

Industry cooperation as a motivational factor

A student perspective





Disposition

- Background
- The study
- Some preliminary results



Background

Within the field of real estate education there is a broad consensus to align the education with the industry.

This to address two important features:

1. Industry relevant content and
2. Future work-life requirements

One way to ensure that a course has a clear connection to the industry and the students future work-life requirements is to involve guest-lectures from the industry.



Aim

This paper aims to investigate how lectures from industry representatives is perceived as a motivational factor by the students, in relation to perform better in their project work and in their written exam.



Reserach questions

- ◆ How do students perceive guest lecturers from the industry to motivate them to perform (better) in their project work?

- ◆ How do students perceive guest lecturers from the industry to help them in their understanding of the field in relation to the written exam?



Context

- ◆ Malmö university
- ◆ Undergraduate program of Real estate management
- ◆ Property development course (15 ECTS)

- ◆ 40 (50) students
- ◆ 5th semester



Context

- ◆ Property development (15 ECTS)
- ◆ Multidiscipline course

- ◆ Written exam
- ◆ Seminars
- ◆ Project work



Context

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Monday	Tuesday	Wednesday	Thursday	Friday
Lecture	Exercise		Supervision	
Guest lecture	Seminar			



Method

◆ Three sub studies

- One-minute paper
- Course evaluation
- Focus group interviews



One-minute paper

LECTURE/KEYWORD	UNDERSTANDING	INSPIRATION	APPLICATION
MARKET ANALYSIS	X		X
REAL ESTATE ECONOMICS AND DEVELOPMENT		X	
REAL ESTATE DEVELOPMENT PROJECT		X	X
REAL ESTATE INVESTMENT		X	
SOFTWARE FOR ANALYSIS	X		X
OFFICE MARKET AND LEASING PROCESS		X	
TRANSACTION AND MARKET VALUES	X	X	
SOFTWARE FOR CALCULATION			X

Students perception of guest lecture benefits



One-minute paper

◆ Understanding

The guest lecture really gave me the understanding of how the transaction market is functioning.

◆ Inspiration

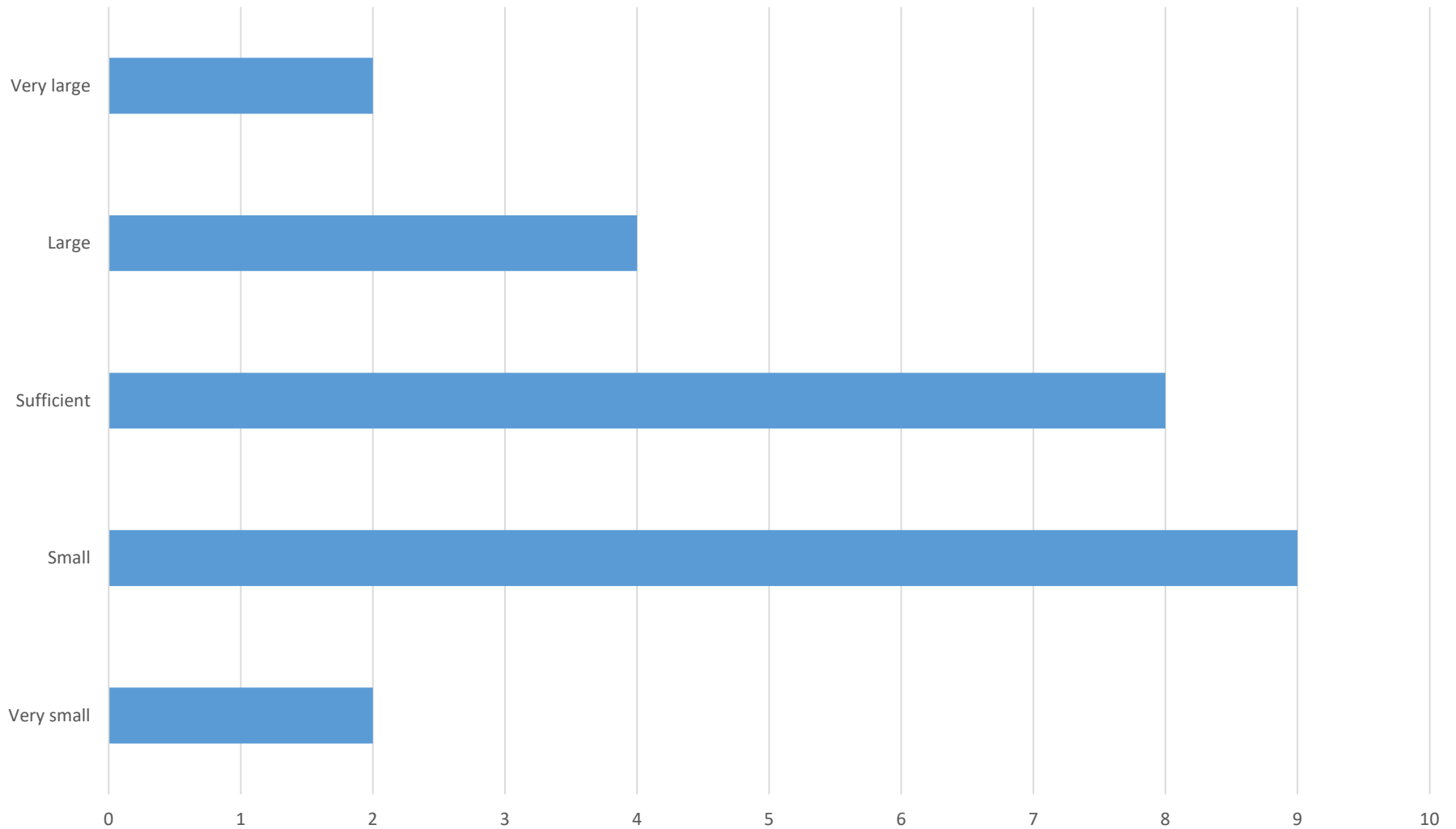
The way she, the guest lecture, portrayed her work day and the different task that she performs inspires me to work in leasing.

◆ Application

The lecturer gave us an insight in how his company use the market analysis and what parameters and factors they take in account, something that will come in great use for us in our project work now when we are to conduct a market analysis.



Course evaluation



To what extent did the guest lectures help you achieve the learning goals?



Conclusion

- ◆ Not a motivational factor to perform (in the course)
- ◆ Inspiring for future work-life

Thank you



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