Graduate Council

June 2, 2011

Special Consideration Item:

Graduate Council approved the College of Architecture, Department of Landscape Architecture and Urban Planning request to change the title of the Master of Science in Land Development and request for minor curriculum modification.
MEMORANDUM

DATE: April 12, 2011

TO: Faculty Senate, Texas A&M University

THROUGH: Dr. Jorge Vanegas, Dean, and College of Architecture

FROM: Dr. Forster Ndubisi, Department Head, Landscape Architecture and Urban Planning

SUBJECT: Request to Change the Name of the Master of Science in Land Development and Minor Curriculum modification

On behalf of the faculty in the Department of Landscape Architecture and Urban Planning in the College of Architecture, I respectfully submit the attached proposals for a change in the title of the degree and a request for minor curriculum modification for our graduate program in land development.

We propose to change the title of the degree, currently known as “Master of Science in Land Development” to “Master of Land and Property Development.” No new costs are incurred beyond those that the Department can bear through gradual replacement of printed materials bearing the program’s current name and minor curriculum change proposed in the attached document.
PROPOSAL ONE: TO CHANGE THE NAME OF THE MASTER OF SCIENCE IN LAND DEVELOPMENT DEGREE

On behalf of the faculty in the Department of Landscape Architecture and Urban Planning in the College of Architecture, I respectfully request to change the title of the degree, currently known as “Master of Science in Land Development” to “Master of Land and Property Development.” The proposed change in the title of the graduate degree would achieve the following:

1) Bring the degree name into alignment with the mission and goals of the program as well as the skills and knowledge provided by the Texas A & M University experience;
2) Accurately reflect the content and breadth of knowledge in the courses offered by the program, and;
3) Provide a much needed branding identity for the program.

The current Master of Science in Land Development degree focuses on both the physical and financial aspects of land and property development. Course work provides students with the knowledge and skills needed to relate project design and venture structure to site ecology and market economy, and to stress both entrepreneurial interests of private enterprise and regulatory guidelines of public entities. The existing degree title, the Master of Science in Land Development (MSLD) does not adequately capture the educational experiences provided by the program.

A required university review of the MSLD program was conducted in December, 2009, by two external reviewers, Dr. Michael Anikeeff, Director of The Edward St. John Real Estate Program at Johns Hopkins University, and Dr. Margaret McFarland, Director of the Real Estate Development Program and the Colvin Institute of Real Estate Development at the University of Maryland. The reviewers noted in their final report (January 6, 2010) that:

"The brand identity for "land development" is a major issue facing the program. It might limit the program's appeal and leave it outside the mainstream of the burgeoning number of interdisciplinary development degrees being offered in Schools of Architecture and Planning. Land development is an "old-fashioned" term used narrowly to describe the land subdivision process, whereas development has taken on larger meaning to cover the whole process, including asset management, investment, redevelopment, market analysis - indeed all aspects of the real estate industry."

The proposed change addresses the concerns raised by the external reviewers. It is also consistent with the current program's emphasis and a key distinguishing feature of our degree program that distinguishes it from similar programs—the focus on the creation of property and land development value through the conceptualization of the design, delivery, and management of land and property assets. As noted earlier, the proposed name change has unanimous support of faculty in the land development program and the department. No new costs are incurred beyond those that the Department can bear through gradual replacement of printed materials bearing the program's current name.
PROPOSAL TWO: REQUEST FOR CURRICULUM CHANGE LAND DEVELOPMENT PROGRAM

INTRODUCTION

This proposal is a request for a change in the curriculum for the graduate program in land development in the Department of Landscape Architecture and Urban Planning consistent with the proposed request for a change in the name of the degree program from a Master of Science in Land Development (MSLD) degree to a Master of Land and Property Development (MLPD).

CONTEXT

As noted earlier, in December, 2009, the Master of Science in Land Development (MSLD) program was evaluated by two external reviewers, Dr. Michael Anikeeff, Director of The Edward St. John Real Estate Program at Johns Hopkins University, and Dr. Margaret McFarland, Director of Real Estate Program at the University of Maryland. During their visit to Texas A & M University (TAMU) over a three-day period in December (6-9), 2009, they met with numerous people including university administrators, students, faculty, former students, college department heads, and representatives of the College of Architecture research centers. They prepared a final report that was transmitted to the Head of the Department of Landscape Architecture and Urban Planning and the Dean of the College of Architecture, on January 6, 2010 by the TAMU Office of Graduate Studies.

The Anikeeff and McFarland report concluded that the MSLD Program is positioned to be a major force in land development education nationally but it is not yet there. The report made recommendations that would move the MSLD Program toward becoming a major force in land and property education and research. This proposal was developed in response to five (5) key recommendations made in the report. These are:

1. **Program duration**: Extend program duration for graduate studies in land development from the current 18-month (45 credits) program to a 24-month program, with the summer months devoted to internships and specialty course work. This strengthens the program’s quality, ensures a smoother flow of course scheduling, and maintains consistency in the balance of faculty work load.

2. **Core curriculum**: Restructure curriculum by reducing core credit hours to 33 hours; incorporate core aspects of the development process in the core course work; and provide electives (12 hrs. minimum) focused on specialization.

3. **Specializations**: Establish specializations/tracks, building upon existing certificates in the college and business school as well as program strengths and potential such as international development.

4. **Capstone course**: Restructure the content, delivery, and time of offering the capstone, taking advantage of off-location resources, especially in the metropolitan areas.
5. Image/brand: Strengthen the visibility/image/brand of the MSLD program since the current name of the degree [land development] is outdated and defines very narrowly the breadth of the courses offered in the program. In short, it does not accurately capture the educational experiences offered by the program.

EXISTING MASTER OF SCIENCE IN LAND DEVELOPMENT CURRICULUM

The current course structure of Master of Science in Land Development (MSLD) degree (including the two 3 credit point ACCT 640 and FINC 635 leveling courses that must be taken but these credit points are not included in the MSLD degree), is presented in Table One. The description of the courses offered in the current MSLD program is listed in the appendix.

Table One: Existing MSLD Curriculum

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PROPOSED MASTER IN LAND AND PROPERTY DEVELOPMENT (MLPD) CURRICULUM

The proposed Master in Land and Property Development (MLPD) builds upon but differs from the existing Master of Science in Land Development Degree in a number of ways. It has:
a) A streamlining of the core courses (from existing courses in the current curriculum) that focuses on all aspects of the development process but limited to about 33 credit hours [instead of the current 39 credit hours];

b) A restructuring in the sequence of course delivery;

c) A 24-month MSLD program (rather than the current 18-month) with a summer months at the end of the first year devoted to internship;

d) A specific set of specialization courses and tracks that include courses offered in the existing college and pertinent university-wide certificates (12 credits). Elective courses allow students to incorporate a Graduate Certificate within their course of study thereby providing the student with a high standard of multidisciplinary studies necessary for a well rounded land and property professional. Notable certificates in the College of Architecture are in environmental management, facilities management, health systems design, historic preservation, sustainable urbanism, and transportation planning. As is the situation today, students will receive these certificates concurrent with the MLPD degree. Students may elect also to tailor their concentrations to suit their research interests;

e) A clear distinction between a professional and a research track;

f) A restructured capstone course that will be delivered at the end of the program’s professional track as well as a newly developed research track with a thesis [this restructured course is not included in this proposal];

g) A change in the name of the degree to reflect accurately the educational experiences provided by the TAMU experience.

Table Two and Table Three depict the curricula of the professional and research tracks, respectively. For both tracks, the two 3 credit point ACCT 640 and FINC 635 leveling courses or equivalent must be taken before or in the first semester of enrolment but these credit points are not included in the MLPD degree.

**Table Two: Proposed MLPD Curriculum---Professional Track**

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Attachment C
### Table Three: Proposed MLPD Curriculum---Research Track

#### FIRST YEAR

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#### CREDIT POINTS

| Sub Total      | 22     | Sub Total      | 23     | Sub Total      | 1      |
|                |        |                |        |                |        |
| Total          |        | Total          |        |                |        |
| Credit Points  | 45     |                |        |                |        |
In the research track, students are required to take a sequence of research method courses, CARC 601 (Foundation of Research in Planning and Design), CARC 602 (Research Methods in Planning and Design) and a total of 6 hours of research credits (LDEV 691). Students will be required to conduct a thesis. Three courses required for students in the professional tracks are optional. These are LDEV 685 (Directed Studies in Land Development), LDEV 672 (Public-Private Project Funding) and LDEV 688 (Capstone—Development Feasibility and Design II).
APPENDIX A: SUMMARY OF MSLD COURSES

Extract from TAMU Graduate Student Course Catalog—
Courses taught within the College of Architecture:

CARC 601: Foundations of Research in Planning and Design. (3-0) Credit 3.
Introduction to the research process and its application to problems in planning and design; presentation of philosophy and logic underlying the scientific method; critical analysis of planning and design literature according to each step of the research process: problem definition, hypothesis development, study design, analysis and interpretation of the findings (Graduate classification).

CARC 602: Research Methods in Planning and Design. (3-0) Credit 3.
Basic empirical research methods used in planning and design research: experimental, survey and case study designs; comparisons of the various methods; application of techniques in sample selection, data collection and analytic approaches (Graduate classification).

LDEV 661: Development and Environment. (3-0). Credit 3.
Land development in the context of environmental sustainability, human well-being and business profitability to foster a restorative economy; environmental easement and site analysis; state, federal and international regulatory issues; and human ecology and the future of land development. Prerequisite: Graduate classification.

LDEV 662: Land Development Law. (3-0) Credit 3.
Survey of real estate law with emphasis on Texas law; review of constitutional issues and basic legal concepts, including estates in land, contracts; private and public sector land use controls.

LDEV 663: Introduction to Project Management. (3-0) Credit 3.
Project management processes for planning, scheduling, cost estimating, resource leveling, cost control and post-completion evaluation; issues in project organizational environments, documentation, quality control safety. Prerequisite: Graduate classification.

LDEV 664: Market Analysis for Land Development (3-0) Credit 3.
Techniques and data sources for market analysis for development; analysis for housing development; trade area analysis and market analysis for retail development; analysis for office, industrial parks and for specialized development. Prerequisite: Graduate classification.

LDEV 665: Land Development Trends (3-0) Credit 3.
Exploration of current changes and tendencies observed in land and real estate development, both at the national and international level. Demographic variables, economic conditions, national and international migration patterns, international and domestic financial markets are analyzed to explain current land and real estate market conditions. Prerequisite: Graduate classification.

LDEV 667: Development and Design Economy (3-0) Credit 3.
Interface between the physical and financial dimensions in the design and development process to achieve building and project economics; creating a physical product and a financial venture
that responds to social and environmental concerns and to market economy and feasibility analysis. Prerequisite: Graduate Classification

**LDEV 668: Land Development Practice (2-2) Credit 3.**
Strategies, methods and techniques of land development including: site selection criteria; urban infrastructure; market evaluation; conceptual arrangement of land uses and structures; conceptual design and regulatory considerations; lending institutions; location theories; value theories, regulatory agencies. Prerequisite: LDEV 667 or approval of instructor.

**LDEV 671: Sustainable Development (3-0). Credit 3.**
Sustainability perspectives about values, rights, property and what constitutes an optimum human environment; sustainability principles and case studies emphasizing on-the-ground, incentive-based land development that balances economic growth with environmental quality. Prerequisite: Graduate classification.

**LDEV 672: Public-Private Project Funding (3-0). Credit 3.**
Financing and related issues in public-private development projects; explores structuring, valuing and managing projects and investigates the interaction between suppliers, operators, lenders and contractors; introduction to financial tools: loans, credit, interest rates and financial models. Prerequisite: Graduate classification.

**LDEV 673: International Development Planning (3-0). Credit 3.**
International variations in urban growth and land development strategies: savings, aid and trade policy options for cities and regions; international co-development programs; application of planning and urban land development professions in contemporary global context. Prerequisite: Graduate classification.

**LDEV 681: Seminar (1-0). Credit 1.**
College of Architecture research activities pertaining to land and real estate development; preparation and presentation of required final paper for MS in Land Development examination. Prerequisite: Graduate classification in land development.

**LDEV 684: Professional Internship Credit 1 to 12.**
Professional practice under approved arrangement with public or private land or real estate development agencies in the United States or abroad. Prerequisites: Approval of committee chair and program coordinator.

**LDEV 685: Directed Studies Credit 1 to 12**
Individual and group problems dealing with application of strategic plan development theory in practice: opportunities to select international or domestic development projects of special interest. Prerequisite: Approval of instructor.

**LDEV 687: Development Feasibility and Design (3-9). Credit 3.**
Selected residential and non-residential development projects of varying size analyzed by student teams with respect to the following: economic feasibility and cash flow; site analysis; and design concept. Prerequisite: Approval of Instructor.
LDEV 688: Development Feasibility & Design II (1-6) Credit 3
Plans and venture structures for selected residential and non-residential development projects of varying size analyzed by student multidisciplinary teams with respect to the following; economic feasibility and cash flow and site and design plans and costs. Prerequisite: LDEV 687 or approval of instructor

LDEV 689: Special Topics Credit 1 to 4.
Selected topics in an identified area of land development. May be repeated for credit. This course number is often used for a course before that course is approved and given a permanent number. Prerequisite: Approval of instructor.

LDEV 691: Research Credit 1 or more each semester
Research for and preparation of theses or dissertation: Doctoral dissertation or approval of committee chair

LDEV 693 Professional Study Credit 1

Courses taught outside the College of Architecture (currently required in the MSLD program)

Accounting concepts and relationships essential to administrative decisions; use of accounting statements and reports as policymaking and policy execution tools. Classification 6 students and non-business graduate students may enroll in this course. Prerequisite: Graduate classification.
(Required MSLD program leveling course: Page 261 of the Graduate catalog)

FINC 635: Financial Management for Non-Business (3-0). Credit 3
External and internal factors affecting financial decision making in the firm; fundamental concepts of accounting and managerial economics
Prerequisite: ACCT 640 or equivalent or approval of instructor
(Required MSLD program leveling course: Page 376 of the Graduate catalog)

FINC 670: Real Property Analysis (3-0). Credit 3.
Provides the economic and financial tools used to analyze real estate investments, new property developments and the redevelopment of existing properties. Prerequisite: Graduate classification

FINC 676: Commercial Real Estate Law (3-0). Credit 3.
Commercial real estate law including legal ownership interests in oil and gas law, real estate sales contacts, financing, instruments and closings, commercial leases and real estate regulations and taxation. Classification 6 students may not enroll in this course. Prerequisite: Graduate classification.
Name Change
Donnell, Cydney [CDonnell@mays.tamu.edu]

You forwarded this message on 5/31/2011 5:55 PM.

Sent: Tuesday, May 31, 2011 1:58 PM
To: Booth, Geoffrey

Geoffrey, the Finance Department has no formal objection to your proposed name changes.

Cydney Donnell
Executive Professor, Director of Real Estate Programs
Associate Department Head

Department of Finance, 341 Wehner
Mays Business School, MS 4218
Texas A&M University
College Station, TX 77843-4218
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