10th ERES Education Seminar

“Real Estate Education and Digital Generation: The Challenge of Introducing New Media in the Classroom”

Department of Architecture, University of Ferrara
Ferrara, Italy, 5th and 6th December 2014

Program

Friday 5th December 2014 – Palazzo Tassoni, Via Della Ghiara 36: First Floor

10.30 – 10.45  Registration
10.45 – 11.00  Welcome and Seminar Overview
11.00 – 13.00  Introductions

VINCENZO BENTIVEGNA – University of Florence, Siev - Italian Real Estate Appraisal Society

“Where it all started: the 1988/89 European Master Course in Urban Planning and Real Estate Markets at Corep - Politecnico di Torino”

GASTONE AVE – University of Ferrara

“Post-graduate programs in Milan and Rics experiences”

MARZIA MORENA – President of Rics Italy, Polytechnic of Milan

“Communication in Real Estate”

PAOLA LUNGHINI – Editor in Chief of Economia Immobiliare and www.internews.biz, Past President ERES

13.00 – 14.00 Lunch

14.00 – 16.00 - First session: Real Estate Education & Technologies

Chair: LAURA GABRIELLI
University of Ferrara, Italy
laura.gabrielli@unife.it

Paper 1: “Methodological issues in case-study approach in evaluation and survey”

Author: MARTA BERNI
University of Florence, Italy
e-mail: marta.berni@unifi.it
Paper 2: “Access to Distributed Learning Materials via Tablets”
Author: BOB MARTENS
Vienna University of Technology, Austria
e-mail: b.martens@tuwien.ac.at

Paper 3: “Digital evolution. RICS Online Academy a joint initiative in continental Europe”
Author: KRISTIN BAMMEL
RICS, Germany
e-mail: KBammel@rics.org

Paper 4: “WebGIS technologies in the representation of the semantic chains of real estate markets”
Authors: S. GIUFFRIDA, G. FERLUGA, F. GAGLIANO, M. ROSA TROVATO, A. VALENTI
University of Catania, Italy
e-mail: sgiuffrida@dica.unict.it (contact author)

Paper 5: “The role of MOOC’s in housing and real estate lectures”
Author: PALOMA TALTAVULL
University of Alicante, Spain
e-mail: paloma@ua.es

16.00 – 16.30 Coffee Break

16.30 – 18.30 Second Session: Changes in Real Estate Education
Chair: HILDE REMOY
Delft University of Technology, The Netherlands
h.t.remo@tudelft.nl

Paper 1: “Educating Digital Native”
Authors: MICHAEL REHM, DEBORAH LEVY AND OLGA FILIPPOVA
The University of Auckland, New Zealand
e-mail: d.levy@auckland.ac.nz (contact author)

Paper 2: “What Do Students Need To Know About Property? What Do Textbooks Actually Teach About Property”
Author: STEPHEN ROULAC
Roulac Global, LLC, California, USA
e-mail: sroulac@roulacglobal.com

Author: SERGIO COPIELLO
Iuav University, Venice, Italy
e-mail: sergio.copiello@iuav.it
Paper 4: “Finance in real estate education: example from the emerging market perspective”

Author: KEREM YAVUZ ARSLANLI
Istanbul Technical University, Turkey
e-mail: arslanli@itu.edu.tr

Paper 5: “The role of projects economic evaluation research in a Ph.D. Course focused in regional planning and public policy”

Author: PIETRO BONIFACI
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19.30 – 22.30 - Dinner (Castle of Ferrara)

Saturday 6th December 2014 – Palazzo Tassoni: First Floor

9.15 – 10.30 Panel Session: Real Estate Education 2.0: International experiences

Panelists: Paloma Taltavull
University of Alicante, Spain
e-mail: paloma@ua.es

Stephen Roulac
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Eamonn D’Arcy
University of Reading, UK
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Deborah Levy
The University of Auckland, New Zealand
e-mail: d.levy@auckland.ac.nz

10.30 – 10.45 Coffee break

10.45 – 12.00 Panel Session: Technologies in the classroom: the good and the bad

Panelists: Kerem Yavuz Arslanli
Istanbul Technical University, Turkey
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Hilde Remoy
Delft University of Technology, The Netherlands
e-mail: h.t.remoy@tudelft.nl

Bob Martens
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Kristin Bammel
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12.00 Conclusions