

## Programme specification – MBA

### 1. Overview/ factual information

<b>Programme/award title(s)</b>	MBA in Construction and Real Estate
<b>Teaching Institution</b>	College of Estate Management
<b>Awarding Institution</b>	The Open University
<b>Date of latest OU validation</b>	September 2010
<b>Next revalidation</b>	September 2013
<b>Credit points for the award</b>	180
<b>UCAS Code</b>	N/A
<b>Programme start date</b>	March 2011 and September 2010
<b>Underpinning QAA subject benchmark(s)</b>	Master's degrees in business and management
<b>Professional/statutory recognition</b>	Royal Institution of Chartered Surveyors Chartered Institute of Building
<b>Duration of the programme for each mode of study (P/T, FT,DL)</b>	Distance Learning 2 ¾ years
<b>Dual accreditation (if applicable)</b>	N/A
<b>Date of production/revision of this specification</b>	July 2012
<b>For students</b>	Continuing March 2013 and September 2013

### 2. Programme aims and objectives

#### 2.1 Educational aims and objectives

##### Summary of Programme Aims

The MBA in Construction and Real Estate is designed to provide students with an advanced academic understanding of construction and real estate processes with a particular emphasis on international development activity. The MBA is 'specialist' in that it uses examples and case studies from the property industry whereas a 'generic' MBA uses examples from a range of industries. The programme targets a worldwide market for both professional and aspiring senior managers to reinforce their skills and develop knowledge and new areas of expertise.

##### Educational aims of the programme

The Programme is designed to provide students with an advanced academic understanding of construction and real estate processes with a particular emphasis on international development activity. There is emphasis on developing advanced professional skills for those in employment and enhancing ongoing career prospects. In Part 1 students will advance their knowledge and skills in areas such as managerial

accounting, marketing, management science and organisation and people management. In Part 2, the management and analysis of the development process is closely considered together with knowledge management, managing change, strategic management, development finance and portfolio management. Part 3 concentrates on the production of the dissertation including two related research assignments. Students use research skills and techniques to compile the substantial dissertation about a programme-related subject.

## 2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

The MBA is the final award for students who have successfully completed part 1, Certificate stage, part 2, Diploma stage, and part 3 of the Programme.

### 3. Programme outcomes

Intended learning outcomes are listed below.

<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>By the end of the programme students should be able to demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>A1) Principles of marketing in a construction and real estate context.</li> <li>A2) Principles and application of financial and managerial accounting.</li> <li>A3) Organisations and how they are managed.</li> <li>A4) The key procedures and processes involved in managing data, information and knowledge.</li> <li>A5) The key principles concerning the management of change and innovation.</li> <li>A6) The principles of risk diversification as applied to direct investment in real estate portfolios.</li> <li>A7) The role of strategic management within the construction and real estate industries</li> <li>A8) Research methods and their relative strengths and weaknesses.</li> </ul>	<p><b>Teaching/learning methods and strategies</b> Acquisition of knowledge in the modules of the Programme is promoted through distance education resources including customised text material, core textbooks, web based material and communication channels. These are complemented and supplemented by tutorials, guest lectures, seminars and team project work in face-to-face sessions.</p> <p>In the dissertation module, self directed learning and problem solving combined with supervisor consultation further enhances knowledge and understanding.</p> <p>Throughout the student is encouraged to undertake independent study and enquiry to broaden their knowledge and understanding of the subject</p> <p><b>Assessment</b> Students are required to complete extensive pieces of coursework in the modules which are assessed within strict time frames. Modules are also examined using the unseen closed book method. Dissertations are assessed according to strict guidelines and a common marking scheme.</p>

<b>3B. Cognitive skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>By the end of the programme students should be able to demonstrate how to:</p> <ul style="list-style-type: none"> <li>B1) Integrate theory and practice.</li> <li>B2) Research, collect and synthesise information from a variety of sources.</li> <li>B3) Analyse and interpret.</li> <li>B4) Think logically and critically.</li> <li>B5) Define, solve and advise on problems.</li> <li>B6) Select and apply appropriate quantitative techniques of analysis and appraisal.</li> <li>B7) Write clearly and concisely at a professional level.</li> <li>B8) Construct a hypothesis, plan a research programme and conduct a critical literature review for a construction or real estate topic.</li> </ul>	<p><b>Teaching/learning methods and strategies</b>  These skills are developed through prescribed reading, seminars, coursework and detailed feedback. The reading includes core texts, papers and relevant web-based material. Coursework varies across the modules but collectively covers skills 1-8. Feedback includes direct coursework comment, e-mailed advice and web-based answer guides. Web-based discussion/forums between tutors and students are also facilitated. The dissertation process further embraces intellectual skills 1-6.</p> <p><b>Assessment</b>  Intellectual skills are assessed through coursework assignments, problems, reports and appraisals plus unseen examinations and dissertation production.</p>

<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>By the end of the programme students should be able to demonstrate how to:</p> <p>C1) Locate information sources, assemble and present information in a variety of contexts.            C2) Collect, record, analyse and present statistical material            C3) Adopt appraisal techniques for real estate and other assets.            C4) Use quantitative techniques            C5) Write report standard English.            C6) Assess and analyse techniques of team building.            C7) Investigate and communicate appropriately, using the Harvard referencing system.            C8) Assess the validity and rigour of a range of published research and assess its relevance to further research</p>	<p><b>Teaching/learning methods and strategies</b>            Skills 1-2 are mainly developed through the Dissertation Module. Detailed guidelines are provided and explained on the VLE and in seminar sessions.</p> <p>Skills 3-6 are variously developed in face-to-face syndicate exercises and coursework within the taught modules and 4-5 are extended through the dissertation process.</p> <p><b>Assessment</b>            Relevant assessment of these skills is undertaken mainly through module coursework.            Skills 3-6 are also assessed through unseen examination.</p>

<b>3D. Key/transferrable skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>By the end of the programme students should be able to demonstrate how to:</p> <p>D1) Develop the capacity to analyse and articulate the complex management issues in the construction and real estate environment            D2) Assess what knowledge is transferable from other contexts</p>	<p><b>Teaching/learning methods and strategies</b>            In depth evaluation of ideas and issues through VLE discussion, seminar discussion and problem solving exercises; conducted individually and in groups, plus coursework, provide the mix to internalise these aspects both separately and together through different learning methods.</p>

### 3D. Key/transferable skills

- into the management approaches within this working context
- D3) Be confident in applying learning experience to practical management situations
  - D4) Source material and knowledge from a variety of fields and effectively judge what can be integrated and applied
  - D5) Attain and apply research skills
  - D6) Explain and critically evaluate research aims, objectives and methodologies.
  - D7) Demonstrate the ability to identify, use, interrogate and critically evaluate available sources of information.

#### **Assessment**

Coursework provides the main means of assessing how the introduction and development of these skills is progressing. The coursework will assess the skills aspects to a general level of transfer appropriate at Masters level.

The dissertation provides the main means to ascertain maturing in some of these areas, at depth, within a focussed topic.

#### 4. Programme Structure

Programme Structure - PART 1			
Compulsory modules	Credit points	Optional modules	Credit points
<u>Semester A</u> Management Science Marketing Principles and Strategy	15 15	None	
<u>Semester B</u> Managerial Accounting Organisation & People Management	15 15		

**Exit award:** Pg Certificate in Construction and Real Estate. 60 M level credit points.

Programme Structure - PART 2			
Compulsory modules	Credit points	Optional modules	Credit points
<u>Semester A</u> Development Strategy and Procedure Knowledge Management and Portfolio Management	15 15	None	
<u>Semester B</u> Development Finance and Appraisal Strategic Management and Management of Change & Innovation	15 15		

**Exit award:** Pg Diploma in Construction and Real Estate. 120 M level credit points.

Programme Structure - PART 3			
Compulsory modules	Credit points	Optional modules	Credit points
Research Methods	20	None	
Dissertation	40		

**Exit award:** MBA in Construction and Real Estate

### 5. Distinctive features of the programme structure

None



## Annexe 1 - Curriculum map

This table indicates which study units assume responsibility for delivering (X) and assessing (A) particular programme learning outcomes.

Part	Study module/unit	Programme outcomes																																
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	D7		
1	Management Science									X	X	X	X	X	X				X			X					X							
	Marketing Principles and Strategy	X							X	X	X	X						X								X	X							
	Managerial Accounting		X						X		X	X			X				X	X	X					X								
	Organisation and People Management			X					X	X	X	X	X										X	X				X						

Part	Study module/unit	Programme outcomes																																		
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	D7				
2	Development Strategy and Procedure						X A				X		X	X			X A				X A				X A		X A		X A							
	Knowledge Management and Portfolio Management			X A		X A				X								X		X																
	Development Finance and Appraisal								X A		X A	X A	X A	X A						X A	X A											X A				
	Strategic Management and Management of Change & Innovation				X A		X A			X A		X	X A	X A		X A											X A	X A	X A							

Part	Study module/unit	Programme outcomes																															
		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	C1	C2	C3	C4	C5	C6	C7	C8	D1	D2	D3	D4	D5	D6	D7	
3	Dissertation							X A							A	X A	A	A	A				A		A						A	A	A
	Research Methods							X A								X A	X A							X A	X A						X A	X A	

Signed by .....

Sylvia Osborn  
 Chair of the Postgraduate Board of Studies

Date .....