

The Education Market of the 80's Youngsters

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ABSTRACT

A market orientation is needed for traditional education programmes in land surveying, both towards the labour market and towards the market of the youngsters. Lund University started the land surveying programme in 1992 with a profile in GIS, but has turned towards real estate economy and management. The traditional core areas of surveying and land management are less focussed. The Programme Board of the School works hard to identify an optimal mixture of subjects for career profiles. This is based on the current and expected demand at the labour market, but also on the interests of the students born in the 80's, searching for their personal future in the society. Previous surveying generations are mostly oriented towards the central and local government authorities as employers, and towards surveying techniques or land management. Such narrow goals are not attractive enough today.

A successful School of Surveying analyses market "symbols" of the youngsters, such as private sector, international opportunities, project leadership, negotiation skills, industrial management and a mixture of law, economics and engineering. The Master's degree in (Surveying) engineering has a settled value at the market, though repeated student failures in Mathematics call for a revised education curriculum. Up-rising BSc programmes in Geomatics, GIS, Real Estate Management and for Real Estate Brokers offer competitive professional specialisations. Our MSc programme must cater for generalist training for unknown future top careers. The current 50/50 male/female ratio is supported by the curriculum profile, which has erased the previous mal characteristic of the profession. The female generation of the 80's requires our best attention.

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