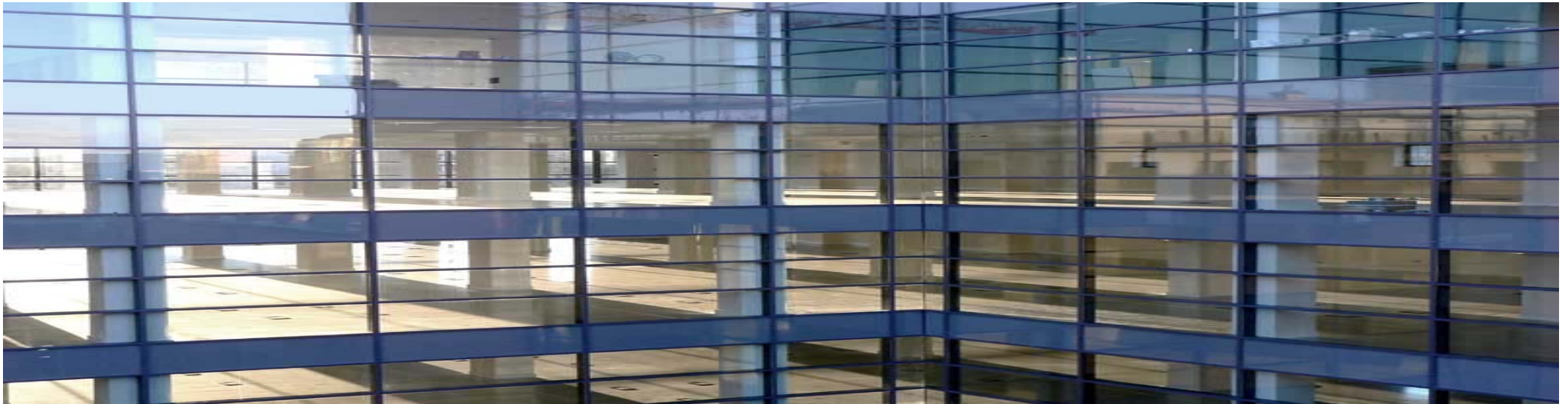




International Real Estate Business School
Universität Regensburg



Karl-Werner Schulte; Gisela Schulte-Daxboek: The Profile of Executive Real Estate Education – Results from an Empirical Study

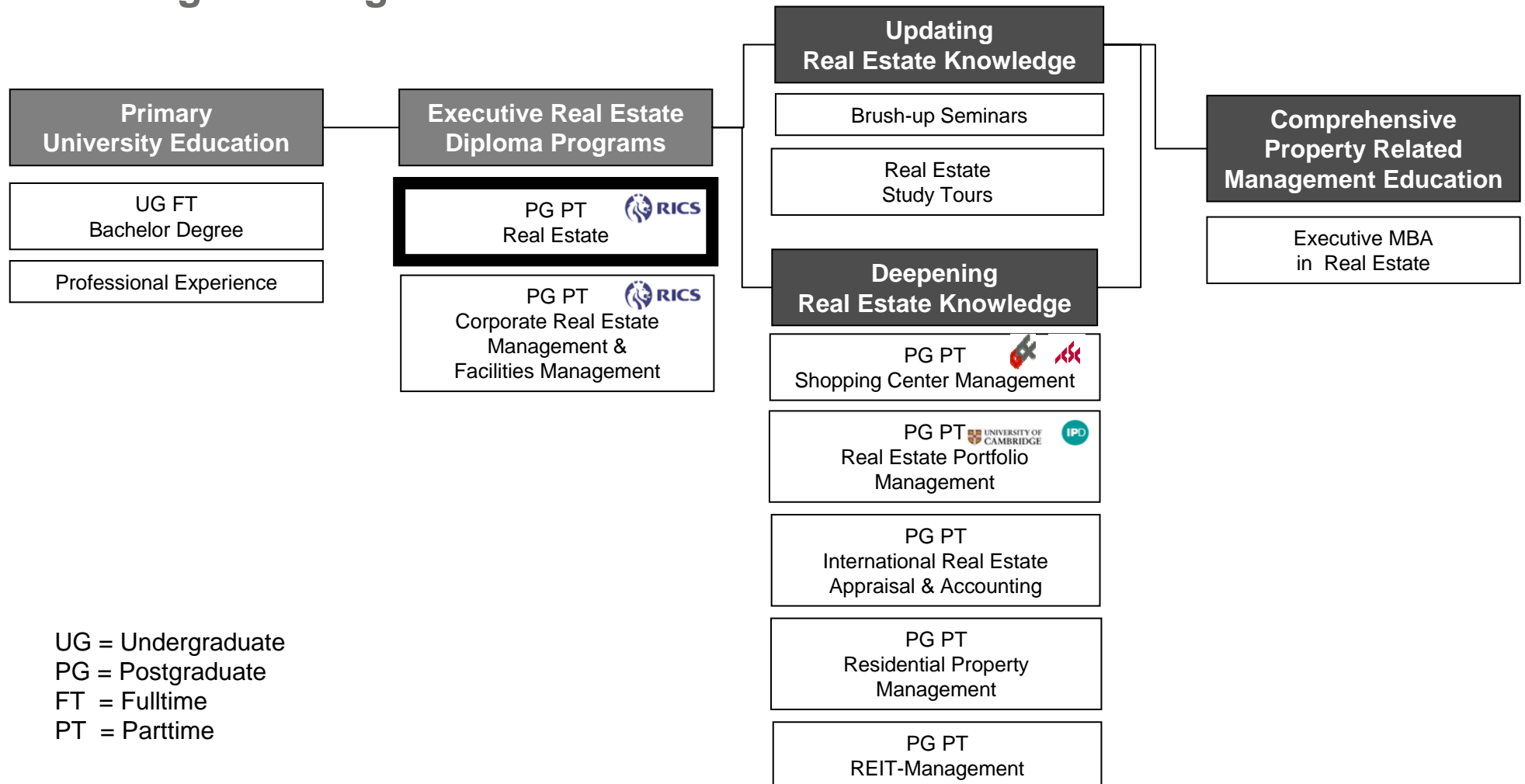
13th Pacific Rim Real Estate Society Conference, Fremantle, January 21-24, 2007

Contents

Introduction

1. Characteristics of the PGC Real Estate
2. Structure of the Empirical Survey
3. Role of Employers
4. Expectations of the Participants
5. Experiences of the Graduates
6. Trends in Executive Education

Life Long Learning



UG = Undergraduate
PG = Postgraduate
FT = Fulltime
PT = Parttime

1 Characteristics of the PGC Real Estate

PGC Real Estate

Duration:	61 Days in 15 Months (2 Block-Phases, 20 Weekend-Phases), Part Time Study
Structure:	8 Modules
Place:	2007: Rheingau, Berlin, Munich, Essen
1st Module	Principles of Business Administration
2nd Module	Principles of (Real Estate) Law
3rd Module	Real Estate Development and Urban Planning
4th Module	Construction Project Management
5th Module	Real Estate Appraisal and Investment Analysis
6th Module	Strategic Real Estate Management
7th Module	Commercial Real Estate
8th Module	Residential Real Estate

The successful graduates hold the degree Immobilienökonom (**IREBS**).
The program is accredited by The Royal Institution of Chartered Surveyors (RICS).

Curricular Principles of Executive Real Estate Education

The executive programs are part time and designed to provide practical, efficient, interdisciplinary and internationally-oriented training at university level.

- **Practical** - Practically-oriented course topics and the participation of industry experts as lecturers.
- **Interdisciplinary** - Instruction in the fields of business administration, economics, law, urban planning, architecture and engineering.
- **Efficient** - Use of small groups, intensive teaching, adult training methodology and regular testing.
- **International** - Instruction by foreign experts and analysis of international problems.
- **University level** - Solid theoretical basis and instruction by university lecturers.

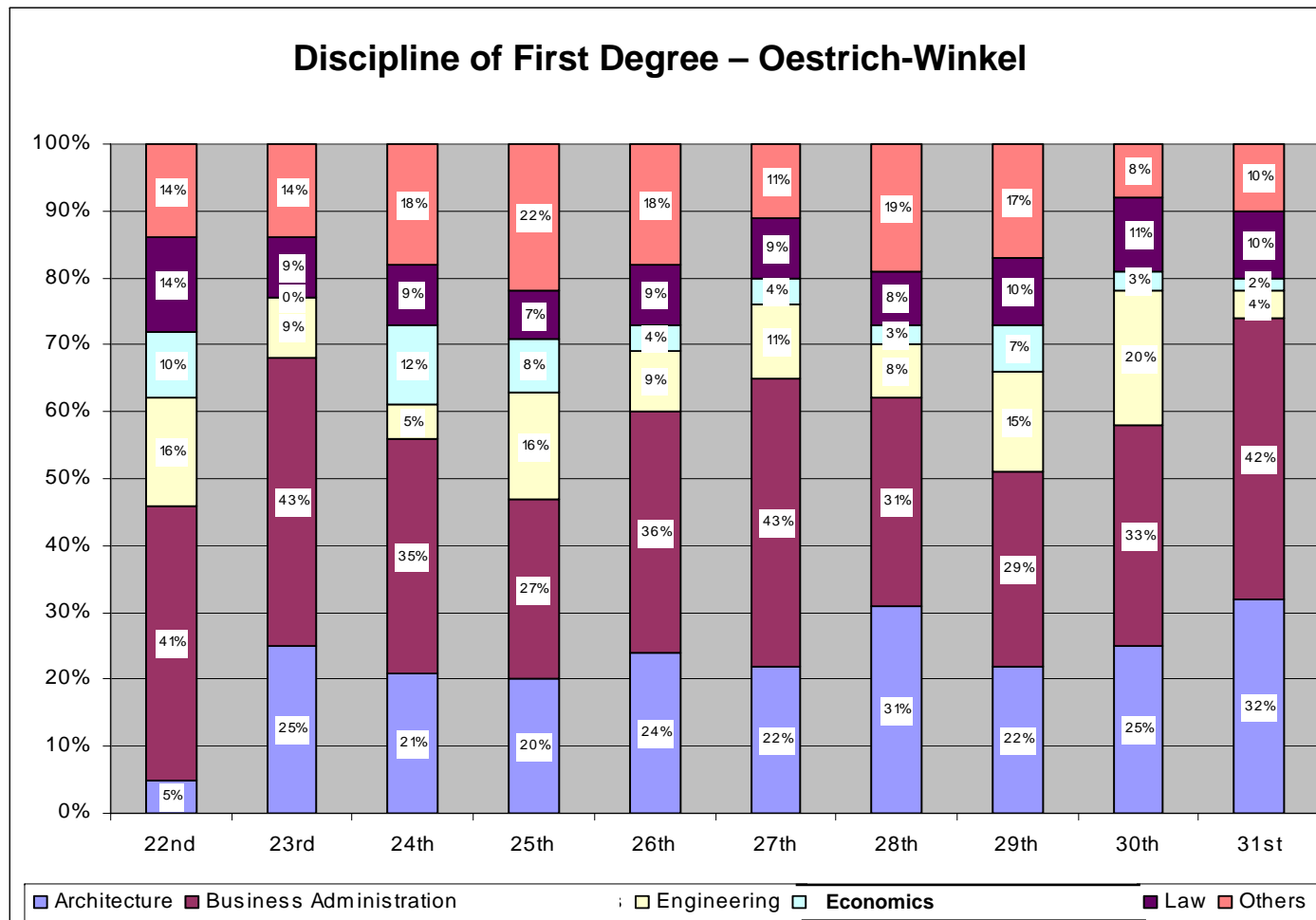
1 Characteristics of the PGC Real Estate

Four Locations



1 Characteristics of the PGC Real Estate

PGC Real Estate - Discipline of First Degree

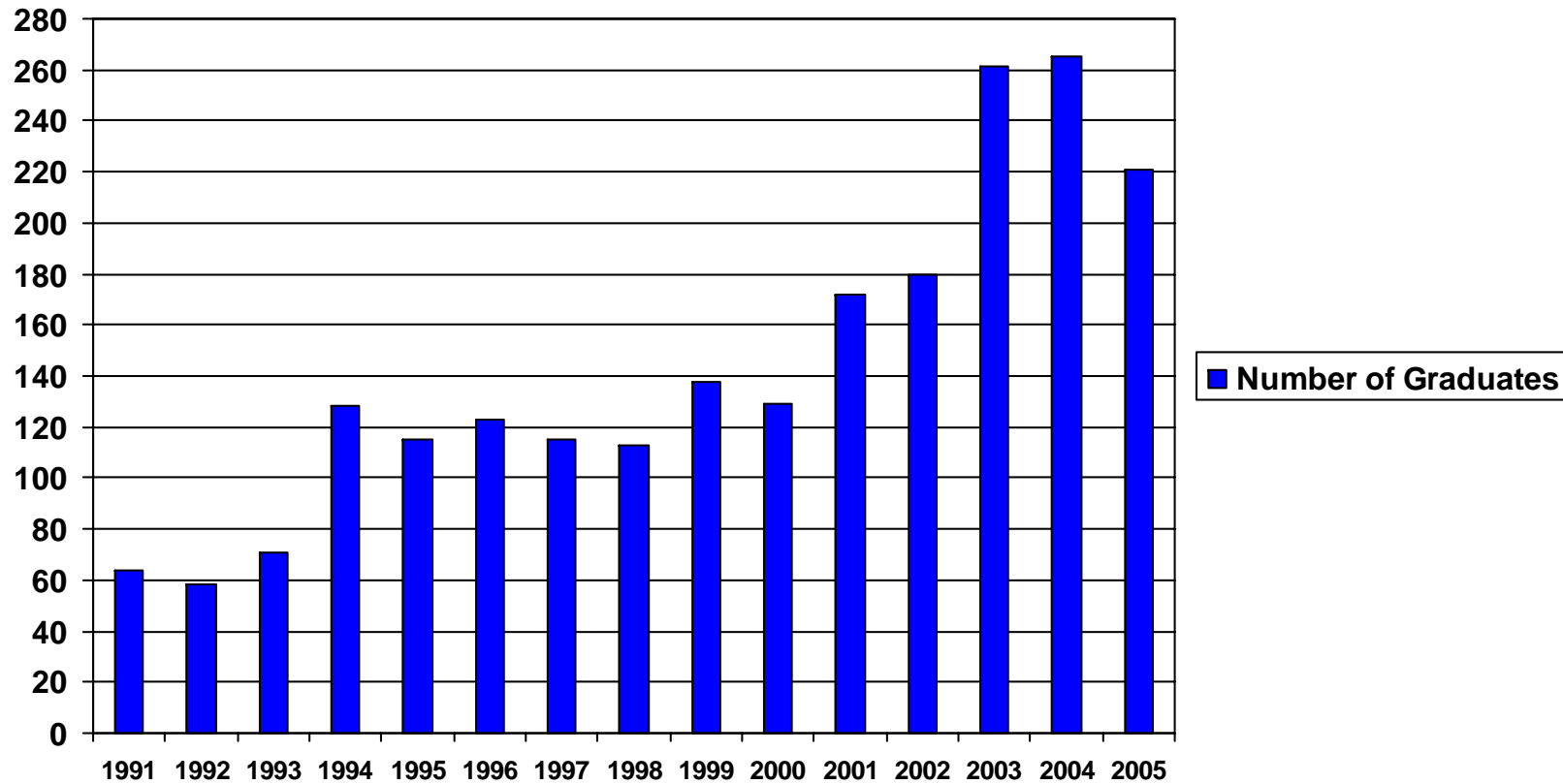


1 Characteristics of the PGC Real Estate

PGC Real Estate - Professional Experience in Real Estate



Graduates of the PGC Real Estate



Sum: 2153 Graduates

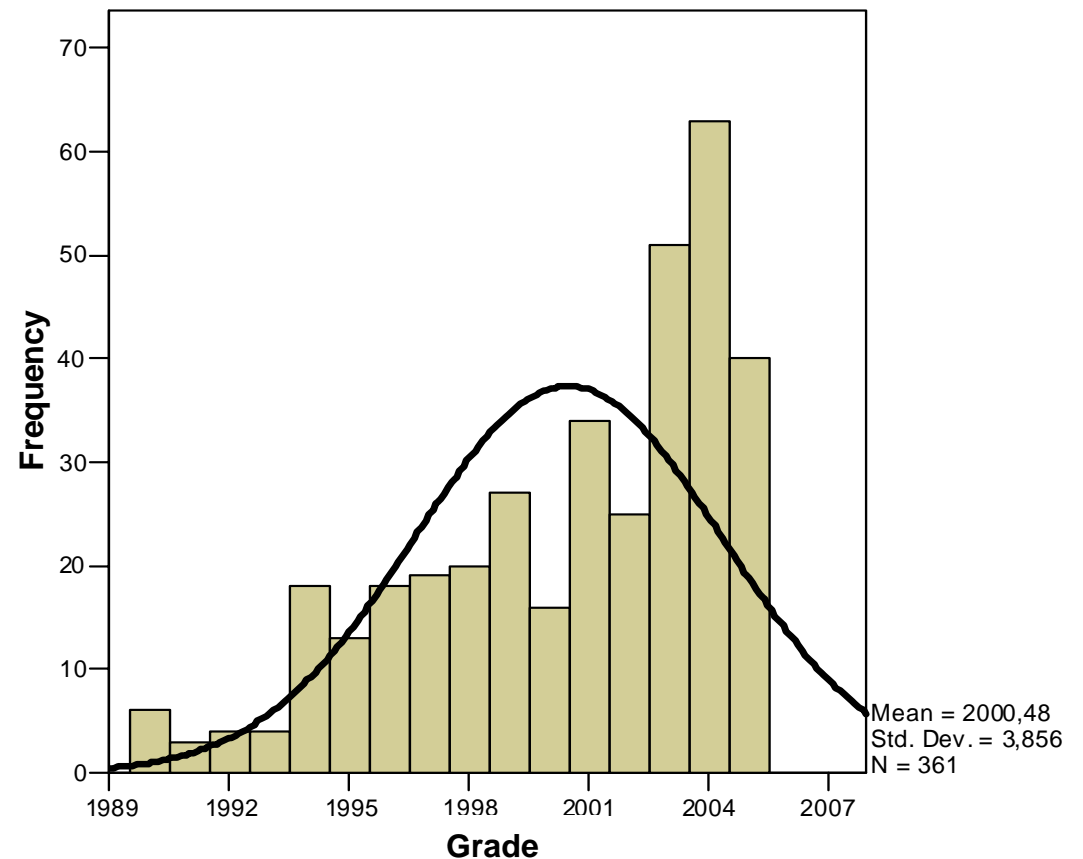
2 Structure of the Empirical Survey

2 Structure of the Empirical Survey

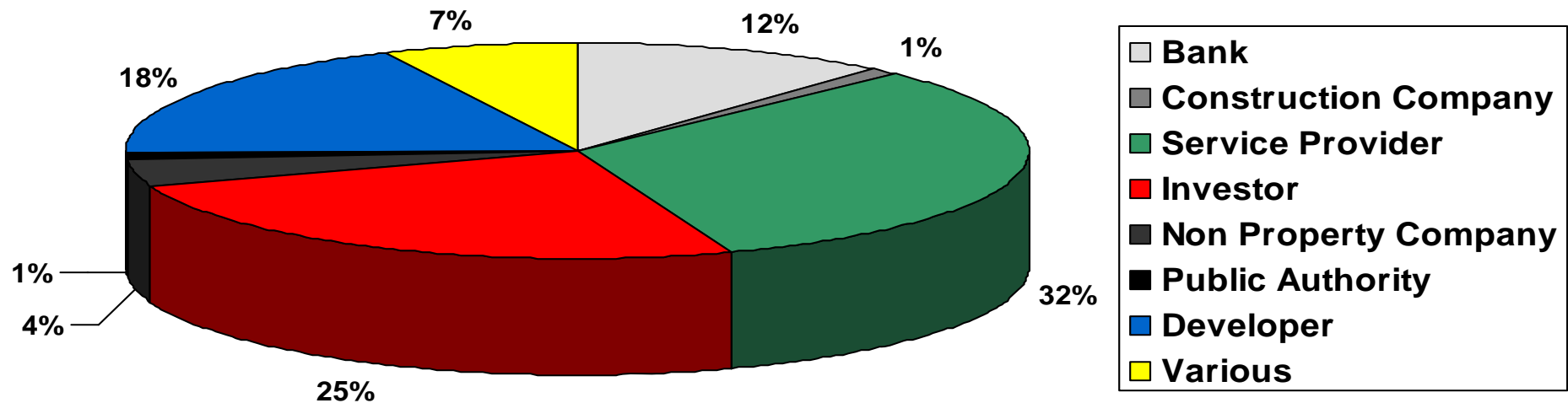
Empirical Survey

- Questionnaire sent to all graduates of the PGC Real Estate who joined the alumni organisation **IMMOEBS**
- Feedback: 397 completed forms (= 29 %)

Histogram



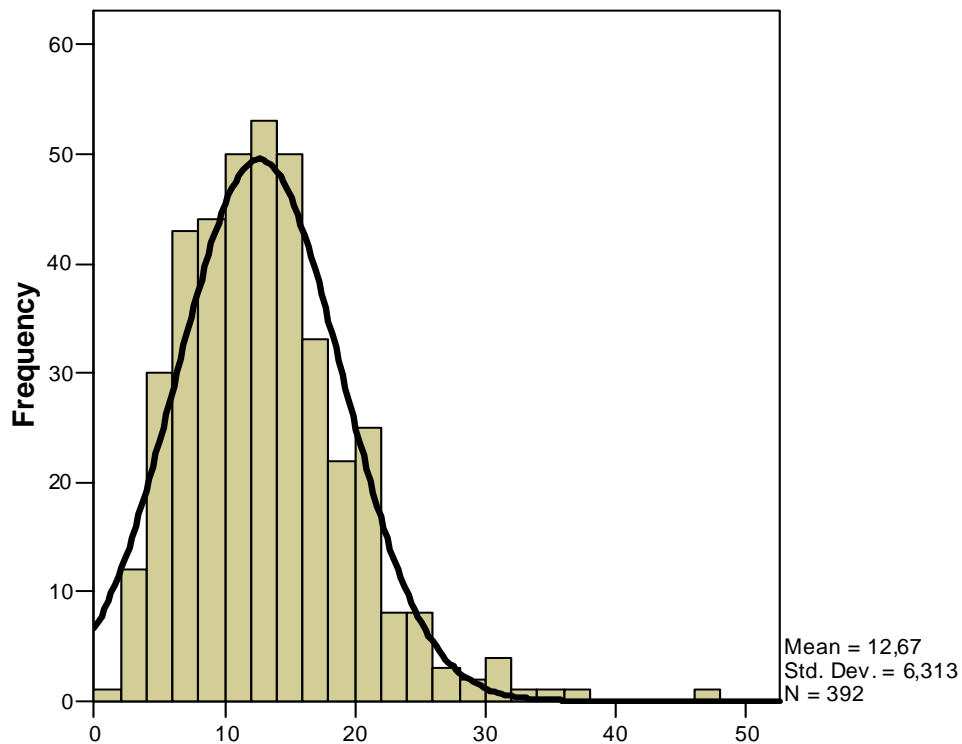
Industry Classification of Respondents



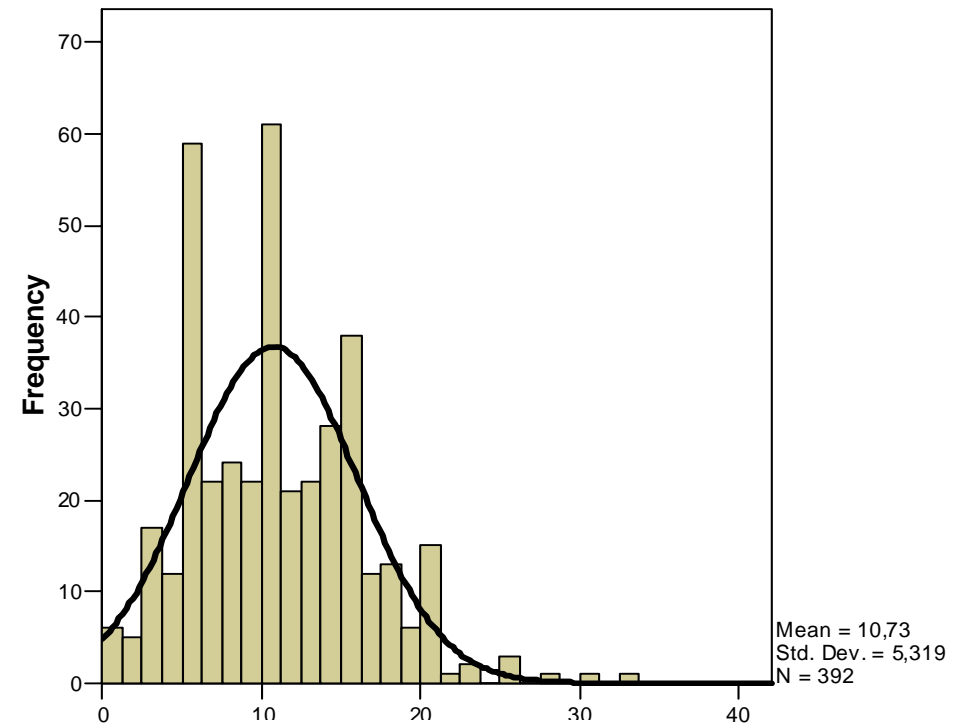
→ Respondents come from all sectors of the real estate industry.

Professional Experience of Respondents

Professional Experience



Professional Experience in Real Estate



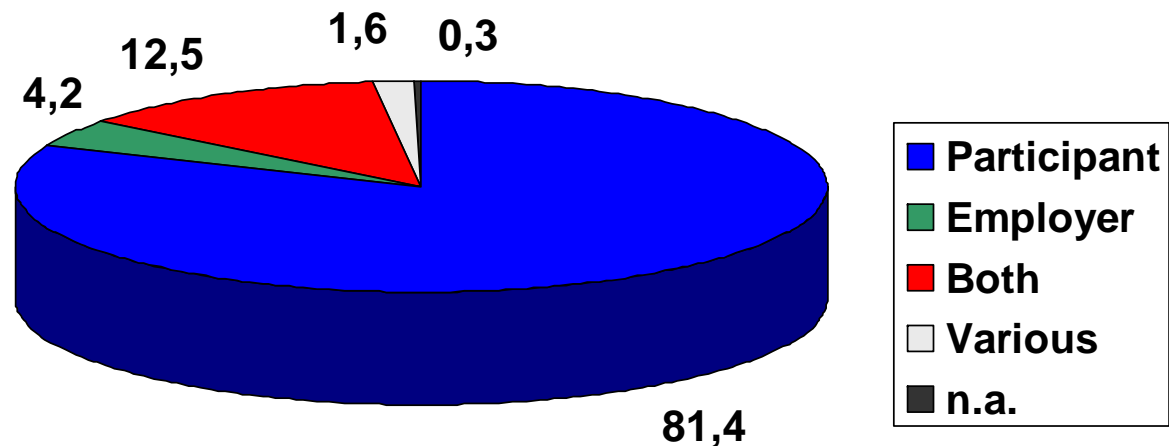
➔ Distinct peaks at 14 years of professional experience and 5 and 11 years of real estate experience.

3 Role of Employers

Motivation

Who did initiate the Participation in the PGC Real Estate?

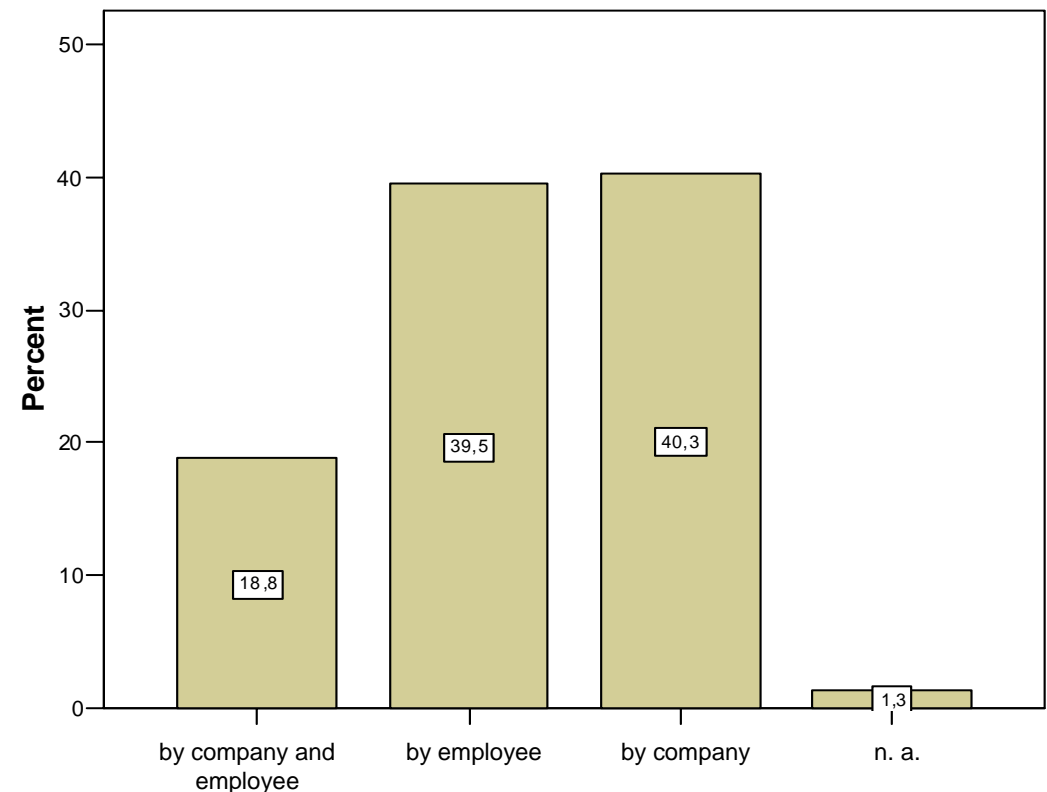
- Employers do not initiate PG education.
- Employees use PG education to increase their knowledge and their „market value“.



Financing of the Studies

- Participants in the Rhine-Main Area tend to receive financial support by their employee.
 - Participants in other locations (Berlin, Essen, Munich) tend to be self-pay participants.
- ➔ Time-series analysis: The younger the intake, the more participants pay the course or receive only partial financial support.

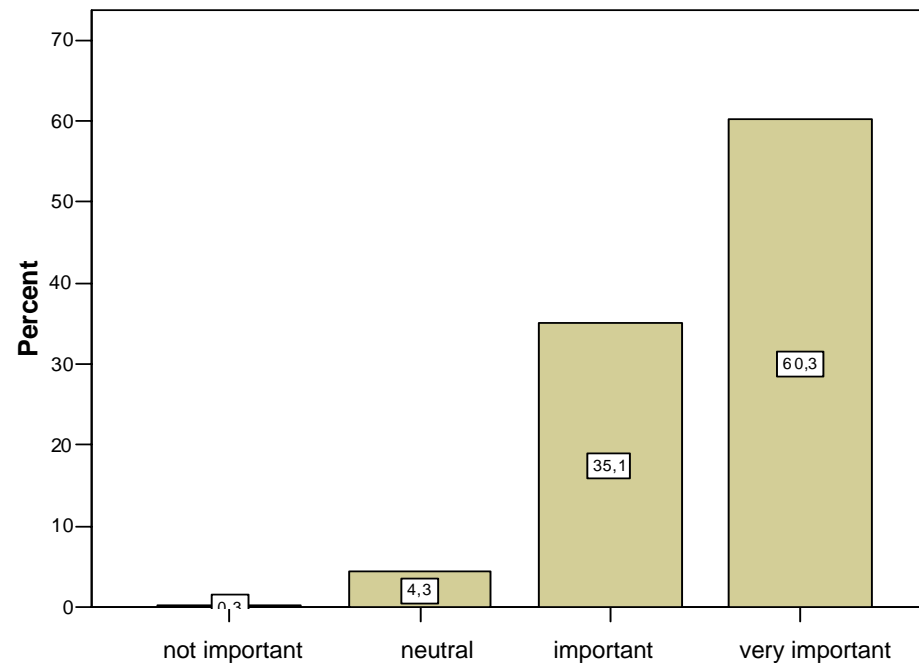
Financing of the Studies



4 Expectations of the Participants

Special Attention

**Expectation on PGC Real Estate - Comprehensive
Interdisciplinary Real Estate Knowledge**

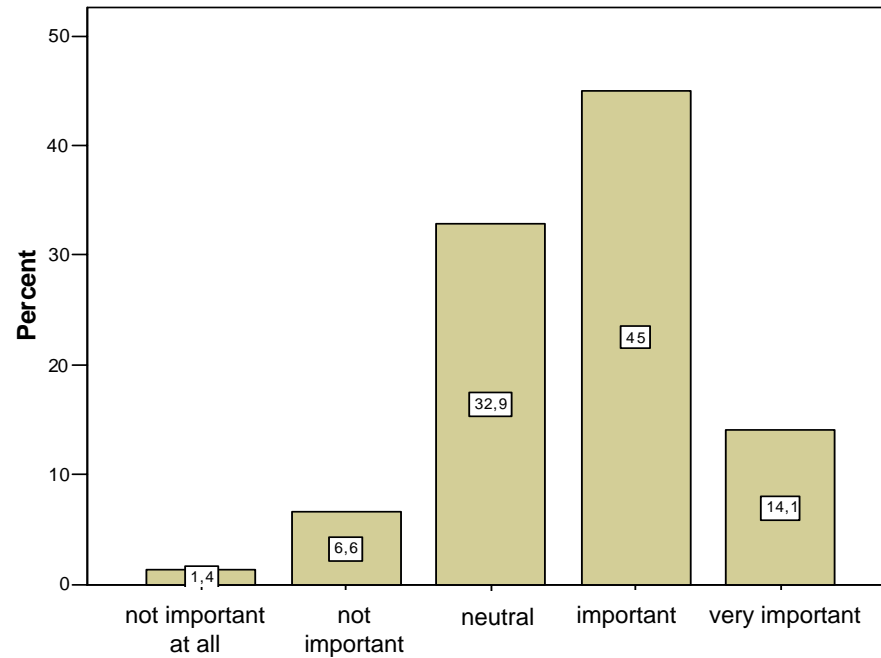


➔ Participants predominantly emphasize a broad knowledge of real estate!

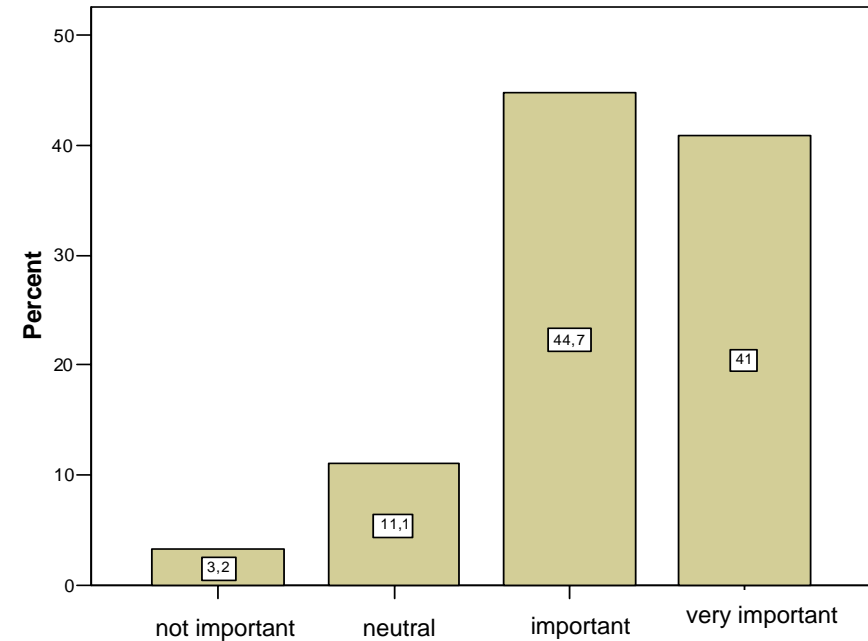
4 Expectations of the Participants

Special Attention

Expectation on PGC Real Estate - Knowledge Brush up



Expectation on PGC Real Estate - Networking

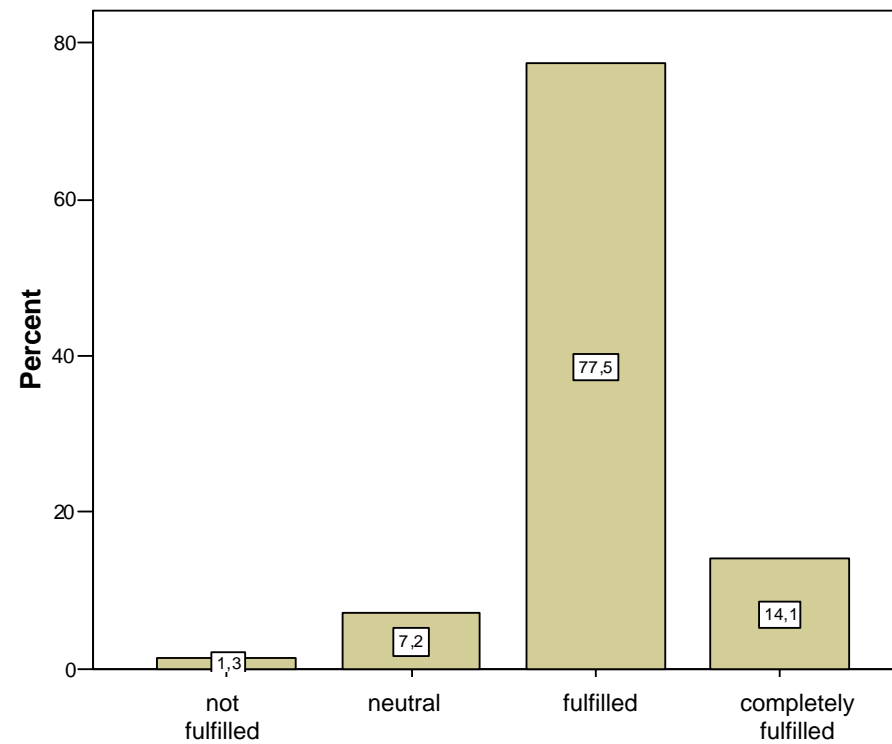


➔ Participants of the PGC Real Estate also want to refresh their knowledge and emphasize networking.

5 Experiences of the Graduates

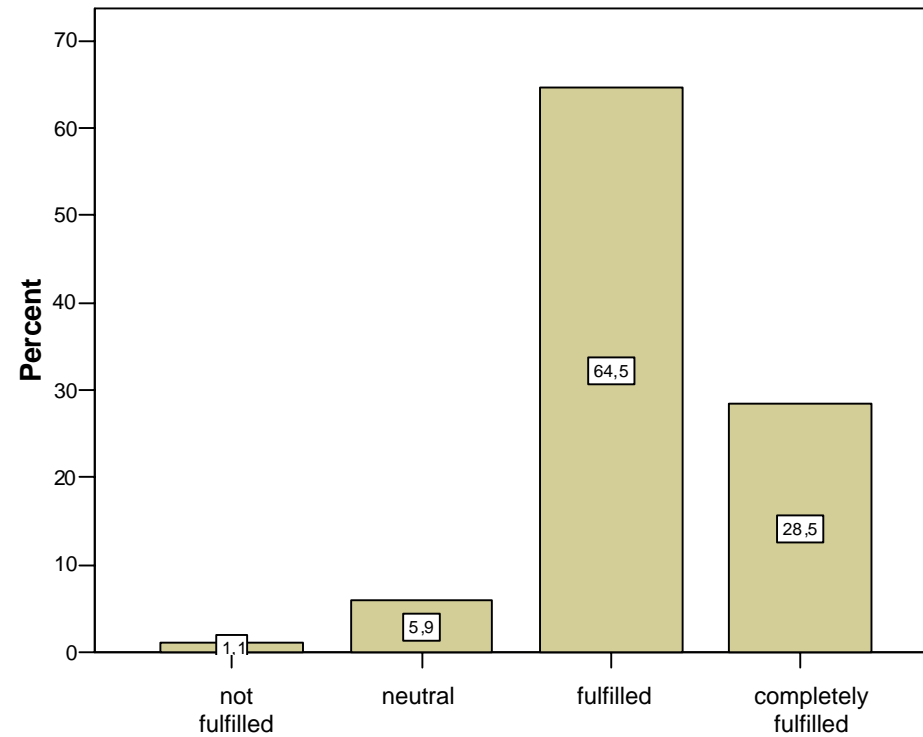
Overall Experience

Fulfillment of the Cumulative Expectations



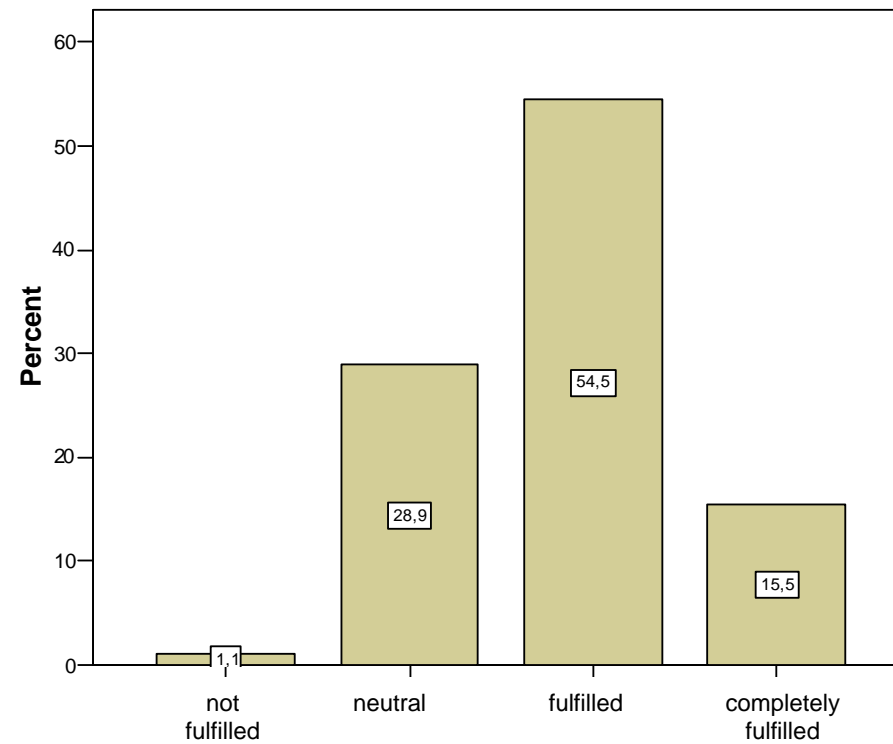
Special Attention

Fulfillment of Expectations on PGC Real Estate - Comprehensive Interdisciplinary Real Estate Knowledge



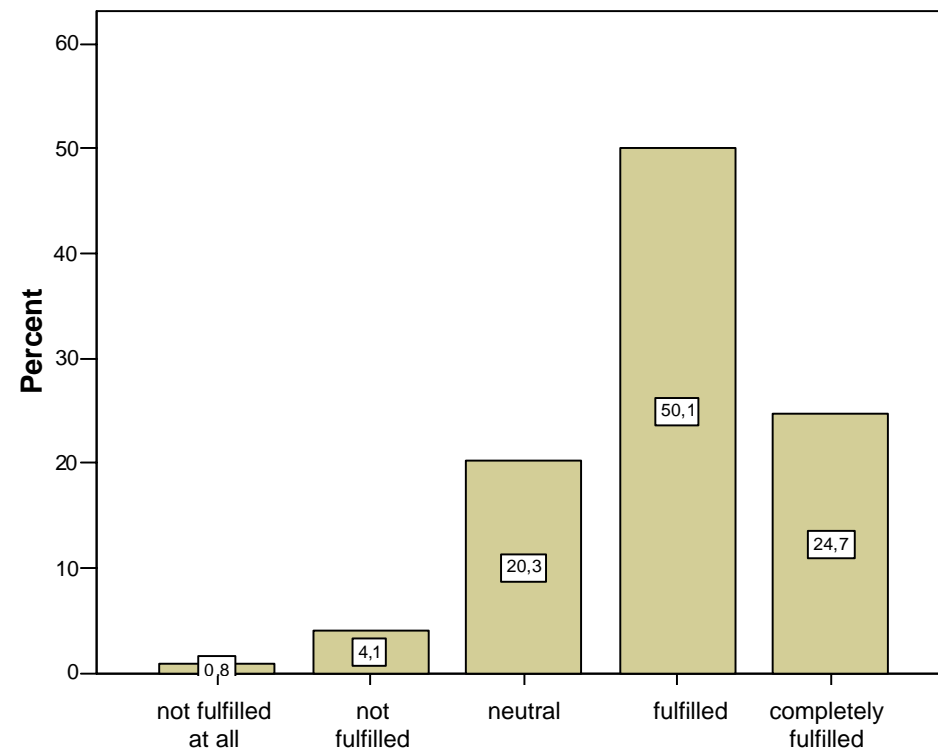
Special Attention

**Fulfillment of Expectations on PGC Real Estate -
Knowledge Brush up**



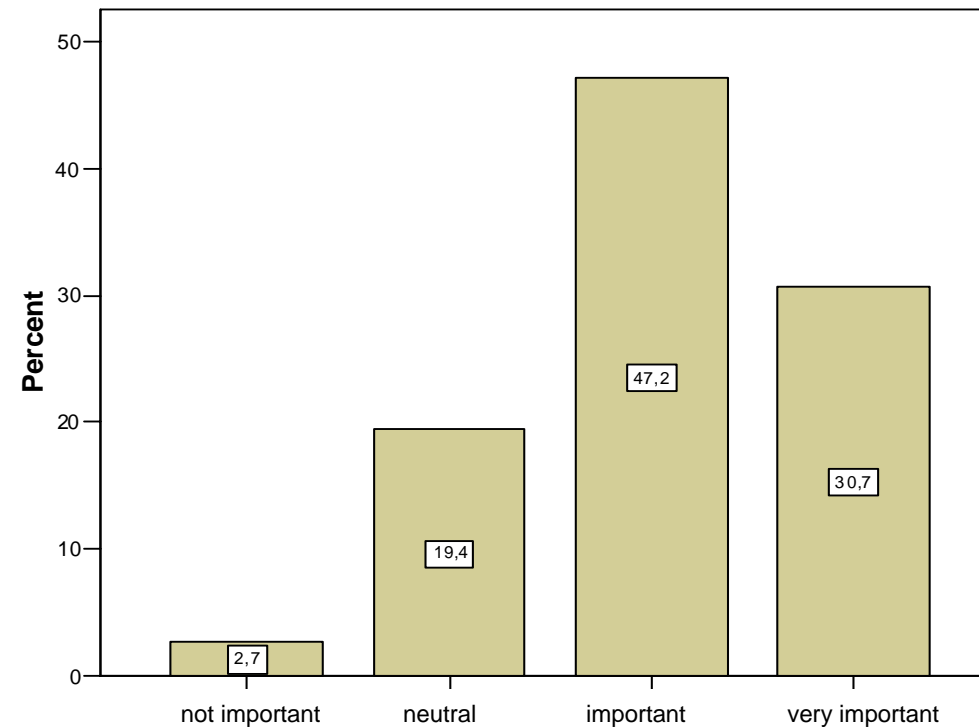
Special Attention

Fulfillment of Expectations on PGC Real Estate -
Networking



Overall Experience

Importance of the PGC Real Estate for a Career in the Real Estate Industry




➔ Around 80% off all participants regard the PGC Real Estate to be important, if not very important, for a career in the real estate industry

6 Trends in Post Graduate Education

Trends

- Employers tend to refuse financing executive education
- Students tend to be self-pay participants
- Internationality is becoming more and more important
- Life long learning and networking are essential
- Interdisciplinary approaches are still favoured



Questions & Answers