## Subject Code
BRE2921

## Level
2

## Contact Hours
LT:21 TU/LB:21

## Student Effort Hours
120

## Assessment Method
Coursework 50%
Examination 50%

## Credit Value
3

## Pre-requisites
Nil

## Co-requisites
Nil

## Exclusions
BRE292/BRE205

## Subject Leader/Lecturer/Dept.
C.N. Fan (BRE)

### Subject Aim:

This subject is intended to:

1. Provide a macroscopic view of organization and management principles as applied to the construction and real estate sectors.
2. Provide an understanding of project and property management and good business practice in project development, construction and property management process.
3. Develop selected management skills in practice.

### Learning Outcomes:

Students will demonstrate their ability to:-

1. Develop effective plans for monitoring of performance outputs throughout construction and property management process.
2. Discuss the managerial, ethical and social implications of construction situation.
3. Communicate effectively, including information collection presentation of analysis, and justification of recommended actions.
4. Utilize selected management techniques to solve managerial problems.

### Brief Syllabus Content:

The manager and the manager’s role as a leader: define the nature of managerial work taking into account the impacts of construction and real estate business environment; motivation concepts; foundations of group behaviour; and introduction of leadership theories.

Managerial functions: concepts of organization structure and design of the variety organization structures of construction and real estate enterprises; foundations of planning, controlling, and communication and their importance for effective management of construction and real estate organizations.

Introduction to project management: characteristics of project; project manager; project management context; types of project organization structures; concepts of project planning and controlling of cost, time and quality performance of construction projects.

Introduction to property management: concept of corporate strategy in real estate management; stakeholders in the industry; an appreciation of property management process from acquisition, management to disposal.

Social responsibility and ethics: arguments for and against social responsibility as a business objective concept of professional ethics and ethical problems in construction and real estate sectors.

### Teaching activities:
Lecture (LT)/Tutorial (TU)/Seminar (SM)/Drawing (DW)/Laboratory or Practical (LB)/Studio (ST)/Workshop (WS)/Project (PJ)/Field Study (FS)/Guided Study (GS)/Visit (VS)
**Learning and Teaching Approach** *(tasks and activities designed to achieve learning outcomes):*

The theories of management will be introduced in lectures. The Management Laboratory will be used for the application of the principles to management problems through case studies and management games. Discussion will be facilitated in tutorials by small group studies which providing opportunities for students to deliver their discussion results and thinking. Lectures, seminars, laboratory as well as tutorials will form a basic skeleton for learning management subject in year one.

**Assessment strategy** *(assessment of student performance resulting from learning tasks):*

Examination and coursework will constitute 50% and 50% of the overall mark for the subject respectively. Coursework will be set out to assess the understanding of the students on their subject during the period of teaching and learning.

**Reading List:**

**Recommended:**


