



Aalto University
School of Engineering

International collaboration in education – Case: The European Real Estate Challenge

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ERES Education Seminar

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Content

- Background and History
- What is it all about?
- Student experiences
- Summary



European Challenge – Background



Background

- Organised for the 1st time in 2003
- Originally funded by EU, Supported by RICS UK
- Each year:
 - some 10 – 12 universities (Europe + US)
 - 60 – 70 students
 - 8 – 10 allocated cities
- Two-week intensive learning for students

Relocation related courses in Aalto

European Challenge

- International group work
- Ca. 5-6 students / year



Corporate Real Estate Management

- Lectures
- Course work
- Similar group work exercise as in EREC, ca. 50 students / year



European Challenge



- Designed to examine a number of issues connected with the **matching of corporate requirements to real estate options** and locations throughout Europe
- **Case study based:** Relocation
- Involves **role playing** ("Client" and "Consultants")
- Explores the many links between business organisations ,their strategic management and real estate

European Challenge



Enables students to:

- work and connect with other real estate students, tutors and professionals across Europe
- be more capable of effective and efficient team work and develop intercultural communication skills by working in multi-national teams
- be able to more effectively investigate and analyze professional and academic issues related to corporate property, workplace management and relocation decisions
- familiarize themselves with real estate markets of major European cities
- to have a good time with other real estate students

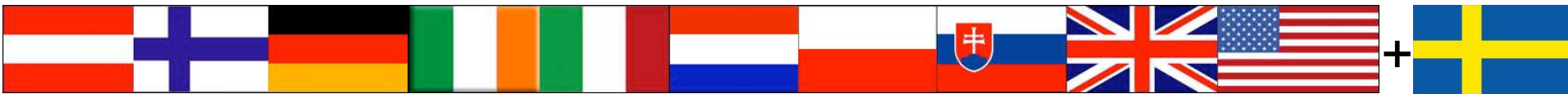
Collaboration

- *Between Countries*
- *Between Universities*
- *Between Professional Bodies*
- *Between Academics, Students, and Practitioners*



Participant universities in 2013

- FH Kufstein Tirol, Kufstein, Austria
- Aalto University, Helsinki, Finland
- Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen, Nürtingen, Germany
- Hochschule 21, Hamburg, Germany
- Dublin Institute of Technology, Dublin, Ireland
- Politecnico di Milano, Milan, Italy
- The Hanzehogeschool, Groningen, The Netherlands
- Chalmers University of Technology, Gothenburg, Sweden
- Slovak University of Technology, Bratislava, Slovakia
- Kingston University, London, United Kingdom
- John Hopkins, The United States



European Challenge – 4 stages



STAGE 1: Pre-challenge in home country
~1 month

STAGE 2: Preparation of Strategic Brief (Hamburg)
~4 days



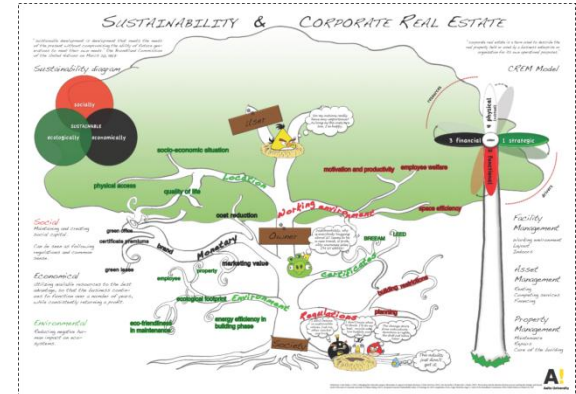
STAGE 3: Visits to allocated cities and their occupier markets
~4 days



STAGE 4: Final presentations to the "client" board (Hamburg)
~3 days

Stage 1: Pre-Challenge

- Theme 2013:
Re-generation
- Students to produce a poster and a briefing document in their home country
- Learnings are shared when in Hamburg



2012 Student poster



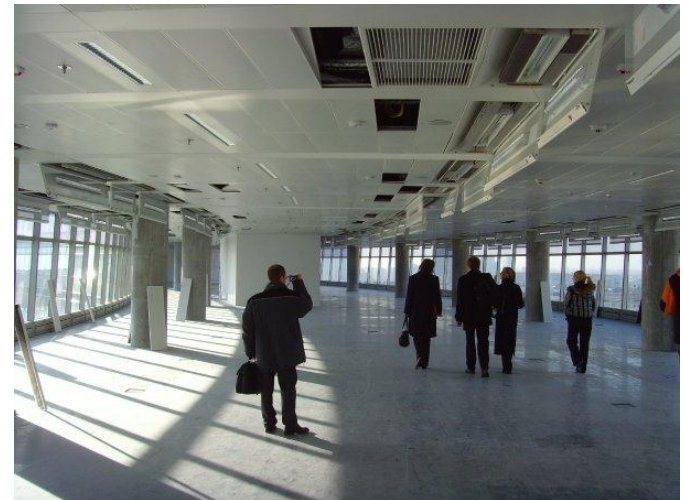
Stage 2: Strategic Brief

- In Hamburg, students to analyze the "Client" demand, and produce a **Strategic Brief**:
- Examines the organisational ***demands, culture and working practices*** to determine appropriate **criteria for building selection**.
- The students will be expected to produce a detailed **space budget** and **adjacency chart plus a stacking analysis** to support their schedule of corporate requirements.



Stage 3: City visits

- Each group is allocated a different city
- Support from city tutors and local contacts
- The students to find:
 - suitable premises / procurement options to satisfy the demands of their corporate client and expressed in the strategic brief produced



Target cities in 2013



Stage 4: Final presentations

Back in Hamburg, Students to:

- Make a **presentation** to the Board of Directors of the Client to try and persuade them why solution is the optimum location for their relocated HQ operation
- Demonstrate the “match” between the demands of the organisation and the “supply” (*City, location and the building itself*)



Student Experiences:

*"Thanks for **a trip of a lifetime**. I had a good ride, seat belt unfastened, with quite a speed and that was even more than I expected. It really was a course for life, not for a specific expertise. I'd definitely recommend everyone to take the course and prepare for **a unique experience!!**"*

-Participant, European Challenge 2012

*"The course was an awesome combination of action, learning, **internationalization** and theory. The presentations and material prepared as the result of group working (which was challenging from time to time), and the feedback received, made me only try and work even harder. Thus, I feel that **I really learned a lot during the course**. In addition, I received a lot of new European friends and saw two European cities "through the eyes of a real estate professional."*

-Participant, European Challenge 2011

*"**One of the most interesting courses** offered by our study program has definitely been the European Challenge. During the course, the definition of group working gets a new meaning as all **group members have different background, ways of working and culture**. Thus, the working is sometimes challenging but also really rewarding. There is a balance between work and free time; the unofficial motto on the course was **"Work hard, play hard"**. I can truly recommend the course for everybody who are looking for an advanced course to complement their studies of real estate management and who seek for practical hands-on content. As a nice bonus, you will also have the opportunity to see a little bit of Europe during your studies."*

-Participant, European Challenge 2010



European Challenge 2008 – own experiences



Warsaw, 2008



Berlin, 2008

Summary:

- Ten-year history
- Uses “Challenge” and problem based learning
- Encourages students to international collaboration and networking
- Provides opportunities for University networking
- Has received good feedback from the students

References:

- 'Nunnington, N. and Eilander, H., 2005. "The European Challenge", *CEBE Transactions, Vol. 2, Issue 1, pp 44-63*
- Nunnington, N., 2008. "The Use of 'Challenges' to Drive Autonomy, Employability and Student Engagement: A Journey through and Evaluation of a Challenge Based Project" *CEBE Transactions, Vol. 5, Issue 2, pp 40-75 (36)*
- Ciaramella, A., 2011 "Business games and the exchange of experience in a real estate programme", Presentation in RICS European Education Forum Munich, 7.10.2011
- LinkedIn and Facebook groups
- http://www.linkedin.com/groups?home=&gid=2651898&trk=anet_ug_hm&goback=.anp_2651898_1354354186697_1 (247 members)
- <https://www.facebook.com/groups/ERECmembers/> (61 members)