



10th ERES Education Seminar

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“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
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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
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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
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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

Paper 3: **“From Real Estate Appraisal to Economic and Financial Evaluation of Projects: the experience of Architecture Faculties”**

Author: **SERGIO COPIELLO**
Iuav University, Venice, Italy
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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**
Iuav University, Venice, Italy
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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
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Stephen Roulac
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Eamonn D’Arcy
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Deborah Levy
The University of Auckland, New Zealand
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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
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Bob Martens
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RICS, Germany
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12.00 Conclusions
