

Michelle Mundick



Dr. Michael Goldberg: Dedicated Educator and Real Estate Pioneer

Dr. Michael Goldberg, real estate pioneer, has come a long way from his hometown of Brooklyn, New York, where he earned his BA in Economics and Political Science from Brooklyn College. Upon graduating, he travelled west to attend the University of California, Berkeley, earning his PhD in Economics. Doctorate in hand, he accepted a job as an assistant professor at the University of British Columbia (UBC) where, like many before him, Dr. Goldberg fell in love with the province.

He began his career researching the dissimilarities between Canadian and American cities, moving on to a more international setting, primarily the real estate investment behaviour of the Southeast Asian ethnic Chinese.

In the early 1990s, while Dean of the Faculty of Commerce at UBC, Dr. Goldberg was approached by the Real Estate Institute of British Columbia to collaborate in creating a real estate degree program. The Bachelor of Business in Real Estate (BBRE) was developed, in conjunction with the real estate industry, through different research studies with potential students and real estate organizations.

Five years after the REIBC came to UBC, UBC senate approved the first distance degree in its history. The curriculum was developed to supplement the urban land economics diploma. The degree was designed for real estate professionals to enhance their real estate

education while continuing their careers. For more information about the BBRE, visit the site: www.commerce.ubc.ca/realstate/index.cfm.

Not one to rest on his previous accomplishments, and as a result of his international research, Dr. Goldberg played a key role in extending UBC's role in the *Universitas 21* (U21) consortium—an international network of research-intensive universities providing “a pre-eminent brand for educational services supported by a strong quality assurance framework.” The two Canadian universities in the 18-member consortium are UBC and McGill University.

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Dr. Goldberg is involved in developing global portability of professionals, for example, how to use universities to facilitate global movement of professionals. Of special relevance for the REIBC are the negotiations now underway with the Royal Institution of Chartered Surveyors (RICS), to link their MRICS global accreditation to U21 real estate degrees. For more information on U21, visit the site: www.universitas.edu.au.

In addition to his academic duties at UBC, Dr. Goldberg has played a key role in the real estate industry in British Columbia. To name a few of his achievements, he has served as Chair of the Real Estate Foundation of British Columbia; Commissioner of the British Columbia Housing Management Commission; member of the Deposit Insurance Advisory Committee; and a member of the Board of Directors of the Vancouver Land Corporation. He currently serves on the Board of Directors of Lend Lease Global Properties Fund.

Dr. Goldberg's commitment to the real estate industry in BC has been evident throughout his career. And through his leadership, the industry has been and will continue to be challenged to move into the future. ▲

Michelle Mundick is the Communications Coordinator for the Real Estate Institute of British Columbia. A graduate from the University of Western Ontario, she most recently worked for the Canadian Imperial Bank of Commerce in the Marketing Research and Customer Insights department.

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