

# COLLÈGE HERZING

## **BUSINESS AND REAL ESTATE & MORTGAGE BROKER– LCA.EQ**

The Business and Real Estate & Mortgage Broker program aims to provide students with the training necessary to carry out various job functions in the areas of real estate and mortgage brokerage.

The program also provides basic training in the following fields of business management:

- Accounting
- Marketing
- Sales
- Enterprise Management
- Enterprise Software

The specialization focuses on the skills recommended by the *Organisme d'autoréglementation du courtage immobilier du Québec* (OACIQ) for real estate training that will provide all of the necessary tools needed for graduates to become certified in real estate brokerage.

Completion of this program will lead to an Attestation of Collegial Studies (ACS); however, above all else, it will open the doors to a fantastic career involving in-demand skills and qualifications.

### **Special Conditions for Being a Broker**

The candidates must be informed by their educational institution that working as a real estate broker requires the residential real estate broker license granted by the OACIQ upon successful completion of an exam. Residential real estate brokers are responsible for maintaining an active license, which is renewable annually.

### **What will I be able to do with my training?**

#### Commun Core

- 01H5 To analyze the work functions
- 01H7 To make use of common operating systems and software applications for administrative purposes
- 01H8 To analyze and process data in the accounting cycle
- 01HB To use legal sources applicable to administrative and commercial situations
- 01HC To use statistical methods for management purposes
- 01HD To participate in the financial analysis of investment and financing projects
- 01HJ To produce a computer application to meet a need for administrative information
- 01HM To carry out activities related to a business startup
- 01TX To establish a marketing plan and ensure its implementation
- TA38 Communicate effectively in a business setting
- TA39 Implement E-Commerce strategies in an international setting
- TA40 Integrate into the workforce and build a professional attitude

#### Real estate and mortgage brokerage

Essential skills recommended by the *Organisme d'autoréglementation du courtage immobilier du Québec* (OACIQ) January 2013

- CIH01 Acting ethically and responsibly in one's brokerage practice
- CIH02 Managing one's professional activities in the field of real estate
- CIH03 Making use of general and special rules of law in brokerage transactions
- CIH04 Assessing the quality and the various building elements of an immovable
- CIH05 Performing a financial analysis of a real estate and enterprise project
- CIH06 Carrying out brokerage transactions pertaining to the sale, purchase, leasing or exchange of a residential/non-residential immovable
- CIH07 Being familiar with the basic principles of an asset's market value

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## **What else does Herzing College have to offer?**

While studying at Herzing College, the student has free access to the Internet, help and training from dedicated instructors, a free career development service, and the help of a stage coordinator and the attention of friendly staff.

## **What career path will Herzing College prepare me for?**

The Business and Real Estate & Mortgage Broker program aims to provide students with the training necessary to carry out various job functions in the areas of real estate. Real estate brokers, agents and salespersons act as intermediaries in the sale or purchase of houses, apartments, commercial buildings, land and other real property. They work mainly in the real estate sector.

Real estate brokers, agents and salespersons perform some or all of the following functions:

- solicit property sales listings from prospective vendors;
- assist vendors in selling property by establishing the asking price, advertising the property, listing the property with listing services and conducting open houses for prospective buyers;
- assist prospective buyers in selecting, visiting, inspecting and making offers of purchase on real estate properties;
- advise clients on market conditions, prices, mortgages, legal requirements and related matters;
- draw up sales agreements for approval by purchaser and seller; and
- rent or lease properties on behalf of clients, as circumstances dictate.

Real estate agents and salespersons may specialize in residential, commercial, industrial/institutional or rural real estate sales.

Once the students have successfully completed the program, they will receive an Attestation of Collegial Studies (ACS) recognized by the Quebec Ministry for Education.

## **Qualities required**

- Is familiar with the products or services to properly advise clients on properties that meet their needs and expectations
- Enjoys overcoming challenges
- Enjoys working with the public and communicates easily
- Possesses interpersonal skills and persuasive communication skills to successfully achieve sales results
- Demonstrates determination, dynamism and ambition
- Has an excellent command of written and spoken French so as to communicate effectively and to appropriately explain information regarding terms of the transaction and draft real estate documents
- Is bilingual
- Is computer and Internet literate (can use real estate databases and management software)
- Possesses an entrepreneurial spirit

## **Admissions Criteria**

A person who has obtained a D.E.S or D.E.P, has relevant work experience, or has received instruction deemed acceptable by the college and who meets one of the following requirements may be admitted to a program leading to an AEC:

1. The person's studies have been interrupted for at least two consecutive terms or one school year;
2. The person is covered by an agreement entered into by the college and an employer or by a government program;
3. The person has completed at least one year of post-secondary studies spread over a period of one year or more.

In addition the student must

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- Pass an admissions test or a problem-solving course
- Have successfully passed High School Math 436 or equivalent

## **Course Schedule**

Upon entry into the job market, you will find yourself surrounded by colleagues that have more experience than you and who will be your mentor. In the same fashion, as you gain experience you will probably become a mentor for novices coming in for their first job.

Herzing College has developed a teaching method and course schedule that allows you to experience the “real world” of business. You can enter at any time during the program, on semester boundaries, either in a fresh new group or join an existing group. This means that at one point in the program you will be junior, surrounded by more advanced students that will serve as mentors, and later on in the program, you will become a mentor helping out new students coming in to your class.

Your program can follow one of three semester schemes: ABC or, BCA. Every session is self-contained, treating one aspect of the business world.

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## **Business and Real Estate & Mortgage Broker– LCA.EQ**

The college reserves the right to modify course content, course sequence and application software and tools used in the delivery of the program.

Theory: 645 hours  
Practice: 525 hours  
Stage: 255 hours

Total: 1425 hours  
Total Credits : 47.33

### **SESSION A – STARTING UP A BUSINESS AND ACCOUNTING**

#### **Business Application Software**

**410-S01-HE**

*To make use of common operating systems and software applications for administrative purposes. 01H7*

*60 hours 2.00 credits*

This course reviews some basic Windows® navigation skills, some Microsoft Word, usage of the Internet for research, and Outlook information manager.

#### **Statistical Methods**

**210-S10-HE**

*To use statistical methods for management purposes. 01HC*

*60 hours 2.00 credits*

Many businesses use data to make business decisions. Statistics contains the methods and procedures for collecting, structuring and analyzing this data. Knowledge of statistics enables the student to structure and analyze data and to understand the statistical reports that are used in the business world. This course presents the study of basic statistical theory and concepts. Topics include statistical probabilities, measures of central tendency, measures of variation, hypothesis testing, regression, correlation, and quality control applications.

#### **Accounting I**

**410-S03-HE**

*To analyze and process data in the accounting cycle. 01H8*

*75 hours 2.66 credits*

This introductory accounting course provides the practical application of the concepts and principles of the accounting cycle for businesses. Topics include an overview of accounting concepts and procedures; analyzing and recording transactions; beginning the accounting cycle by journalizing, posting, and working with the trial balance; using worksheets, financial statements, and adjusting entries; completing the accounting cycle with adjusting, closing, and post-closing trial balance; working with cash and its control; working with accounting systems, journals, and internal controls; and payroll concepts and procedures.

#### **Computerized Accounting**

**410-S04-HE**

*To analyze and process data in the accounting cycle. 01H8*

*60 hours 2.33 credits*

This course is given together with Accounting I designed to provide practical application of accounting principles using the accounting software package, Simply Accounting.

#### **E-Business Concepts**

**410-S05-HE**

*Implement E-Commerce strategies in an international setting. TA39*

*75 hours 2.66 credits*

This course introduces the concepts and principles of electronic commerce as it relates to business. Topics include the foundations of electronic commerce; retailing in e-commerce; Internet consumers and market research; advertising in e-commerce; e-commerce for service industries; business-to-business e-commerce; intranet and extranet structures and applications; electronic payment systems; e-commerce strategy and implementation; public policy regarding legal, privacy, and consumer protection issues; infrastructure requirements for e-commerce; and economic and global issues in e-commerce. Students will learn how to set up their own web page.

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## **Accounting II**

*To analyze and process data in the accounting cycle. 01H8*

**410-S06-HE**

*60 hours 2.33 credits*

This course is a continuation of Accounting I and provides instruction in the concepts and principles of accounting for partnerships and corporations and the analysis of financial statements. Topics include accounting for partnerships, corporate accounting, earnings, distribution, and paid-in capital; accounting for long-term liabilities, capital assets, investments, and international operations; preparing and using the cash flow statement; and the analysis and interpretation of financial statements.

## **SESSION B – BUSINESS AND ENTREPRISE**

### **Business Principles and Management**

*To analyze the work functions. 01H5*

**410-S07-HE**

*60 hours 2.00 credits*

This course introduces the business environment with an overview of various topics that serve as a foundation for further study of management. Topics include the environments that businesses operate in; the organizational structures of businesses; management functions in an enterprise; and the challenges of managing marketing, operations, information technology, finance, and human resources.

### **Business Communication**

*Communicate effectively in a business setting. TA38*

**410-S08-HE**

*60 hours 2.00 credits*

The course is designed to deal with specific problems encountered by non-native speakers in spoken and written business communication. Topics included in the course are as follows: The language of business letters e-mails and faxes, the format of business communication. Students will learn meeting tactics and presentations; turning notes into reports; negotiating, agreeing and disagreeing; social language and etiquette; planning, organization and presentation of specialized talks. Students will use PowerPoint and Word as a tool for business presentations.

### **Business Mathematics**

*To participate in the financial analysis of investment and financing projects. 01HD*

**201-S09-HE**

*60 hours 2.00 credits*

This course provides instruction in the mathematical operations associated with the retail, banking, and accounting industries. It provides the student with the mathematical foundation required to prepare documentation for investment or financing projects by choosing the appropriate software and building the table of payments. Other topics include decimals, fractions, and percentages; bank services; interest and payment plans; purchase orders and invoices; selling prices and mark-ups; and payroll and inventory procedures, current values and capitalized values of a loan or an investment.

### **Introduction to Marketing**

*To establish a marketing plan and ensure its implementation. 01TX*

**410-S13-HE**

*60 hours 2.00 credits*

This course provides a practical and managerial approach to the principles and applications of marketing in organizations and in the marketplace. Topics include the marketing process and strategic planning; the global marketing environment; developing marketing opportunities and strategies; developing the marketing mix through product development, pricing strategies, distribution channels, and promotion techniques; and managing marketing through customer relationships, social responsibility, and marketing ethics.

### **Spreadsheets & Databases**

*To produce a computer application to meet a need for administrative information. 01HJ*

**410-S12-HE**

*60 hours 2.33 credits*

This course provides the study of the principles and features of a database management system using Microsoft® Access and a spreadsheet package using Microsoft® Excel. Topics include creating and managing databases, data management and integrity, working with queries and forms, managing reports, using tools and macros, database and file management, analyzing and filtering data, relational databases, managing worksheets and workbooks; working with data, formulas, and functions; managing charts and graphics; working with outlines, views, and reports; automating tasks with the macro feature; using auditing tools, collaborative tools, and hyperlinks; and integrating with other programs.

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## SESSION C – REAL ESTATE AND MORTGAGE BROKER

### **Professional activities of broker**

**410-S14-HE**

Acting ethically and responsibly in one's brokerage practice-CIH01  
Managing one's professional activities in the field of real estate -CIH02

*75 hours 2,33 credits*

This course prepares students to realistically assess their entrepreneurial potential; to assess their ability to work independently; to manage their administrative activities; to take into account legal, fiscal and administrative obligations; and to comply with accounting standards and the standards related to trust accounts. Students will also develop their business plan.

Furthermore, students will practice putting properties on the market, using solicitation and sales techniques and applying negotiation techniques.

### **Law Real Estate Brokerage**

**410-S15-HE**

Acting ethically and responsibly in one's brokerage practice -CIH01  
Making use of general and special rules of law in brokerage transactions-CIH03

*90 hours 2,66 credits*

This course prepares students to apply the rules of civil law in a real estate transaction, consult the records of the Registry Office and consult additional documents relevant to a real estate transaction.

Students will also learn to advise clients regarding the concept of civil and professional liability, to assess constraints of a real estate transaction based on applicable laws and to act in accordance with the Real Estate Brokerage Act and with professional practices governing the workplace.

Finally, students will consider the role and responsibilities of the *Organisme d'autoréglementation du courtage immobilier du Québec* (OACIQ) and understand how to follow their ethical regulations.

### **Quality construction of a residential building**

**410-S16-HE**

Assessing the quality and the various building elements of an immovable-CIH04

*60 hours 2,00 credits*

This course aims to provide students with the necessary training to identify the quality of a residential building, and above all, its components. Students will learn to quickly identify the type of construction, recognize the architectural movement of a building and make the link with its physical construction. Next, students will be able to form an informed opinion on the general condition of a building to offer honest advice to a prospective buyer of property. Furthermore, students will learn to advise their clients regarding the involvement of a construction specialist in a timely manner, should the students detect anomalies that require skills other than their own. Students' attention to detail and appreciation of physical construction elements will make them wise counselors able to provide clients with well-reasoned arguments on the general quality and condition of a building.

### **Inspection and assessment techniques**

**410-S17-HE**

Performing a financial analysis of a real estate and enterprise project-CIH05

*45 hours 1,33 credits*

This course aims to prepare students to assess the value of a property after visually inspecting the building components using various assessment techniques, including the direct comparison, replacement cost and income approaches.

### **Mortgage loans**

**410-S18-HE**

Being familiar with the basic principles of an asset's market value-CIH07

*45 hours 1,66 credits*

This course aims to prepare students to advise clients on mortgage loans, to perform calculations on mortgage loans, to advise clients on their maximum borrowing capacity and to inform clients about legal and administrative framework related to mortgage loans.

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## **Real estate brokerage and mortgage**

**410-S19-HE**

Acting ethically and responsibly in one's brokerage practice -CIH01

*75 hours 2,33 credits*

Carrying out brokerage transactions pertaining to the sale, purchase, leasing or exchange of a residential/non-residential immovable - CIH06

In this course, students will learn to assess the advisability of carrying out a brokerage transaction; to fill out forms related to the sales brokerage contract, the purchase brokerage contract, declarations by the seller on an immovable and the renting brokerage contract; and ensure that all information collected is valid. Furthermore, students will learn to produce a descriptive record of a building; to monitor the marketing of a brokerage transaction; to seek out a building according to a client's needs; to fill out the forms and appendices related to an offer to purchase, a promise to purchase or a promise to rent; to negotiate a promise to purchase or promise to rent; and to support clients in monitoring the real estate transaction.

Lastly, students will learn to act ethically throughout all processes.

## **SESSION D – INTERNSHIP**

An individual who knows her/his skills and abilities and who develops and nurtures her/his career can generally find a job and knows how to keep a job and receive promotions. Prior to going on an industry internship, during the instructor-led portion of the program, students will be given the tools they need for an effective job search. Topics include: writing a C.V. and cover letter, the interview process, role-playing, job search techniques.

### **Internship**

**410-S20-HE**

*Integrate into the workforce and build a professional attitude. TA40*

*255 hours 6,33 credits*

The internship component of the program is the practical application of a student's knowledge and skills in an industry environment. The industry shall be directly related to the student's program of study. The internship requires full-time day attendance working in the industry setting. The duration of the internship is two-months during which the student must satisfactorily complete a minimum of 255 hours (2 months) of work experience. Prerequisite: all courses in program.