Mission Statement: To develop socially responsible business leaders with a global mindset through academically rigorous, relevant, and values-based education and research.

Goals & Student Learning Outcomes

I. Knowledge of real estate markets and ability to perform real estate analysis

Student Learning Outcomes:
SLO #1.1: Awareness of various types of real estate markets
SLO #1.2: Ability to apply knowledge and analytical skills in real estate decision-making

- Assessment Method:
  - 20 objective questions in REAL 320 with each question categorized as residential or commercial (SLO #1.1)
  - Developing measuring instrument for SLO #1.2
  - USD Senior Exit Survey

II. Written and oral communication skills

Student Learning Outcomes:
SLO #2.1: Written assignments that are coherent, organized, concise, grammatically correct and well-presented
SLO #2.2: Oral presentations that are coherent, organized, concise, engaging and well-presented

- Assessment Method:
  - Writing assignment in upper-division “W” business courses using a three-point rubric (SLO #2.1)
  - Presentations in MKTG 300 using a three-point rubric scale (SLO #2.2)
  - USD Senior Exit Survey (SLO #2.1, 2.2)
  - Writing Pilot Program: External reviewers develop writing assignments and assess writing with three-point rubric

III. Skills needed to utilize and leverage technology in the real estate business

Student Learning Outcomes
SLO #3.1: Identify various data sources relevant to real estate analysis
SLO #3.2: Use various electronic applications to perform real estate analysis

- Assessment Method:
  - Pilot Program: Currently conducting Microsoft Excel certification in ITMG 100 and proposing major-specific upper-division technology classes (REAL 325 and REAL 326)
  - USD Senior Exit Survey
IV. Skills needed to critically analyze information

**Student Learning Outcomes:**

**SLO #4.1:** Identify a problem  
**SLO #4.2:** Identify and evaluate solutions

- **Assessment Method:**  
  - 35 objective questions in ACCT 202 with each question categorized as  
    1) diagnose and categorize; 2) gather and analyze; or 3) identify and   
    evaluate (SLO #4.1, 4.2)  
  - USD Senior Exit Survey

V. Ethical attitudes and values

**Student Learning Outcomes**

**SLO #5.1:** Identify appropriate professional responsibilities  
**SLO #5.2:** Distinguish ethical from unethical behavior

- **Assessment Method:**  
  - 26 objective questions that are administered through BlackBoard in  
    ETLW 302 and assessed by using average score (SLO #5.1, 5.23)  
  - USD Senior Exit Survey  
  - Ethics Pilot Program: Developing new objective ethics measuring   
    instrument.

**Assessment Timeline**

All learning goals are assessed at least once per academic year. Developing measuring   
instrument for SLO #1.2.