

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

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

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