**SUBJECT DESCRIPTION FORM**

**Subject title:** Competitive Pricing and Quality Management

**Subject code:** BRE526

**Credit value:** 3

**Responsible staff and department:**
Dr. Derek Drew and Dr. Linda Fan (BRE)

**Pre-requisite:** Nil

**Recommended background knowledge:**
Students are expected to possess knowledge of the construction industry such as would be acquired through study on a degree in a built-environment discipline.

**Mutual exclusions:**
*Risk and Bidding in Construction and Real Estate* (BRE517), *Quality Management in Construction* (BRE519)

**Learning approach:**
Topics will be introduced by lectures with guidance to various reference materials. Case studies and assignments will be used to create an ‘action learning’ environment in which the students will critically evaluate practices and procedures for the achievement of quality. Small group discussion will enhance the information flow and evaluation process.

**Contact hours:**

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<th>Competitive Pricing</th>
<th>Quality Management</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>9 hours</td>
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<td>Seminars</td>
<td>3 hours</td>
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<td>Tutorial/on-line tutorial</td>
<td>4 hours</td>
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<td>Workshop/laboratory</td>
<td>5 hours</td>
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**Independent study:**

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<td>Assignments/study reports</td>
<td>20 hours</td>
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<tr>
<td>Self study</td>
<td>29 hours</td>
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**Assessment:**

- Study reports (group work) 30%
- Activities/presentation/discussion 20%
- Coursework 50%
- Examination 50%
- 100%
Objectives:

- To provide students with a deeper understanding of the issues relating to competitive pricing in construction and the knowledge and tools with which to analyse data empirically, draw conclusions and make recommendations.
- Students in this subject will comprehensively understand managing quality systems in construction. Through group discussion, exercise, and case studies, students will have ability to critically evaluate the quality practices and identify problems for improvement.

Keyword syllabus:

**Competitive pricing**

- Competitive environment, auction theory, alternative bidding systems, construction contract bidding, consultant fee bidding, bidding strategy, international contracting, market conditions, competition levels.
- Pricing strategies, market orientated pricing, resource based pricing, competitor analysis, market share, competitive advantage, subcontractor/supplier selection strategies, competitive advantage.
- Contractor/consultant prequalification, multi-criteria contract award systems, bidding ethics, e-bidding, decision support systems.

**Quality management**

- Principles and practice: quality assurance (QA) concepts; principles of total quality management (TQM); the application of QA and TQM to the construction industry and their barriers for quality drive in construction. Future development and trends.
- Parties concerns with quality: client, construction organizations, government and private agencies; role of accreditation bodies; material testing and accredited laboratories.
- Quality management systems in a construction organization.

Indicative reading list and references:

**Competitive pricing**


**Quality management**

- Chartered Institute of Building (1994), *Constructing Total Quality*, The Chartered Institute of Building
- CIRIA (1989) *Quality Assurance in Construction*, Special Publication 55, 63 and 64
- ISO9001 2000 (E) *Quality Management Systems – Requirements*

**Selected papers from journals and conference proceedings including:**

- Journal of Construction Management and Economics
- ASCE’s Journal of Construction Engineering and Management