

**Instructor:** Ray Calnan, PhD, MBA  
Real Estate Practice  
Meeting: Monday/Wednesday 5:00pm  
Classroom: BB 1119

**RE 412 Spring 2020**  
ray.calnan@csun.edu  
Office: JH 3246 and via Zoom  
Monday/Wednesday 3:30-5:00 & by appointment

**Pre-Requisite:** Completion of Upper Division Writing Proficiency Exam (UDWPE) with score of 8 or higher. BUS 302/L is a prerequisite for Business majors.

**Catalog Course Description:** This course explores the practical applications of real estate theory to the operation of a real estate business. Legal, ethical, marketing, and financial aspects of running a real estate business, including property management, and leasing will be introduced. Economic factors affecting real estate value are emphasized. Meets California requirements applicable toward the real estate broker license and the real estate agent license.

**About this Course:** The real estate business and its practitioners sometimes have a bad reputation for unethical behavior, a lack of knowledge, or a deficiency in professionalism. Much of this reputation is unfounded; unfortunately, enough is true that it casts a shadow on those who are professional and ethical.

This course will provide you with the proper methods for conducting yourself in the real estate business. We will consider ethical dilemmas and ways of handling them. We will have real estate professionals speak to us about what it is like working in the business. By the end of the semester, you will have a complete understanding of what it is like to work in the industry. You will also have multiple opportunities to improve your written communication skills, as **this course requires extensive writing**. This course also partially fulfills the requirements for the California State Salesperson, Broker, and Appraiser Trainee Licenses.

### **Required Text:**

California Real Estate Practice Updated (8th ed., 2015). William H. Pivar; Lowell Anderson; Daniel S. Otto. Dearborn Real Estate Education. ISBN: 9781475434934

Doing the Right Thing: A Real Estate Practitioner's Guide to Ethical Decision Making (4<sup>th</sup> ed., 2007). Deborah H. Long. On Course Learning. ISBN: 9780324650976

**Recommended Reading:** **The Economist** <http://www.economist.com/>  
**California Real Estate Magazine** <http://www.car.org/newsstand/crem/current-issue/>

**Office Hours:** I will be available on Mondays and Wednesdays between 3:30-5:00 & by appointment. Office hours will be in JH 3246 and via Zoom. Please **check the schedule to determine if the office hours are via Zoom**.

**Contact:** [ray.calnan@csun.edu](mailto:ray.calnan@csun.edu) I am usually able to answer emails within 24 hours. Office 818-677-2370 – I may take up to 5 days to respond to voicemails if I am not in the office, so email me instead.

### Technology:

- **Semi-Weekly login to Canvas is required (at least Twice a week)**  
<https://canvas.csun.edu/>
- This course meets partly online. Before you enroll, take CSUN's Student Online Readiness Survey to see whether your learning preferences and technology skills are likely to help you succeed as an online learner. If you are not sure how successful you will be in a Hybrid or Online course, then take the quiz.  
<https://www.csustan.edu/academics/online-programs/online-readiness-self-assessment>
- Google Scholar <http://scholar.google.com/>
- CSUN Oviatt Library <https://library.csun.edu/>

### Program and Course Goals/Objectives:

At the conclusion of the course, you will have learned a substantial range of real estate topics. You will have improved your writing and technical skills, and your knowledge of real estate practice with an emphasis on ethical and practical applications.

In order to achieve these objectives, it is important for you to read the assigned material before class, including the current professional publications listed in the recommended readings. You must bring the ethics textbook to each class in order to respond to topical exercises during class.

You should be open to communicating freely in class, being called upon to clarify or object to another student's comments, and to participate actively during class. The class interaction is part of the process to demonstrate your technical competencies and communication skills.

The Student Learning Objectives (SLOs) for the major (B.S. in Business Administration) are:

1. SLO1 - Communication: The student will write professional business reports, deliver strong oral presentations, and create effective visual materials.
2. SLO2 - Critical Thinking/Problem Solving: The student will identify and analyze problems and devise appropriate solutions using qualitative and quantitative techniques.
3. SLO3 - Ethics: The student will identify ethical dilemmas, analyze them from multiple perspectives, develop solutions, and support their decisions.
4. SLO4 - Global Context and Diversity: The student will recognize and evaluate the role of diversity, inclusion, and multiculturalism in the global business environment.
5. SLO5 - Cross-Disciplinary Knowledge: The student will demonstrate proficiency in the functional areas of business as well as the ability to synthesize and apply this knowledge across disciplines.

This course helps you to reach SLOs 1, 3, and 5 in addition to meeting the following two **Course Learning Objectives (CLOs)**.

1. Students will gain an understanding of the legal, ethical, marketing, and financial aspects of running a real estate business, including property management and leasing.
2. Students will gain an understanding the economic factors affecting real estate value.

#### **Learning Objectives (relation to SLOs and CLOs):**

- A. Acquire knowledge of ethical principles and demonstrate the ability to analyze real world ethical dilemmas (SLO3, CLO1)
- B. Communicate beliefs and values, through the demonstration of effective written and oral communication skills, that will lead to the understanding and development in your professional and personal life (SLO1)
- C. Discover the possible niches in the real estate field that will allow you to become a specialist (CLO1, SLO5)
- D. Link the importance of your work with the overall well-being of society and the proper functioning of markets (SLO3)
- E. Develop research skills to evaluate the economic factors related to real estate (CLO2)

#### **Assessments (relation to Learning Objectives):**

- I. Exams - multiple choice, true/false, short answer, and calculations (A, C & E)
- II. Career paper - research/write a paper on a career in real estate (B, C, D & E)
- III. Career interview - produce a video about somebody in real estate (A, B & E)

#### **Activities (relation to Assessments):**

- a) Introduction video - you will prepare a short video introducing yourself (I)
- b) Online quizzes - encourage and verify reading to facilitate class discussions (I - III)
- c) Homework - opportunity to practice using knowledge gained (I)
- d) Online modules - facilitates discussions through peer-sharing (I, II)
- e) Reading text and online resources - provides basis for discussion and fundamental understating of field and concepts (I - III)
- f) Journal paper - review and synthesize existing real estate related research (I, II)
- g) Topic check-in - opportunity to reflect on knowledge gained and discuss with classmates (I)

#### **Grade Determination:**

Your grade in this course is determined upon the points you have earned. This course provides you with multiple opportunities to earn points. The only mandatory assignments are the Surveys. Failure to complete the mandatory assignments will result in failing the course. All other assignments are optional. If you choose not to complete the assignments, you will not be penalized; you just will not earn the points.

You only have one opportunity to complete the Surveys and all the graded items (Mid-term, Final, Journal Paper, Career Interview, Introduction Video, Course Check-in, Online Modules, Surveys, Ethics Module, and Online Quizzes). The surveys earn full points once completed. The remaining graded items will earn a grade that corresponds to how well you answer the questions. Read below for the discussion on participation.

As a rule, I do not accept late assignments, so put all the due dates in your calendar at the beginning of the semester. **\*There is also a required sequence to some of the assignments. Pay attention to the assignment descriptions.**

Points		
50	Surveys (3)	(mandatory)
50	Introduction Video	(satisfactory/unsatisfactory)
100	Course Check-in (5)	(satisfactory/unsatisfactory)
20	Career Topic	(satisfactory/unsatisfactory)
70	Annotated Bibliography	(satisfactory/unsatisfactory)
50	Outline	(satisfactory/unsatisfactory)
100	Career Paper	(graded)
100	Career Interview	(graded)
50	Journal Paper	(graded)
150	Online Modules (3)	(graded)
60	Midterm exam	(graded)
60	Final exam	(graded)
90	Ethics Module	(graded)
<u>100</u>	<u>Online Quizzes</u>	<u>(graded)</u>
1050	Total Possible Points	

**Grading Scale:** Points earned determines your final grade. Remember that I am here to help you succeed in your learning experience. I am available as a groupmate during class and office hours. Please seek assistance if you need it and even if you do not.

A	940	-	1000
A-	900	-	939
B+	870	-	899
B	830	-	869
B-	800	-	829
C+	770	-	799
C	730	-	769
C-	700	-	729
D+	670	-	699
D	630	-	669
D-	600	-	629
F	0	-	599

### Papers:

You have the option of completing one or more papers that will provide you with better insight into how the business of real estate works. Details for the written projects are in separate handouts on Canvas. **\* You must satisfactorily complete elements of the career project before you are able to move to the next element.**

It is recommended that you become familiar with best practices for presenting and preparing written documents. You should use the following texts for guidance.

Gerald J. Alred, C. T. (2008). *Business Writer's Handbook*. Boston: St. Martin's Press.

Turabian, K. L. (2013). *A Manual for Writers of Term Papers, Theses, and Dissertations*. Chicago: University of Chicago Press.

### **Videos:**

You have the option of completing videos that will provide you with better insight into the use of technologies that are increasingly becoming a necessary part of many professional toolkits. Details for the videos are in a separate handout on Canvas.

### **Online Modules and Quizzes:**

Online modules and out-of-class reading provide the basis of theory in the course. Reading prior to class should provide you with the “what” of the course. Class time will be used to emphasize major topics and explore concepts in greater detail. Class time will also be used to discuss course assignments with some guidance from me. This time will be used to provide you with the “how” and “why.”

Online quizzes are to be completed prior to the class in which the topic will be discussed. You will only have one opportunity to complete each timed quiz.

The module responses are timed; therefore, you should be certain that you are prepared to answer the questions correctly. Failure to answer all questions in the online modules correctly within the allotted time will result in a reduced grade for the module.

### **Participation:**

Speaking in public and being able to communicate effectively in the language of “real estate” is essential to academic and professional success, therefore class participation is strongly encouraged. In order to become a better public speaker, you must practice. Use the opportunities in class to refine your public speaking abilities and your ability to converse in “real estate speak.” Simply attending class does not provide you the opportunity to hone your skills and will not increase your grade in the course.

The real estate market and business is always in flux. Staying abreast of changes is an integral part of being successful. Learning how to properly synthesize information and respond to opinions of others requires constant observation of changing trends and news. In order to assist in learning these habits of watching the market I encourage you to post and respond to classmates in the online forum. Original posts should consist of articles, with references, relating to course topics and include a summary and analysis. Responses should be thoughtful and provide references. Differing opinions are great, but you must be sure to provide support for your opinion and be respectful of each other.

### **Exams:**

While some people may not like exams, they are a part of learning assessment. The mid-term and final exams will help you to ensure that you are learning what you need in order to succeed in the profession and they ensure that you are obtaining the education that you are paying for. These consist of multiple-choice, true/false, open-ended, calculations, and short answer questions.

## **University Attendance Policy:**

You are expected to attend all class meetings. Students who are absent from the first two meetings of a class that meets more than once a week or from the first meeting of a class that meets once a week lose the right to remain on the class roll and must formally withdraw from the class, following University procedures and deadlines. Failure to formally withdraw from a class will result in the instructor assigning to the student a grade of "WU" (Unauthorized Withdrawal), which, in computing a student's GPA, counts as a grade of "F." <http://www.csun.edu/catalog/policies/attendance-class-attendance/>

This is a hybrid course requiring you to login to Canvas at least twice a week. Some course sessions will be conducted online; therefore, it is imperative to attend class sessions that meet in person.

## **University Policy on Academic Dishonesty:**

The maintenance of academic integrity and quality education is the responsibility of each student within this university and the California State University system. Cheating or plagiarism in connection with an academic program at a campus is listed in Section 41301, Title V, California Code of Regulations, as an offense for which a student may be expelled, suspended, or given a less severe disciplinary sanction. Academic dishonesty is an especially serious offense, diminishes the quality of scholarship, and defrauds those who depend upon the integrity of the campus programs. Such dishonesty includes:

- Cheating
- Fabrication
- Facilitating Academic Dishonesty
- Plagiarism

Please review the entire policy for a full description.

<http://www.csun.edu/catalog/policies/academic-dishonesty/>

I am a product of CSUN and frown upon actions that cast doubt on the quality of the education and the people that graduate from the University. Do your part to ensure that all your colleagues, and you, have earned the degree that you will be receiving. They represent you as much as you represent me.

## **Disability Resources and Educational Services:**

If you have a disability and need accommodations, please register with the Disability Resources and Educational Services (DRES) office or the National Center on Deafness (NCOD). The DRES office is located in Bayramian Hall, room 110 and can be reached at 818.677.2684. NCOD is located on Bertrand Street in Jeanne Chisholm Hall and can be reached at 818.677.2611. <http://www.csun.edu/dres/index.php>

If you would like to discuss your need for accommodations with me, please contact me to set up an appointment. I cannot help if I do not know you need help.

## Statements regarding sexual misconduct disclosures and maintaining a respectful learning environment

Students and faculty each have responsibility for maintaining a safe and respectful space to express their reasoned opinions. Professional courtesy and consideration for our classroom community are especially important with respect to topics dealing with differences in race, color, gender and gender identity/expression, sexual orientation, national origin, religion, disability, and age.

In this class, you will discuss and write about ethical dilemmas. Please keep the following in mind as you develop new topics throughout the course of the semester: consider all of your writing for this class as public. You are encouraged to write on topics that matter to you, and while this can elicit writing and reflection that may be deeply personal, you must always be prepared that you may be asked to share your work with others.

As your instructor, one of my responsibilities is to help maintain a safe learning environment on our campus. In the event that you choose to write, speak or otherwise disclose about having experienced sexual misconduct/sexual violence, including rape, sexual assault, sexual battery, dating violence, domestic violence, or stalking and specify that this violence occurred while you or the perpetrator were a CSUN student, federal and state laws require that I, as a “responsible employee,” notify our campus Title IX coordinator. The Title IX Coordinator will contact you to inform you of your rights and options as a survivor and connect you with support resources, including possibilities for holding accountable the person who harmed you. Know that you will not be forced to share information and your level of involvement will be your choice.

CSUN’s Title IX Coordinator is:  
Barrett Morris  
University Hall, Room 285  
Phone: (818) 677-2077  
E-Mail: [barrett.morris@csun.edu](mailto:barrett.morris@csun.edu)

If you do not want the Title IX Coordinator notified, instead of disclosing the experience to me, you can speak confidentially with CSUN’s Care Advocate.\*

CSUN’s Care Advocate can be contacted at (818) 677-7492

For more information regarding your university rights and options as a survivor of sexual misconduct/sexual violence, please visit the University’s Title IX website at:  
<http://www.csun.edu/title-ix>

\*Note: If it is determined that an alleged perpetrator poses an imminent threat to the broader campus community or if person(s) under 18 years of age are involved, our Campus Care Advocate is required to notify our Department of Police Services.

## Course Schedule:

The following schedule will be observed as closely as possible. This syllabus is subject to change. I will make every effort to notify you in advance about any changes. Advance notice will be provided if modification of the schedule is necessary. **As a rule, I do not accept late assignments**, so put all the due dates in your calendar at the beginning of the semester.

Week	Meeting	Date	Topic	Reading
1	In-person	22-Jan	Course Introduction	
2	In-person	27-Jan		
	<b>Oviatt</b>	29-Jan	LAB C of Oviatt Library	
3	In-person	3-Feb	Getting Started in Real Estate	Pivar 1
	In-person	5-Feb	The importance of Ethics	Long 1 -3
4	In-person	10-Feb	Fair housing, legal issues, and moral reasoning	Pivar 2
	In-person	12-Feb	Ethical framework and decision making	Long 4 - 6
5	<b>Online</b>	17-Feb	Disclosures online module	Pivar 3
	<b>Online</b>	19-Feb	Ethics Discussion	Long 7 - 12
6	In-person	24-Feb	Ethics Discussion	Long 7 - 12
	In-person	26-Feb	Prospecting	Pivar 4
7	<b>Online</b>	2-Mar	Listings and Contracts	Pivar 5 & 6
	<b>Online</b>	4-Mar		
8	In-person	9-Mar		
	In-person	11-Mar	Servicing the listing & Advertising	Pivar 7 & 8
9		16-Mar	<b>Spring Break - No Class</b>	
		18-Mar	<b>Spring Break - No Class</b>	
10	In-person	23-Mar	Catch-up and review	
	<b>Online</b>	25-Mar	Mid-term Exam	
11	In-person	30-Mar	Showing properties and obtaining offers	Pivar 9 & 10
	In-person	1-Apr	During escrow	Pivar 11 & 13
12	<b>Online</b>	6-Apr	Applying ethics online modules	Long 7 - 12
	<b>Online</b>	8-Apr		
13	In-person	13-Apr	Real Estate Financing	Pivar 12
	In-person	15-Apr		
14	<b>Online</b>	20-Apr	Leasing and Negotiation	Pivar 15
	<b>Online</b>	22-Apr		
15	In-person	27-Apr	Taxation and management	Pivar 14 & 15
	In-person	29-Apr		
16	In-person	4-May	Course wrap up	
		6-May		
17	<b>Online</b>	13-May	<b>Final Exam - 5:30 pm to 7:30 pm</b>	

### Career Project Structure

	<b>Assignment</b>	<b>Recommended submission timeline</b>	<b>Special Comments</b>
1	Career Topic	2-Feb	2-3 Paragraphs on the career choice and why you are interested
2	Research	21-Feb	Annotated bibliography (must satisfactorily complete #1 prior to attempting)
3	Outline	7-Mar	Outline with structure of paper (must satisfactorily complete #2 prior to attempting)
4	Paper	28-Mar	Complete paper (must satisfactorily complete #3 prior to attempting)
5	Career Interview	21-Apr	Conduct a video interview of somebody in the profession (must complete #4 with at least 70% prior to attempting)
<b>Final deadline for all assignments listed above is May 3, 2020 at 11:59pm.</b>			