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Real Estate Brokers View the College Curriculum

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Abstract

The purpose of this article is to review the real estate programs of several institutions of higher education that have received accreditation by the American Assembly of Collegiate Schools of Business (AACSB). Although the study of real estate is not considered part of the common body of knowledge as defined for AACSB institutions, real estate brokers are recommending common areas of knowledge that educational institutions should offer for students majoring or minoring in real estate. The findings of the brokers' survey indicated, with minor exceptions, that business programs structured within the parameters of the AACSB business curriculum should adequately prepare students who plan to make real estate their lifetime or part-time vocation.

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