

SUBJECT DESCRIPTION FORM

Subject title: BRE5751

Subject code: Strategic Management

Credit value 3

Responsible staff and department: Prof. L.Y.Shen and Prof. Q.P.Shen (BRE)

Pre-requisite: (Subject title and code no, if any)

Nil

Recommended background knowledge:

Students are expected to possess knowledge of project-based industries, such as the construction and real estate industry.

Mutual exclusions: Nil

Learning approach:

Lectures
Tutorial/Seminars

Independent Study
Assignments
Self Study

Assessment:

Continuous assessment	50%
Examination	50%

Objectives:

1. To provide students with in-depth understanding of the subjects relating to strategic management;
2. To provide lectures at postgraduate level in strategic management techniques for the project development cycle;
3. To develop the students' ability in applying theories and techniques in

practice in the area of strategic management.

Keyword syllabus:

Project Strategies, principles of project management

Project Organization, project management leadership

Systems, systems approach for management, system analysis

Information management, IT applications

Value methodology, value management, managing stakeholders' value

Project planning and scheduling, time management, uncertainties in scheduling

Quality control, quality assurance, total quality management

Competitiveness, competitive strategy

Risk, risk management techniques, risk attitude and decision making

Sustainability principle, environmental impact, environmental performance assessment, environmental protection, waste management

Indicative reading list and references:

- 1) Shen L Y (1999) 'Risk Management', *Building in Value: Pre-design Issues*, (Ed., Best & De Valence) Arnold Publishers, ISBN: 0340741600, pp.248-267.
- 2) Fisher, N. and Shen L.Y. (1992), *Information Management in a Contractor*, Thomas Telford.
- 3) Alan Griffith and Paul Watson (2004), *Construction Management - Principles and Practice*, Palgrave Macmillan
- 4) Frederick M Gould and Joseph A Joyce (2003), *Construction Project Management*, Prentice-Happ, Inc.
- 5) Craig A Langston and Grace K C Ding (2001), *Sustainable Practices in the Built Environment*, Butterworth Heinemann.
- 6) Kwakye, A.A. (1997), *Construction Project Administration In Practice*, Addison Wesley Longman Limited.
- 7) Best, Rick & Valence, Gerard De (1999), *Building in Value*, Arnold, New York.
- 8) The Chartered Institute of Building (1996), *Code of Practice for Project Management*, The Chartered Institute of Building, U.K.
- 9) Shen Q.P. and Liu G.W. (2003) Critical Success Factors for Value Management Studies in Construction, *Journal of Construction Engineering and Management*, ASCE (American Society of Civil Engineers), 129(5), 485-491.

Journal of Construction Management and Economics

Journal of Construction Management and Engineering Division (ASCE)

International Journal of Construction Management

International Journal of Project Management