

The following is the response from the programme board to the conditions and recommendations of the external panel who met on the 27<sup>th</sup> of November 2018 for the review of the Level 6 Higher Certificate in Real Estate (Valuation, Sale and Management)

## 2.2 Conditions:

The evaluation panel requires that the Programme Development Team should take note of the following conditions and that a satisfactory response to those conditions shall be received before the validation is considered by Academic Council of the Institute.

1	Digital content should be addressed adequately: this may warrant the inclusion of a distinct module.
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### Digital Content

A review was performed to look at the use of ICT in the Estate Agency practice and ensure these were covered across a range of modules. Specific Learning objectives and indicative content percentages were added to the use of ICT. Below at **Table 1** we outline the incorporation of ICT in the programme which shows an overall ICT content of approx. 12 Credits. There will be further examples and references made to ICT throughout all modules where applicable but the table is indicative of core ICT content.

The idea of a distinct module was considered but it was felt that the existing modules were important and we did not want to lose the benefit of any one of these. Furthermore from discussions we agreed that the ICT content was better made relevant to the specific modules to which it related and as such a decision was taken to embed ICT within relevant modules.

### **Table 1 – ICT Overview**

Digital Media	CAPE	Sales & Marketing	Property Promotion	Property Management	Agency Law	PP 1	PP 2	Critical Skills
Facebook		X	X			X	X	
My home		X	X			X	X	
Roster						X	X	X
CDM		X				X	X	
Online auction	X					X	X	
linked in		X	X			X	X	X
Online completion of Private Sector Leasing	X					X	X	
Virtual Office	X							
Estate Management Software				X				
login portals for tenants/clients				X				
apps used for doing inspections/surveys				X				
Digital Signatures					X			
Powerpoint / Word / Outlook								X
Excel								X
<b>Total %</b>	<b>20%</b>	<b>25%</b>	<b>15%</b>	<b>10%</b>		<b>25%</b>	<b>25%</b>	<b>15%</b>
	<b>Explicit</b>	<b>Explicit</b>	<b>Explicit</b>	<b>Explicit</b>	<b>Implicit</b>	<b>Implicit</b>	<b>Implicit</b>	<b>Implicit</b>
<b>Credits</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>5</b>		<b>15</b>	<b>15</b>	

<b>Total ICT Credits</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>4</b>	
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**Table 1 ICT Overview**

the digital content specific competencies from the Professional Practice 1 and 2 modules are as follows:

1.4	Deciding marketing strategy for property for sale or rent with an appropriate explanation for the decision
1.5	Preparing advertisements and window displays for property for sale/rent. Specifically how to upload property to online platforms and proofing with clients
1.12	Using property information tools (Daft.ie etc) in practice to develop understanding of the market in a particular area
1.17	Create suitable text body for brochures, window displays and uploads
2.9	Collecting feedback and recording the potential impact of the information received
2.10	Using e-mail, phone, text, correspondence to conduct business
4.2	Being informed about the Codes of Practice in the agency – procedures for dealing with complaints, health and safety, security, duty of care to clients etc.
5.1	Each student will provide a comprehensive reflective report on his/her development as professional in the final submission at the end of semester 4.

### 2.3 Recommendations:

Recommendations are suggestions made by the Programme Evaluation Panel in the spirit of improving the proposed Programme. While these are not binding, the reasons for not incorporating a recommendation have to be clearly stated by the Programme Development Team in its response to the Evaluation Report.

1	Review all Programme learning outcomes and modules learning outcomes to ensure they are mapped and appropriate to the award/level.
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See full mapping exercise below



Programme  
Outcomes V Module I

2	Review the number of module learning outcomes to ensure there is consistency in the number for each module.
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Learning outcomes have been reviewed for consistency and range between 4 and 7 learning outcomes with the exception of Professional Practice where learning outcomes are more granular.

<b>Year 1</b>		<b>Year 2</b>	
<b>Semester 1</b>		<b>Semester 1</b>	
Module	LO's	Module	LO's
Agency law	4	Property Management	6
Economics for the Property Market	5	Property Promotion	5
Property Valuation	4	Statutory valuation	4
Principles of House Construction	5	Building Services & Drainage	7
<b>18</b>		<b>22</b>	
<b>Semester 2</b>		<b>Semester 2</b>	
Module	LO's	Module	LO's
Land Conveyancing Law	5	Landlord & Tenant Law	4
Valuation for Investment	4	Communication, Agency Practice & Ethics	5
Marketing and Sales	6	Valuation Appraisal	4
Land Use Planning	7	Building Pathology	6
<b>22</b>		<b>19</b>	
<b>Professional Practice &amp; Critical Skills</b>	<b>13</b>	<b>Professional Practice</b>	<b>9</b>

3.	Review assessment strategy indicated for each module. Provide assessment matrix/schedule.
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The Continuous Assessment Strategy was reviewed with the lecturing team and many felt the existing CA to Terminal Exam percentage was appropriate. Below we present the overall assessment weighting whereby the percentage split is 47%/53percentage

CA to terminal exam in year 1 and 53% to 47% CA to terminal exam in year 2. We commit to review this again at the programme board during the academic term 19/20.

<b>Year 1</b>			
<b>Semester 1</b>			
Module	Credits	CA	Terminal Exam
Agency law	5	40	60
Economics for the Property Market	5	40	60
Property Valuation	5	40	60
Principles of House Construction	5	40	60
Weighted Assessment %	<b>20</b>	<b>40%</b>	<b>60%</b>
<b>Semester 2</b>			
Module	Credits	CA	Terminal Exam
Land Conveyancing Law	5	40	60
Valuation for Investment	5	40	60
Marketing and Sales	5	40	60
Land Use Planning	5	40	60
<b>Professional Practice &amp; Critical Skills</b>	20	100	0
Weighted Assessment %	<b>20</b>	<b>100%</b>	<b>0%</b>
	<b>Credits</b>	<b>CA</b>	<b>Terminal Exam</b>
<b>Weighted Credit Assessment Allocation</b>	<b>60</b>	<b>47%</b>	<b>53%</b>

<b>Year 2</b>			
<b>Semester 1</b>			
Module	Credits	CA	Terminal Exam
Property Management	5	40	60
Property Promotion	5	40	60
Statutory valuation	5	40	60
Building Services & Drainage	5	40	60
	<b>20</b>	<b>40%</b>	<b>60%</b>
<b>Semester 2</b>			
Module	Credits	CA	Terminal Exam
Landlord & Tenant Law	5	40	60
Communication, Agency Practice & Ethics	10	100	0
Valuation Appraisal	5	40	60
Building Pathology	5	40	60
	<b>25</b>	<b>55%</b>	<b>45%</b>
<b>Professional Practice</b>	15	100	0
	<b>20</b>	<b>100%</b>	<b>0%</b>
	<b>Credits</b>	<b>CA</b>	<b>Terminal Exam</b>
<b>Weighted Credit Assessment Allocation</b>	<b>60</b>	<b>53%</b>	<b>47%</b>

4.	Review book resources listed for each module.
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All book resources have been reviewed to ensure text books are of an appropriate publish date. All are now up to date with the only significantly aged textbook being Manser, J. E.: A foundation Course for the Built Environment, Taylor and Francis which was published in 1994. There are no subsequent publications dealing with the area specific to real estate. This is only a recommended reading text book with the required text book being published in 2011.

5.	Current developments/trends in the sector should be embedded in modules where appropriate.
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The modules have been reviewed to ensure that the latest laws, decisions, use ICT, and estate agency practices are embedded throughout the indicative content. Most notably relating to Property Promotion, Communication & Professional Ethics, Marketing, Law and Building related modules.

6.	It is recommended that the content of the Programme include roster training/auction room training and setting budgets.
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- Roster training is included within 'Professional Practice' and Property Management;
- Auction Room Training is included within Marketing and Sales; and
- Setting budgets is included within 'Property Management'

7..	In the context of the Property Evaluation module it is recommended that the indicative content should include guidelines and criteria on the type of properties which are appropriate/not appropriate to value depending on individual experience.
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This is noted and covered within Valuation modules.

The programme team would further like to note the panel that the delivery for 2019/2020 will take a blended learning approach. A summary of this approach is included below:



7..	In the context of the Property Evaluation module it is recommended that the indicative content should include guidelines and criteria on the type of properties which are appropriate/not appropriate to value depending on individual experience.
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This is noted and covered within Valuation modules.

The programme team would further like to note the panel that the delivery for 2019/2020 will take a blended learning approach. A summary of this approach is included below:

*Read Down, Chair of IPAV - Higher Certificate in*

**Year 1**

**Semester 1**

Module	Credits	Direct Contact Hours	On-Line Delivery / Distant	Days on site
Agency law	5	6	12	2
Economics for the Property Market	5	6	12	
Property Valuation	5	18		6
Principles of House Construction	5	18		

**20 48 24 8**

Induction

8 1

**Semester 2**

Module	Credits	Direct Contact Hours	On-Line Delivery / Distant	Days on site
Land Conveyancing Law	5	6	12	2
Valuation for Investment	5	6	12	
Marketing and Sales	5	18		6
Land Use Planning	5	18		

**20 48 24 8**

**Professional Practice & Critical Skills**

20 20 2.5

Credits	Direct Contact Hours	On-Line Delivery	Days on site

**Full Term 60 124 48 19.5**

**Year 2**

**Semester 1**

Module	Credits	Direct Contact Hours	On-Line Delivery / Distant	Days on site
Property Management	5	6	8	2
Property Promotion	5	6	8	
Statutory valuation	5	18	0	6
Building Services & Drainage	5	18	0	

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**Semester 2**

Module	Credits	Direct Contact Hours	On-Line Delivery / Distant	Days on site
Landlord & Tenant Law	5	6	12	2
Communication, Agency Practice & Ethics	10	6	12	
Valuation Appraisal	5	18	0	6
Building Pathology	5	18	0	

**25 48 24 8**

**Professional Practice 15**

Credits	Direct Contact Hours	On-Line Delivery	Days on site

**Full Term 60 96 40 16**