

A Study on Professional Training of the Real Estate in the View of Industry-University Cooperation*

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Abstract

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Real estate professional talents are important for the development of real estate industry and necessary for cultivation research of specialized personnel of the real estate. In this paper, the development of the real estate industry and the demand of professional, education characteristics and professional characteristics of the real estate major in the view of industry university cooperation were analysed the innovation of training model of real estate professional from culture method, curriculum and semester setting was put forward.

Key Words : real estate, talent training, innovation, industry-university cooperation

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I . Introduction

Real estate industry is a sunrise industry produced under China market economy system. With the deepening of China's housing system reform and the maturity of the real estate market, housing consumption has entered into numerous households. "The real estate industry is an important pillar industry and a hot spot of consumption in China at present. It is necessary to firmly resolve the outstanding problems in development, while unswervingly promoting its stable development." (Wen Jia bao, 2004). At present, the windfall profit of Chinese real estate has already gone for ever, while meager profit coming. As the competition in real estate industry becomes more and more intense, it superficially is the price volatility, but I believe that essentially it is enterprises talent competition.

It is necessary to study on professional training model of the real estate to meet the demand of professional talents with the rapid development of the real estate industry. What kinds of professional are needed by real estate industry? How train? I would like to discuss in the following aspects.

II. Surveys

1. Real estate Industry development and talent demand

In recent years, the real estate industry has gradually become Chinese pillar industry. As a major investment hot spot, real estate investment is gradually accepted by the public in China, which becoming a popular investment. While investment in real estate is high professional, investors must rely on expert advice to avoid major losses. So the general public and investors greatly need investment advisers of real estate.

In order to ensure the sustainable development of real estate industry, the central government successively promulgated a series of polices on the macroeconomic control to the real estate market, which more and more standardized. Therefore, enterprises financing, development, marketing and

management competition will be aggravated day by day in the further. To the healthy development of the real estate enterprises, it only relies on strength, talents and management. The upgrading of the real estate market has accelerated the demand of professional talents from the “relationship” to “professional services”, while the demand of professional talents and managerial talents will become more and more urgent.

In short, from the long term economic development, the demand of real estate talents are great and wide by government, financial institution (including commercial banks, investment banks, bond company, fund management company, investment management company and property insurance company, etc.), real estate investment and development company, property management company, asset management company and real estate agency (including the real estate assessment institution, agency, investment consultant company, information company, property insurance company, architecture firm, accounting firm, and law firms, etc.). Now a common problem faced real estate is the lack of professional talents, especially the compound talents familiar with each link from land expropriation, development, negotiations, financing, planning to building, marketing and management, who has the ability to operate the whole building groups, or to assume a functional department and project.

2. The professional characteristics of real estate

The highly competitive real estate market puts forward higher requirements for the real estate professionals. Generally speaking, real estate professionals have the following characteristics.

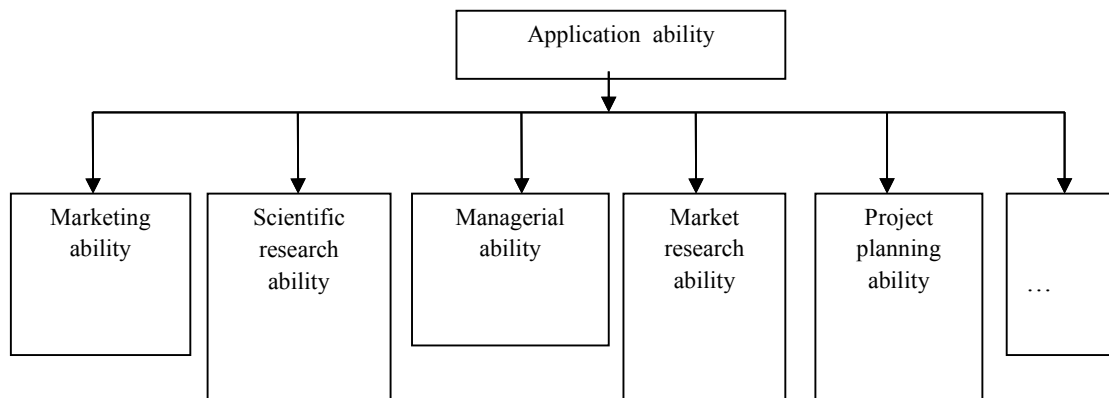
1) Compound

The real estate major is a new cross discipline, including real estate development, leasing, trading and other business activities - and real estate agent/intermediaries, assessment consulting, property management and real estate finance etc, which require students to master both economics and management basic theory, also to have basic knowledge of civil engineering technology; both to know the equipment and technology involving in real estate management and to

be familiar with real estate policies, regulations and the soft environment progress. The three subjects are combined by the real estate to train high quality compound talents adapting to the real estate development, management and valuation and other practical work and the corresponding teaching and research work.

2) Application

The trained talents of real estate major mainly engage in the practical work in real estate companies, with the greater practicality, familiar with the planning and design, understanding the budget, mastering Chinese real estate policies and regulations, real estate economy and management practice, and having comprehensive coordination.



3) Uniqueness

The setting of real estate major is the demand of the development of real estate industry, which is for real estate corporations to strengthen management and to improve the quality of real estate staff. It services for real estate industry to train high quality applied talents, which following the disciplinarian of the development of real estate industry. The related research material indicated that real estate had the periodicity, which change rule was prosperity adjustment recession recovery prosperity. Generally speaking, the periodicity of real estate is 7-10 years, Japan about 10 years, the Mainland of China 6-8 years and China's Taiwan region 7 years. Of course, it has a close relation with the periodicity of

national economy, which determining the general trend of real estate market. Therefore, it is necessary to grasp the uniqueness of real estate industry.

4) Necessity

Basis for setting real estate major is market research. From the large number of survey data, the market is demand of the talents and its demand large. Data showed that it is necessary and urgent to strengthen real estate personnel training. It is one of the important and arduous tasks to how to train qualified professionals, to improve the quality of train, and to promote training specification to provide high quality real estate professionals.

III. Results and Discussion

1. The education characteristics of real estate major

It is potential of real estate major produced for colleges and universities to adapt to the enterprises and social demand. Colleges and universities are the base and cradle for cultivating talents, which must play the role of the main channel. They should bear the construction of the personnel training system of real estate major, optimizing the training model and improving the training quality. Generally speaking, real estate major education has the following characteristics.

1) The cross disciplinary and extensive characteristics of subject

Real estate is an interdisciplinary field between the architectural environment, civil engineering and business administration, which mainly including real estate development, leasing, trading and other business activities, such as real estate agent/intermediaries, assessment consulting, property management and real estate finance etc.

2) The multi dependency of Curriculum

As the cross disciplinary of real estate subject, specialized courses can rely

on different institutions in colleges and universities, such as those of the United States relying on Business Administration College(or Business School) and Architecture and Urban planning College. Domestic major settings are mainly on engineering management major of Civil Construction College, business administration major of Business Administration College (or Management School), resources environment and management of city village planning of Land Resources Administration College and talent training of the real estate direction under public management major of Public administration College.

3) The hierarchy of education

The types of professional talents are multi level, as the complexity of real estate industry and intercross of real estate subject. There are undergraduate education, master, Ph.d. and continuing education of real estate direction in foreign and domestic education, while specialist, undergraduate, master, Ph.d. and training courses to train multi level real estate talents in China.

4) The universality of continuing education

One characteristic of real estate education is the gradual increase of adult education in real estate major. In foreign continuing education, degree courses are set up in many colleges such as New York University (its real estate department located in Continuing Education Institute), in addition to short term training courses in related society and the association, while they were also set up in several domestic first class university such as Tsinghua University, Tongji University, Beijing University and Fudan University etc cooperating with foreign universities to culture senior management personnel of real estate. In some regions, especially in Beijing, Guangzhou and other places, various training classes were set up for the demand of the professional technical of real estate.

2. The innovation training model of real estate professionals

It should treat the training of application ability and basic quality as a main body in real estate major, constructing teaching plan and basic theory for purpose.

The pertinence and application are emphasized in profession teaching, focusing on explaining conception and strengthening the application. At the same time students should have a certain ability to adapt for sustainable development. Therefore, it should be to strengthen industry university cooperation, make theory returned practice, and enhance it.

The real estate major was set up in Economic department of Hefei University in 1999, including two levels: undergraduate and subspecialty. Real estate management specialty (subspecialty) enrolled in September 1999, and added real estate level (undergraduate), subjected to economics specialty (undergraduate) in September 2005. Up to now, more than 300 students of real estate specialty have been cultured and there are 4 training base signed with real estate Co. and Real Estate Institute was established, which is the rudiment of training system of real estate professional talents and the development platform for the combination of production, learning and research. It has formed its own characteristics in training real estate professional talents.

1) Change the traditional training methods and combine the production with learning

The traditional professional training is mainly to impart theoretical knowledge, putting classroom teaching in a key role, which is difficult to adapt to the demand of professional talents under the situation of the market economy. Based on the above analysis, the training of real estate professional can not be cultured in accordance with the traditional model, but only to create educational model, combining the production with learning to culture high quality professional. On one hand, insisting on the importance of theoretical knowledge, it is different to train application ability without the theoretical knowledge, but not biases it and ignores practice. On the base of preliminarily grasping major circumscription and approximately understanding real estate major, students should go to real estate companies and real estate management institutions to cognitive training, with the doubt of textbooks, confusion of major to contact with the social, comprehend the majors and train the ability. On the other hand, entrepreneurs, managers and outstanding employees are retained to step into classroom to impart practice experience and analyze actual cases, which make student enhance perceptual

knowledge.

2) Change the traditional curriculum and set introduction curriculum

Students under traditional university education are fuzzy of professional knowledge and don't quite understand the curriculum, even initiative and enthusiastic to learn. Most students have an intuitive apprehension the real estate major only by the major names or simple major introduction before entering into universities. They learn basic courses, then professional courses, which are strange with professional learning in the stage of learning basic courses. Therefore it is necessary to change traditional education models, setting introduction curriculum of real estate major, advocating less class hours and multi courses and modular teaching, making students overall understand the real estate major and be rich professional knowledge. In the teaching, senior intellectuals with whole professional and enterprisers with actual experiential are retained to explain the application background, the current situation and the development trend of real estate major, analyze some vivid examples and solution, which stimulating student's interest and foreshadowing for professional learning, at the same time, making the guiding role for professional and professional basis courses learning.

3) Change traditional semester and add cognitive semester

Cognitive training is an important part of practice teaching, which requires students get to know the economic activities engaged by professional, perceptually know regular producing and managing activities, making the learning relation with practice. Cognitive training is also the base of other training. Therefore, it is necessary to change traditional semester, the traditional "eight semester" to "nine semester", adding a cognitive training semester on the base of shortening the traditional fourth and fifth semester, when students go to deeply into the real estate enterprises to get know the whole course of real estate business activities and the characteristics of real estate enterprises different from others, which lays a good foundation for learning professional knowledge. At the same time, it is to train students' interest in professional, which makes students passive to active and negative to positive, and foster the students' ability to apply theory to reality and strengthen students' ability of problem analysis and problem solving. It is also

make students realize the importance of learning professional knowledge well, the important position and role of real estate industry in socialist modernization construction. During the cognitive training, students can contact the broad masses of common socialist modernization constructor, learning the spirit of overcoming difficulties, seeking truth from facts and unselfish dedication.

IV. Conclusions

The healthy sustainable development of real estate industry needs the support of compound and applicable high quality professional talents of real estate. Professionals come from specialty training, in which we analyzed industry development, talent demand, and the education characteristics and talents characteristics of real estate major. The innovation training model of real estate professionals should be reformed from such aspects as training methods, curriculum setting and semester setting.

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