SUBJECT DESCRIPTION FORM

Subject title: Strategic Management

Subject code: BRE5751

Credit value: 3

Responsible staff and department: Prof. L.Y. Shen and Prof. Geoffrey 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: Strategic Management for Construction (BRE575)

Learning approach:
- Lectures
- Tutorials/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 leadership
Systems, systems approach for management, system analysis
Information management, value management
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:

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