



The University of Reading

Business School Property and Planning Programmes



BSc Land Management

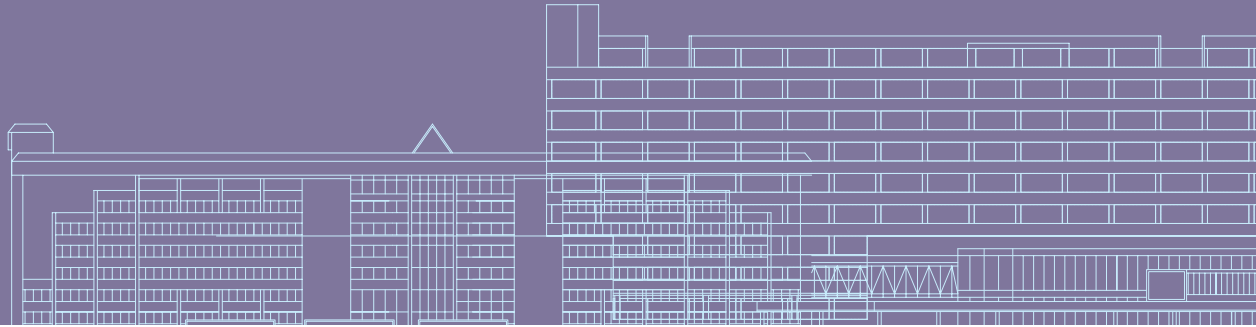
**BSc Land Management
with a Diploma or MSc
Urban Planning and
Development**

**BSc Investment and
Finance in Property**



Property and Planning Programmes

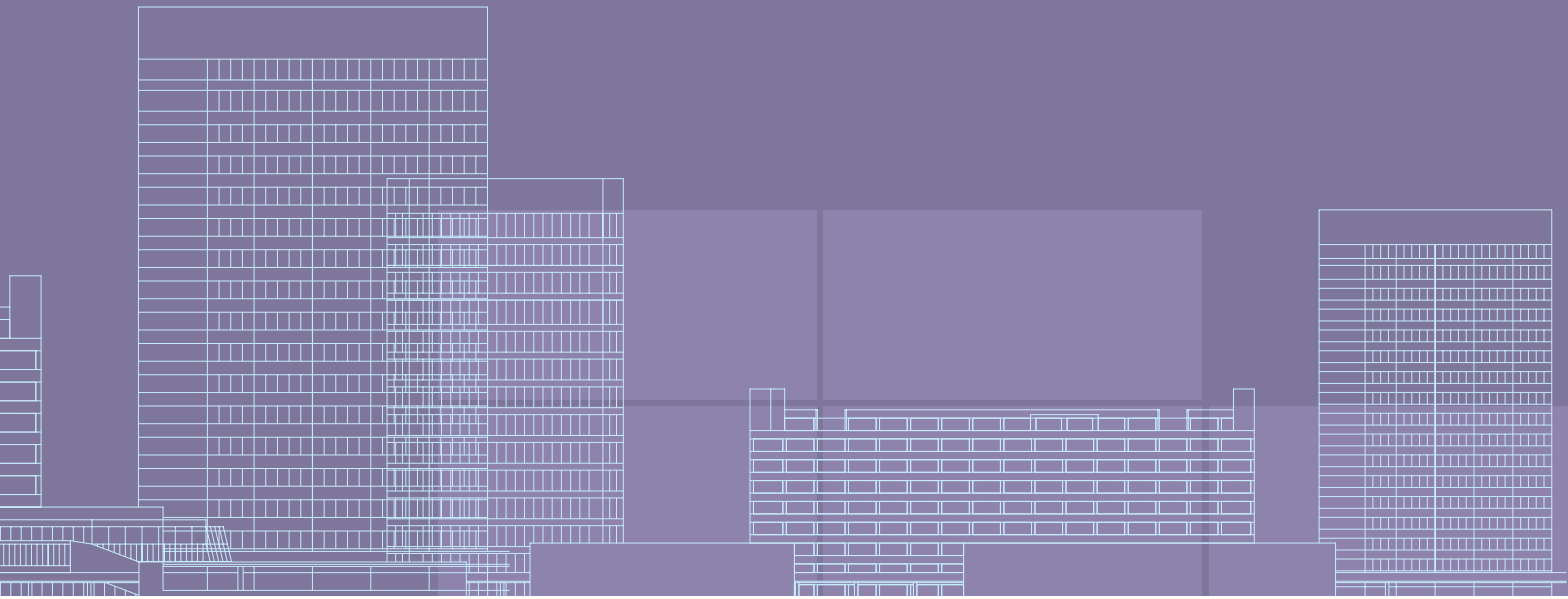
Every day we are influenced by the environment around us. Offices, shops, industrial buildings, houses and the surrounding countryside all have an impact on the quality of our lives



Did you ever wonder how those properties were developed, who was responsible for managing them or how much they were worth? These programmes provide you with the opportunity to consider these questions and others so that you will be equipped to influence and manage the future environment.

The aim of this handbook is to provide you with information on what Reading has to offer. It elaborates on the general information you may have seen so far, such as the undergraduate prospectus, and pulls together the salient points which we feel give Reading a unique position.

We hope that this handbook will help you to make a well-informed decision and demonstrate that studying at Reading would be both stimulating and fun!



Managing urban and rural environments: Reading's view

The environment in which we live influences our personal well being and, more generally, economic success. All organisations need property as a resource if they are to manufacture, distribute, sell, provide services and undertake administration. It stands alongside their other key resources: people, finance and information. Because land and property are scarce, they have value. Therefore property is owned not only as a necessary resource but as an investment. It is also our heritage and therefore needs to be planned and managed in order to ensure it will meet the needs of both our, and future, generations.

Management is concerned with efficiently and effectively using all available resources in order to achieve an organisation's goals. These goals may be profit driven, as in much of the private sector, or service driven, as in the public and non-profit sectors. As a key resource, the management of land and property is critical to many organisations' success and survival, and to the well being of our communities.

Therefore the programmes in *Property and Planning* at Reading are in many ways applied management degrees focusing on a particular resource and industry; land and property. We consider land and property of all types from large rural estates through to state of the art urban office developments. We concentrate on the strategic issues with the intention of producing high quality graduates who will ultimately be the leaders in their chosen field. We believe that the Reading degrees have been and will continue to be the degrees that lead the industry.

Land Management is a very focussed course, and is highly regarded in the property industry. Reading itself has a nice friendly atmosphere and plenty to do when you are not studying. What else is needed for a perfect student life?

Corinne Dourado
Part III BSc Land Management Student
(1999–2002)

The Reading Programmes

The programmes at Reading are designed to be both a high quality degree and a route into the property and planning professions. They are a blend of academic rigour and applied practical analysis. They provide a broad degree programme for those interested in property and the environment and a specific programme for those who are intending to enter the Chartered Surveying or Town Planning professions. The University has a Partnership Agreement with the Royal Institution of Chartered Surveyors (RICS) which gives all our students, regardless of their choice of programme, entry to this profession. After completing the programme, graduates are required spend a further two years working within the property industry before taking the final Assessment of Professional Competence (APC) which would then make them a fully qualified Chartered Surveyor.

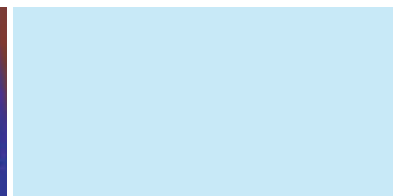
Those students enrolled on the BSc in Land Management with Diploma or MSc Urban Planning and Development can also gain entry into the Royal Town Planning Institute (RTPI) after completing their Diploma or MSc. Again there is a required period in practice before becoming a Chartered Town Planner.

Each of the three programmes has a different emphasis and focus but they are all broadly based on the ethos of the management of a valuable resource.

BSc Land Management

This is the broadest of the three programmes and allows you to choose your own pathway related to one of four different areas of the industry: development, investment and finance, management and rural studies. During the early part of the programme you are given an insight into the different aspects of the industry. You do not need to make the decision about which area to specialise in until the end of your second year. Students in the past have used this programme as a platform from which to enter all areas of the industry or to move into other sectors with an applied management programme.





BSc Investment & Finance in Property

If you are interested in a career in investment and finance, but also in the built environment, then this programme will interest you. The programme is a specified pathway through the more general *Land Management* degree and allows you to focus your interests right from the start. It develops your understanding of property as an investment and how it can be compared to other forms of investments such as shares and gilts. Many recent graduates have found jobs in major financial institutions, property investment and development companies, and property advisors, while others have used the degree as a route into the City.

BSc Land Management with Diploma or MSc Urban Planning and Development

This programme is designed to blend the environmental, social and political awareness of planners with the market sense and commercial awareness of property specialists. By the end of the fourth year, you will have gained a breadth of skills and knowledge that will allow you to enter both the surveying and planning professions. The degree, therefore, provides you with a good platform to build a career in the development industry, planning or property consultancy or in local government.

Whilst studying hard for my degree I have been able to enjoy a wide range of sports, pursue a DJ-ing career and take part in many of the social events on offer. As with other universities, Reading has a huge range of societies, catering for every interest, and offering an easy avenue to meet some of the 15,000 students. With the range of non-academic opportunities on offer and the level of respect that the course holds in the property industry, it is hard to imagine studying anywhere else.

Dan Pagella
 BSc Land Management Student (1998–2001)
 Employed by Slough Estates



Programme structure

All the programmes at Reading are divided into modules. The first year of all the programmes covers the fundamental principles of the core subjects including economics, building, law, planning, investment appraisal, management and finance. Additionally there is a project based module, *Doing Land Management*, which allows you to start applying some of your new-found knowledge and to develop your key personal skills including research, teamwork, IT and presentations.

The second year builds on these modules with greater emphasis on their application to the property and planning industries. For instance, *Introduction to Law* becomes *Property and Planning Law*, *Investment Appraisal* becomes *Property Valuation*, and

Introduction to Planning Policy becomes *Planning Implementation*. Again there is a project based module, *Property and Planning Studies*, which develops a greater insight into the different aspects of the industry and continues to help you develop your key personal skills. By the end of the second year, all students have covered the core material before moving into their specialist studies.

During the final year of the programmes students develop their specialist studies. If you are enrolled on the *BSc Land Management* programme you are free to choose one of the four themes: *Development & Planning*, *Investment & Finance*, *Urban Valuation & Management*, *Rural Studies*. Those enrolled on the other two programmes have already indicated their area of focus.

You will also have some free choice during your final year to select optional modules. The list of modules available changes regularly to reflect the latest trends in the property and planning industries and the research interests of staff members. In this way we ensure our students are at the forefront of current practice and new ideas.



Teaching and assessment



The programmes are constantly evolving to maintain their relevance in a rapidly changing world. The current programmes have been designed to provide flexibility and to enhance the learning experience of students.

Each year we accept about one hundred students onto the three programmes. The early part of the programmes are taught through lectures with supporting tutorial classes of about fifteen students. These classes encourage students to examine the material covered in the lectures and discuss and debate relevant issues. As the programmes become more specialised, the nature of the teaching also changes. Site visits, case studies, guest lectures and project work all play an important part in the learning process. A wide variety of assessment methods is used throughout the programmes, ranging from unseen written examinations through to videos of group presentations.

As specific examples of the type of applied project work our students undertake, during the last few years students have investigated:

- A property development in the student's home area
- The management of a large business park near Reading
- A management plan for a large rural estate in Berkshire
- An analysis of the property investment opportunities in a specific town
- A site plan and design of an office development site in Reading

Site visits, lectures by practitioners, and individual guidance from members of staff supported each of these projects. Our students regularly show their project work to potential employers in order to demonstrate their analytical, problem solving, report writing and other presentational skills.

We pride ourselves in our innovative teaching and assessment methods. We were awarded an excellent score of 22 out of 24 for our teaching quality assessment. The strength, depth and breadth of the programmes were particularly commended as well as our strong links with industry. Students were felt to gain a high quality education with practical relevance.

We also have a solid research ethos among members of the Department, with staff leading a range of industry and academic research projects which are at the cutting edge of the field. We have a commitment to ensure that our research is embedded in our undergraduate curriculum. Students on all the programmes are exposed to some of the latest research findings, ensuring that they are at the cutting edge of practice.

Programme details

Below you will find a list of each of the modules you will take at each stage of the programme. This will give you an indication of the type of subjects which will be covered and the specific focus of each of the programmes.

BSc Land Management (N231)

Year 1

Doing Land Management
Economics for Managers
Introduction to Law
Investment Appraisal
Management & Finance
Planning Policy
Understanding Buildings

Year 2

British Accounting & Taxation
Forecasting & Marketing for Properties
Information Management & Analysis
Planning Implementation
Property & Investment Economics
Property & Planning Law
Property Valuations
Studies in Property & Planning

Year 3

One of 4 Specialisms:
Development & Planning
Investment & Finance
Urban Property Management
& Valuation
Rural Studies
Plus
Optional Modules including International Real Estate Markets, Urban Regeneration, Law of Professional Practice.

BSc Investment & Finance in Property (N380)

Year 1 and 2

(As shown above)

Year 3

Decision Making & Uncertainty
Finance & Markets
Investment & Finance Projects
Investment Appraisal
Investment Strategy & Management
Property Development Finance
Plus
Optional Modules including International Real Estate Markets, Urban Regeneration, Applied Information Technology.

BSc Land Management with Diploma or MSc in Urban Planning and Development (K400)

Year 1 and 2

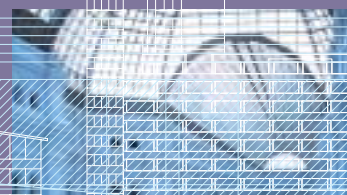
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Year 3

Development Projects
Economics of Land, Planning & Development
Environment & Sustainability
Introduction to Urban Design
Philosophy & Theory of Planning
Property Development
Property Development Finance
Plus
Optional Modules including International Real Estate Markets, Urban Regeneration, Applied Information Technology.

Year 4

Integrated Project
Planning for Places
Planning Projects
Development Planning Option
(either Economic Development; Rural Planning; Regeneration; or Property & Environment)
Plus (for MSc Students)
Research Methods
Dissertation




Reading University is widely recognised as providing an outstanding course in the field of property and this makes job hunting easy, with companies actually coming to the University to recruit. I really enjoyed the programme especially the active involvement with industry, in preparation for our release into that dog-eat-dog world.

Rick Bourne, BSc Land Management with
MSc in Urban Planning and Development 1997–2001
Employed by Laing Property

Reading graduates



Our students are regularly employed by the largest and most prestigious firms of surveyors including: C.B. Richard Ellis, Chesterton, Cluttons, Drivers Jonas, DTZ Debenham Tei Leung, Savills, Cushman & Wakefield, Healey & Baker, Jones Lang La Salle, King Sturge, Knight Frank, Strutt & Parker, ATIS REAL Weatherall, JR Grimley Eve



Additionally graduates are employed within development companies (Slough Estates, Laing Property, Land Securities, MEPC, Berkeley Homes), management consultants (PriceWaterhouseCoopers), insurance companies (Legal & General Investment Management, Cornhill Insurance), the public sector

(Environment Agency), the not-for-profit sector organisations (Vale Housing Association, National Trust) and the private sector (Grand Metropolitan, Whitbreads).

We are able to offer you specialised career advice if you intend to work in the property or planning industries. The firms mentioned above regularly come to the University at the start of your final year to make presentations about the opportunities within their organisation. They then return again after Christmas to undertake first interviews on campus. The University also offers more general career advice for those wanting to use the programme as an entry into other types of jobs or professions or further study.

Consequently, our students have had little difficulty in securing employment. Over half of the students accept a job offer before the end of their programme, with the vast majority securing a job or being accepted for further study within three months of the end of their course.

Life at The University Reading

Students find life at Reading enjoyable in all senses. The University is set in a parkland campus which provides a central focus to university life: academic, social and recreational. Over half of the students are accommodated in one of the fourteen Halls of Residence which are located either on or near the main campus. Almost all the first year students live in a Hall of Residence. In fact, if you were to accept Reading as your firm offer and return your accommodation

form by the end of May, you would be guaranteed a place in one of the Halls and it is likely that you would get your preferred choice.

There are numerous clubs run by the Students' Union which offer you the opportunity to continue to do things you have done before – sport, music, drama, or to try out new activities – sky diving, rock climbing, opera. Most students feel they are spoilt for choice and our students are usually involved in almost every club available.

Social life tends to revolve around both the Halls and the Students' Union. There are numerous social events of both an informal and formal nature. Certainly our students would say that they both work hard and play hard.



Land Management at Reading is a comprehensive course that provides students with practical as well as academic knowledge, and is also one of the most sociable at the University. Reading's reputation is highly regarded in the industry, which provides you with an edge when looking for summer placements and graduate positions.

Katie Boyes

Part III BSc Land Management student

(1999–2002)

The Reading Advantage

The question you must ask yourself now is 'Why study property or planning and why at Reading?' Succinctly, the advantages we feel we have are:

Flexibility & Strength of Programme

Reading's degree programmes are held in high regard by employers and past graduates. The Department is recognised as one of the leading institutions for property research in the UK and achieved a very high score in Teaching Quality Assessment. We listen carefully to comments made by students, graduates and employers which then feed into the continual process of improving the degree.

Whilst it is a large programme in terms of student numbers, we are then able to offer a wider range of applied modules building on the research strength of our members of staff. Each student can therefore tailor a programme to meet his or her own strengths and interests.

Whether or not you intend to enter the property or planning professions, the degree is a solid foundation on which to build a career in a wide range of other fields such as finance, law, general management or consultancy.

Recruitment of Graduates

The most highly regarded firms in the industry regularly employ Reading

graduates. The majority of our graduates have been able to secure employment before they finish their programme. Increasingly, our students have been able to use their degree to move into other fields.

Campus Environment & Halls of Residence

Reading believes in fostering a strong student community. The parkland campus and Halls of Residence are means of achieving this aim. There is a commitment by the University that, if you hold Reading as your firm offer, you will be guaranteed a place in a Hall.

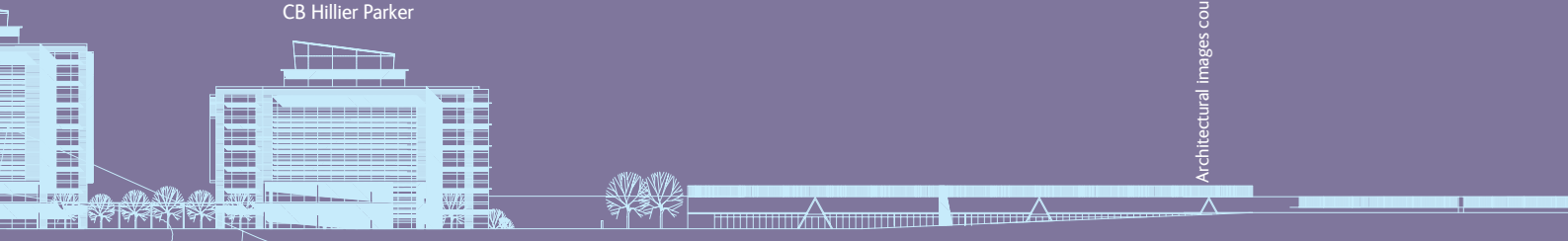
Connections with Industry

The programmes are very well supported by the industry. A number of important organisations actively participate in the teaching programme and support the resources available. These include the British Property Federation and the Investment Property Forum.

'The Reading Network'

The Reading degrees in property have been running for over thirty years and there are now more than two thousand graduates. Similarly, Reading has trained town planners for almost 20 years. Many of these alumni have reached influential positions within their industry. In 2002 the Reading Real Estate Foundation (RREF) was established as a charitable alumni organisation to strengthen the links between the Business School and real estate graduates. As much of the work in the property and planning fields is based on personal contacts, having a ready network to tap into is very valuable.

We hope that we have been able to demonstrate how taking a degree in *Property and Planning* at Reading would prove to be both an enjoyable and rewarding experience and prepare you for the world beyond university. We look forward to receiving your application and meeting you at one of our open days.



Architectural images courtesy of Laing Property and Marshall Architecture

...today's Reading graduates are amongst the best prepared for a successful career in property.

Charles Follows
*Director EMEA Research
& Consulting*
CB Hillier Parker

We only recruit the best graduates, and these are usually from Reading University.

Mike Wilson
Principal Development Manager
Slough Estates Plc

...the quality of graduates we have employed on either a full-time basis or on summer placement, has been very high.

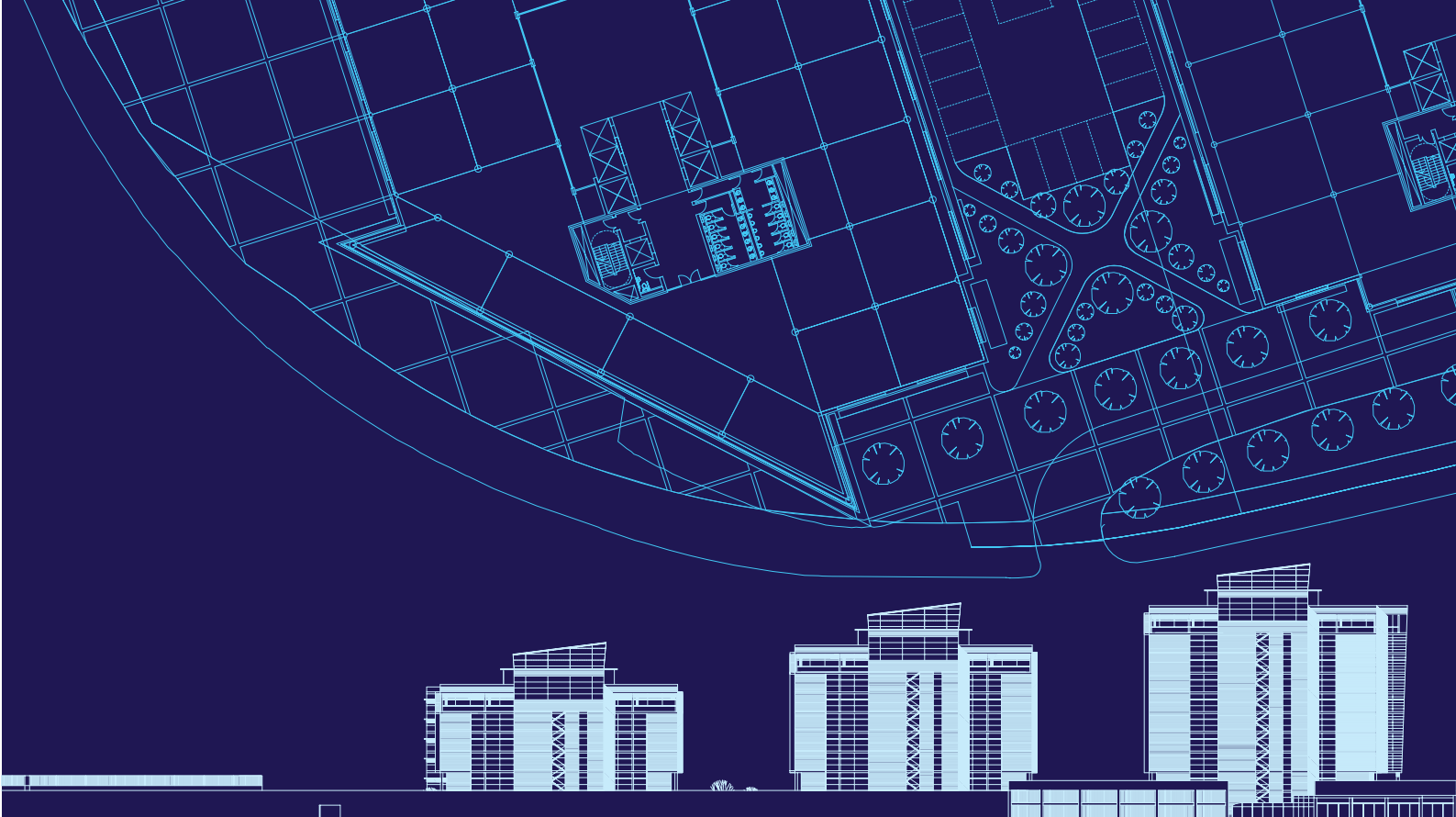
Simon Wooller,
Managing Director of
Corporate Real Estate Group

Land Securities Trillium

Derrick Ardern
Chairman

Laing Property

As a Visiting Fellow, I experience first hand the unique blend of high quality academic study and real life practical experience offered to Reading graduates.



The University of Reading

Business School
Department of Real Estate
& Planning



PO Box 219
Whiteknights
Reading
Berkshire RG6 6AW

tel
fax
email
website

+44 (0)118 931 8179
+44 (0)118 931 8172
REP@reading.ac.uk
www.rdg.ac.uk/REP