SUBJECT DESCRIPTION FORM

Subject title: Strategic Management for Construction

Subject code: BRE575

Credit value: 3

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

Pre-requisite: Nil

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

Mutual exclusions: Nil

Learning approach:

Contact hours:
- Lectures: 16 hours
- Tutorial/seminars: 8 hours

Independent study:
- Assignments: 56 hours
- Self study: 60 hours
- 140 hours

Assessment:
- Continuous assessment: 50%
- Examination: 50%

Objectives:
1. To provide students with in-depth understanding of the subjects relating to strategic management in the construction and real estate field.
2. To provide lectures at postgraduate level in strategic management techniques for the development cycle of construction projects;
3. To develop the students’ ability in applying theories and techniques in practice in the area of strategic management for construction.
Keyword syllabus:

Construction projects, principles of construction management,

Organization for construction project, project management leadership

Systems, systems approach for construction management, system analysis

Construction information, IT applications, information management systems;

Principles of value management, value management for construction and real estate;

Construction project planning and scheduling, scheduling techniques, time management, uncertainties in scheduling

Construction quality, quality control, quality assurance, total quality management

Competitiveness, competitive strategy

Risk, risk management techniques, risk attitude and decision making

Principle of sustainable construction, construction environmental impact, environmental performance assessment, environmental protection in construction, waste management

Indicative reading list and references:

Alan Griffith and Paul Watson (2004), Construction Management – Principles and Practice, Palgrave Macmillan


Journal of Construction Management and Economics

Journal of Construction Management and Engineering Division (ASCE)

International Journal of Construction Management

International Journal of Project Management