture, landscape architecture, urban design, construction, civil engineering, marketing, geography, planning, finance or real estate or related field, from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. proof of English proficiency

Additional Application Information

Applicants whose native language is not English must provide proof of English proficiency regardless of current residency

7. Application Review Terms (if applicable session):

Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time.

Note: It is the academic unit's responsibility to display program deadline dates on their website.

Terms	Years	University Late Fee Deadline
<input checked="" type="checkbox"/> Fall (regular) <input type="checkbox"/> Session B	(year): 2021 (year):	July 1st October 1st
<input checked="" type="checkbox"/> Spring (regular) <input type="checkbox"/> Session B	(year): 2022 (year):	December 1st February 8th
<input type="checkbox"/> Summer (regular) <input type="checkbox"/> Summer B	(year): (year):	May 14th May 14th
<p><i>Note: Session B is only available for approved online programs.</i></p>		

Program admission deadlines website address: <https://wpcarey.asu.edu/masters-programs/real-estate-development/deadlines>

8. Curricular Requirements:

Curricular Structure Breakdown for the Academic Catalog:

(To be completed by the Graduate College)

Required Core (2 credit hours)

RED 510 Real Estate Development Business and Project Management (2)

Electives (11 credit hours)

Culminating Experience (3 credit hours)

RED 514 Synthesis #2 Income Property Development (3)

Additional Curriculum Information

Students should see the academic for approved elective coursework.

9. Keywords: List all keywords that could be used to search for this certificate. Keywords should be specific to the proposed certificate – limit 10 keywords.

Real estate, community development, sustainability, investments, real property, valuation, property, land, planning, design.

10. Area(s) of Interest

A. Select one (1) primary area of interest from the list below that applies to this program.

- | | |
|--|---|
| <input type="checkbox"/> Architecture & Construction | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Law & Justice |
| <input checked="" type="checkbox"/> Business | <input type="checkbox"/> Mathematics |
| <input type="checkbox"/> Communication & Media | <input type="checkbox"/> Psychology |
| <input type="checkbox"/> Education & Teaching | <input type="checkbox"/> STEM |
| <input type="checkbox"/> Engineering & Technology | <input type="checkbox"/> Science |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Social and Behavioral Sciences |
| <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Humanities | |

B. Select one (1) secondary area of interest from the list below that applies to this program.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Architecture & Construction | <input type="checkbox"/> Interdisciplinary Studies |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Law & Justice |
| <input type="checkbox"/> Business | <input type="checkbox"/> Mathematics |
| <input type="checkbox"/> Communications & Media | <input type="checkbox"/> Psychology |
| <input type="checkbox"/> Education & Teaching | <input type="checkbox"/> STEM |
| <input type="checkbox"/> Engineering & Technology | <input type="checkbox"/> Science |
| <input type="checkbox"/> Entrepreneurship | <input type="checkbox"/> Social and Behavioral Sciences |
| <input type="checkbox"/> Health & Wellness | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Humanities | |

11. Contact and Support Information:

Office Location - Building Code & Room: <i>(Search ASU map)</i>	McCord Hall, Room 150
Campus Telephone Number: (may not be an individual's number)	480-965-8517
Program Email Address: (may not be an individual's email)	https://wpcarey.asu.edu/masters-programs/real-estate-development
Program Website Address: (if one is not yet created, use unit website until one can be established)	https://wpcarey.asu.edu/masters-programs/real-estate-development
Program Director (Name):	Mark Stapp
Program Director (ASURITE):	mstapp
Program Support Staff (Name):	Wimberly Doran
Program Support Staff (ASURITE):	wdoran
Admissions Contact (Name):	Wimberly Doran

Admissions Contact (ASURITE):	wdoran
--------------------------------------	--------

12. Application and iPOS Recommendations: List the Faculty and Staff that will input admission/iPOS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

NAME	ASURITE	ADMSN	POS
Wimberly Doran	wdoran	X	
Elizabeth Sortais	esortais		X
Michael Connelly	mtconne1		X
Patrina Yang	pyang29	X	

APPENDIX II
Assessment Plan



UOEEE Provisional Approval
Approved: Nov 12 2020

Cert in Real Estate

BA-W.P. Carey School of Business

Mission

Provide a comprehensive, relevant, high-quality education opportunity for graduate students from diverse programs of primary study that relate to the subject and business of real estate.

Goals

Attain mastery of the subject of real estate which allows students to engage in and conduct original research in their primary field of study.

Outcome 1

A student will demonstrate knowledge of the many facets of real estate and how they relate to analysis and valuation of subject property.

Concepts

Real estate derives its value from its physical, legal, political and economic context. Students will learn how to research and apply findings to analysis of real property and determine the affect on value and use.

Competencies

Students will demonstrate general understanding of the key principles of real estate, real estate value and how they relate to business and community development.

Measure 1

Prepare a written opinion of value following USPAP Standards for format and organization.

Performance Criterion 1

In REA 594 Special Topic:Real Estate Appraisal we will use the written opinion of value assignment and measure it with a rubric developed by the faculty.

Measure 2

Prepare a written assignment or brief on the student's understanding of the legal framework for ownership, use and transfer of real property and contracts.

Performance Criterion 2

In REA 594 Special Topic:Real Estate Law we will use the written assignment on the legal framework for ownership, use and transfer of real property and contracts and measure it with a rubric developed by the faculty.

Outcome 2

Students will demonstrate competence in applying the key principles of real estate to their subject matter major program of study.

Last Action: Nov 12 2020 01:12
Last User: Wimberly Doran (wdoran)

Concepts

Real property is complex and its use and value are based on key principals of urban economics that determine when new development and redevelopment are possible.

Measure 1

Prepare a written investment analysis of subject property based on information gained from site and location analysis.

Measure 2

Prepare concept and final recommended plan and business strategy for subject property

Competencies

Analyze site, location and context, apply information gained to concepts for use of the property and evaluate the financial feasibility of each concept.

Performance Criterion 1

In REA 594 Special Topic:Real Estate Investment we will use the written investment analysis assignment and measure it with a rubric developed by the faculty.

Performance Criterion 2

In RED 510 (Real Estate Development Business & Project Management) we will use the written concept and final recommendation plan assignment and measure it with a rubric developed by the faculty.

Outcome 3

Students will be able to interpret key principles and communicate them in an applied manner.

Concepts

Value of real property is derived from its productive capability which is based on its physical, legal, political, economic and financial characteristics and how these are applied to production. Students must learn to identify, understanding and synthesizing these factors into a cogent business model and strategy.

Assessment Process

Students will submit a written report of their findings and make a presentation of those findings to a panel of faculty and industry professionals. The panel will rate the presentation based on criteria established by faculty.

Measure 1

Analyze subject property assigned by faculty, synthesize findings into comprehensive written report of findings and recommendations.

Competencies

Evaluate subject property, identify its critical characteristics, synthesis findings into a plan for use, value the subject property, make a recommendations on use and value and know the key factors impacting implementation of recommendations.

Performance Criterion 1

All students will complete the written report of findings and recommendations and receive a score of 80% or better on the assignment grading rubric created by faculty.

Last Action: Nov 12 2020 01:12
Last User: Wimberly Doran (wdoran)

Measure 2

Performance Criterion 2

Make presentation to faculty defining findings and defending recommendations.
Assessment scale of 1 -5 for eight evaluation criteria.

80% of students will achieve an overall presentation score of 5.0 or better in defense of findings according to the presentation rubric created by faculty.

APPENDIX III
Statements of Collaboration and Impact

W. P. Carey School of Business – Official Submission

From: [Kim Naig](#)
To: curriculumplanning@asu.edu
Cc: [Amy Hillman \(DEAN\)](#); [Jessica Gallagher](#)
Subject: Real Estate Grad. Cert Proposal and Letters of support
Date: Thursday, November 5, 2020 7:54:25 AM
Attachments: [image001.png](#)
[Pat Kenney.msg](#)
[Kyle Squires.msg](#)
[Jonathan Koppell.msg](#)
[Herberger \(Tepper\).msg](#)
[Real Estate Cert \(11.03\) Final.docx](#)

Good Morning,

Here is WPC's submission for University governance next steps for our Graduate Certificate.
Please let me know if you have any additional questions.

Thank you,
Kim

Kim Naig
Executive Director, Graduate Program Academics
W. P. Carey School of Business
Arizona State University
Tempe, AZ 85287-3406
Phone: 480.727.5749
Kim.Naig@asu.edu



Where Business Is Personal®

The College of Liberal Arts and Sciences

From: Patrick Kenney <pkenney@asu.edu>
Sent: Tuesday, November 3, 2020 8:40 AM
To: Amy Hillman (DEAN)
Cc: Kim Naig
Subject: RE: Seeking your input: Real Estate Certificate

The College supports this certificate in W.P. Carey.

Thanks, Pat

From: Amy Hillman (DEAN)
Sent: Tuesday, November 3, 2020 8:00 AM
To: Patrick Kenney <pkenney@asu.edu>
Cc: Kim Naig <Kim.Naig@asu.edu>
Subject: Fwd: Seeking your input: Real Estate Certificate

Forgot you and now need this today if you can, thanks.

Amy

Amy J. Hillman, PhD
Dean and
Charles J. Robel Dean's Chair
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

Begin forwarded message:

From: "Amy Hillman (DEAN)" <AMY.HILLMAN@asu.edu>
Date: October 28, 2020 at 6:38:37 AM MST
To: Kyle Squires <kyle.squires@gmail.com>, "Douglas Sylvester (Dean)" <Douglas.Sylvester@asu.edu>, Jonathan Koppell <koppell@asu.edu>, "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>
Subject: Seeking your input: Real Estate Certificate

Dear Kyle, Doug, Jonathan, Pat, Steven,

We are requesting formal approval for a graduate Real Estate Certificate from the university. We've offered the Real Estate Masters (MRED) degree for several years in partnership with your programs and students as well as the Real Estate Minor at the bachelor's level. I'm writing to request a statement of impact and collaboration from you to take some of these courses and bundle into a certificate. Full proposal is attached.

Overview from the Proposal:

The Real Estate Certificate encompasses the foundational courses in real estate education including valuation, investment, finance, investment, law and creation. The certificate is intended to supplement students' major area of study and provide the understanding necessary for critical thinking and application within the field of real estate as well as their

major area of study. The curriculum includes an applied experience that partners classroom knowledge with experiential learning to further develop the requisite skills students need to succeed as real estate professionals in the built environment. Real estate is an industry that includes many disciplines. These other fields, such as architecture, landscape architecture, planning, urban design, geography, civil engineering, construction management and law.

Warm regards,

Amy

Amy J. Hillman, PhD

Dean and

Charles J. Robel Dean's Chair

W. P. Carey School of Business

Arizona State University

amy.hillman@asu.edu

480.965.3402

Fulton Schools of Engineering

From: Kyle Squires <squires@asu.edu>
Date: Wednesday, October 28, 2020 at 4:20 PM
To: Amy Hillman <AMY.HILLMAN@asu.edu>
Subject: RE: Seeking your input: Real Estate Certificate

Hi Amy,
Thanks for the note and background...FSE has no concerns. Good luck!
-- Kyle

From: Amy Hillman (DEAN) <AMY.HILLMAN@asu.edu>
Sent: Wednesday, October 28, 2020 7:50 AM
To: Kyle Squires <squires@asu.edu>
Subject: FW: Seeking your input: Real Estate Certificate

Amy Hillman, PhD
Professor and Charles J. Robel Dean
Arizona State University | W. P. Carey School of Business
amy.hillman@asu.edu | Ph: 480.965.3402
wpcarey.asu.edu | news.wpcarey.asu.edu



Arizona State University

Where Business is Personal®

From: Amy Hillman <AMY.HILLMAN@asu.edu>
Date: Wednesday, October 28, 2020 at 6:38 AM
To: Kyle Squires <kyle.squires@gmail.com>, Doug Sylvester <Douglas.Sylvester@asu.edu>, Jonathan Koppell <koppell@asu.edu>, "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>
Subject: Seeking your input: Real Estate Certificate

Dear Kyle, Doug, Jonathan, Pat, Steven,

We are requesting formal approval for a graduate Real Estate Certificate from the university. We've offered the Real Estate Masters (MRED) degree for several years in partnership with your programs and students as well as the Real Estate Minor at the bachelor's level. I'm writing to request a statement of impact and collaboration from you to take some of these courses and bundle into a certificate. Full proposal is attached.

Overview from the Proposal:

The Real Estate Certificate encompasses the foundational courses in real estate education including valuation, investment, finance, investment, law and creation. The certificate is intended to supplement students' major area of study and provide the understanding necessary for critical thinking and application within the field of real estate as well as their major area of study. The curriculum includes an applied experience that partners classroom knowledge with experiential learning to further develop the requisite skills students need to succeed as real estate professionals in the built environment. Real estate is an industry that includes many

disciplines. These other fields, such as architecture, landscape architecture, planning, urban design, geography, civil engineering, construction management and law.

Warm regards,
Amy

Amy J. Hillman, PhD
Dean and
Charles J. Robel Dean's Chair
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

Watts College of Public Service and Community Solutions

From: Jonathan Koppell <koppell@asu.edu>
Date: Wednesday, October 28, 2020 at 9:55 AM
To: Amy Hillman <AMY.HILLMAN@asu.edu>, Kyle Squires <kyle.squires@gmail.com>, Doug Sylvester <Douglas.Sylvester@asu.edu>, "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>
Cc: William Terrill <William.Terrill@asu.edu>
Subject: RE: Seeking your input: Real Estate Certificate

Yes, we have no objection to this certificate moving forward.

Recently had great conversation with Mark (and others) about a related Affordable Housing Certificate (perhaps starting as a non-credit educational offering).

JK

From: Amy Hillman (DEAN) <AMY.HILLMAN@asu.edu>
Sent: Wednesday, October 28, 2020 6:39 AM
To: Kyle Squires <kyle.squires@gmail.com>; Douglas Sylvester (Dean) <Douglas.Sylvester@asu.edu>; Jonathan Koppell <koppell@asu.edu>; Steven Tepper (Dean) <Steven.Tepper@asu.edu>
Subject: Seeking your input: Real Estate Certificate

Dear Kyle, Doug, Jonathan, Pat, Steven,

We are requesting formal approval for a graduate Real Estate Certificate from the university. We've offered the Real Estate Masters (MRED) degree for several years in partnership with your programs and students as well as the Real Estate Minor at the bachelor's level. I'm writing to request a statement of impact and collaboration from you to take some of these courses and bundle into a certificate. Full proposal is attached.

Overview from the Proposal:

The Real Estate Certificate encompasses the foundational courses in real estate education including valuation, investment, finance, investment, law and creation. The certificate is intended to supplement students' major area of study and provide the understanding necessary for critical thinking and application within the field of real estate as well as their major area of study. The curriculum includes an applied experience that partners classroom knowledge with experiential learning to further develop the requisite skills students need to succeed as real estate professionals in the built environment. Real estate is an industry that includes many disciplines. These other fields, such as architecture, landscape architecture, planning, urban design, geography, civil engineering, construction management and law.

Warm regards,
Amy

Amy J. Hillman, PhD
Dean and
Charles J. Robel Dean's Chair
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

Herberger Institute for Design and the Arts

From: "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>
Date: Wednesday, October 28, 2020 at 9:49 AM
To: Amy Hillman <AMY.HILLMAN@asu.edu>
Cc: Stephani Etheridge Woodson <swoodson@asu.edu>, Philip Horton <Philip.Horton@asu.edu>
Subject: Re: Seeking your input: Real Estate Certificate

Amy:

The proposed certificate makes sense to me and the Herberger Institute is happy to see this proposal move forward and we will continue to offer courses from the Design School that support the curriculum.

Best,

Steven

Steven Tepper
Dean and Director
Foundation Professor
Herberger Institute for Design and the Arts

See our recent annual magazine – [Disrupt](#) – to learn more about how the Herberger Institute is transforming how artists and designers work in the world.

From: "Amy Hillman (DEAN)" <AMY.HILLMAN@asu.edu>
Date: Wednesday, October 28, 2020 at 6:38 AM
To: Kyle Squires <kyle.squires@gmail.com>, "Douglas Sylvester (Dean)" <Douglas.Sylvester@asu.edu>, Jonathan Koppell <koppell@asu.edu>, Steven Jay Tepper <Steven.Tepper@asu.edu>
Subject: Seeking your input: Real Estate Certificate

Dear Kyle, Doug, Jonathan, Pat, Steven,

We are requesting formal approval for a graduate Real Estate Certificate from the university. We've offered the Real Estate Masters (MRED) degree for several years in partnership with your programs and students as well as the Real Estate Minor at the bachelor's level. I'm writing to request a statement of impact and collaboration from you to take some of these courses and bundle into a certificate. Full proposal is attached.

Overview from the Proposal:

The Real Estate Certificate encompasses the foundational courses in real estate education including valuation, investment, finance, investment, law and creation. The certificate is intended to supplement students' major area of study and provide the understanding necessary for critical thinking and application within the field of real estate as well as their major area of study. The curriculum includes an applied experience that partners classroom knowledge with experiential learning to further develop the requisite skills students need to succeed as real estate professionals in the built environment. Real estate is an industry that includes many disciplines. These other fields, such as architecture, landscape architecture, planning, urban design, geography, civil engineering, construction management and law.

Warm regards,
Amy

Amy J. Hillman, PhD
Dean and
Charles J. Robel Dean's Chair
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

Sandra Day O'Connor College of Law

From: Tamara Herrera <Tamara.Herrera@asu.edu>
Date: Thursday, November 5, 2020 at 1:12 PM
To: Amy Hillman <AMY.HILLMAN@asu.edu>
Subject: RE: Seeking your input: Real Estate Certificate

Hello Dean Hillman,

The College of Law has reviewed the attached proposal to bundle some of the existing MRED and Real Estate Minor courses into a new certificate and supports this proposal.

Please let us know if you need anything additional.

Tamara

Tamara Herrera
Associate Dean of Academic Affairs
Clinical Professor of Law
Sandra Day O'Connor College of Law
Arizona State University
111 E. Taylor Street
Phoenix, Arizona 85004-4467
tamara.herrera@asu.edu
480-727-7194

From: Douglas Sylvester (Dean) <Douglas.Sylvester@asu.edu>
Sent: Wednesday, October 28, 2020 8:15 AM
To: Adam Chodorow <Adam.Chodorow@asu.edu>; Tamara Herrera <Tamara.Herrera@asu.edu>
Subject: Fwd: Seeking your input: Real Estate Certificate

Sent from my mobile

Begin forwarded message:

From: "Amy Hillman (DEAN)" <AMY.HILLMAN@asu.edu>
Date: October 28, 2020 at 6:38:39 AM MST
To: Kyle Squires <kyle.squires@gmail.com>, "Douglas Sylvester (Dean)" <Douglas.Sylvester@asu.edu>, Jonathan Koppell <koppell@asu.edu>, "Steven Tepper (Dean)" <Steven.Tepper@asu.edu>
Subject: Seeking your input: Real Estate Certificate

Dear Kyle, Doug, Jonathan, Pat, Steven,

Request to implement a new graduate certificate

9-26-17

Page 22 of 24

We are requesting formal approval for a graduate Real Estate Certificate from the university. We've offered the Real Estate Masters (MRED) degree for several years in partnership with your programs and students as well as the Real Estate Minor at the bachelor's level. I'm writing to request a statement of impact and collaboration from you to take some of these courses and bundle into a certificate. Full proposal is attached.

Overview from the Proposal:

The Real Estate Certificate encompasses the foundational courses in real estate education including valuation, investment, finance, investment, law and creation. The certificate is intended to supplement students' major area of study and provide the understanding necessary for critical thinking and application within the field of real estate as well as their major area of study. The curriculum includes an applied experience that partners classroom knowledge with experiential learning to further develop the requisite skills students need to succeed as real estate professionals in the built environment. Real estate is an industry that includes many disciplines. These other fields, such as architecture, landscape architecture, planning, urban design, geography, civil engineering, construction management and law.

Warm regards,
Amy

Amy J. Hillman, PhD
Dean and
Charles J. Robel Dean's Chair
W. P. Carey School of Business
Arizona State University
amy.hillman@asu.edu
480.965.3402

(NEW GRADUATE INITIATIVES)

PROPOSAL PROCEDURES CHECKLIST

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals. Please see the academic strategic plan website at: <https://provost.asu.edu/curriculum-development>.

Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.

- Additional information can be found at the Provost's Office Curriculum Development website: [Courses link](#)
- For questions regarding proposing new courses, send an email to: courses@asu.edu

Prepare the applicable proposal template and operational appendix for the proposed initiative.

Obtain letters or memos of support or collaboration (if applicable).

- When resources (faculty or courses) from another academic unit will be utilized
- When other academic units may be impacted by the proposed program request
- if the program will have an online delivery option support will be required from the Provost's office and ASU Online. *(Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request.)*

Obtain the internal reviews/approvals of the academic unit.

- Internal faculty governance review committee(s)
- Academic unit head (e.g. Department Chair or School Director)
- Academic unit Dean (will submit approved proposal to the curriculumplanning@asu.edu email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

Additional Recommendations

All new graduate programs require specific processes and procedures to maintain a successful program. Below are items that Graduate College strongly recommends that academic units establish after the program is approved for implementation.

Establish satisfactory academic progress policies, processes and guidelines – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to http://graduate.asu.edu/faculty_staff/policies and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.

Establish a Graduate Student Handbook for the new degree program – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook provided to students when they are admitted to the degree program and published on the website for the new degree gives students this information. Include in the handbook the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and provide a link to the Graduate Policies and Procedures website. Please go to http://graduate.asu.edu/faculty_staff/policies to access Graduate Policies and Procedures.