

Subject Code	BRE2921	MANAGEMENT FOR CONSTRUCTION AND REAL ESTATE
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)	<p>Subject Aim:</p> <p><i>This subject is intended to:</i></p> <ol style="list-style-type: none"> 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.
<p>Learning Outcomes:</p> <p><i>Students will demonstrate their ability to:-</i></p> <ol style="list-style-type: none"> 1. Understand the fundamentals of management principles 2. Possess managerial skills in teamwork 3. Apply the principles in practice to manage performance outputs throughout construction and property management processes 4. Use the basic knowledge of project management and property management to solve problems in practice with appropriate solution 5. Understand professional, social and ethical responsibilities 6. Communicate effectively 7. Contribute as team member and to lead effectively 		
<p>Brief Syllabus Content:</p> <p><i>The manager and the manager's roles:</i> 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.</p> <p><i>Managerial functions:</i> 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.</p> <p><i>Introduction to project management:</i> characteristics of project; project manager; project management context; types of project organization structures; concepts of project planning and controlling of cost, time and quality of construction projects.</p> <p><i>Introduction to property management:</i> concept of corporate strategy in real estate management; stakeholders in the industry; an appreciation of property management process from acquisition, management to disposal.</p> <p><i>Social responsibility and ethics:</i> arguments for and against social responsibility as a business objective concept of professional ethics and ethical problems in construction and real estate sectors.</p>		

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. Discussion will be facilitated in tutorials by small group studies which providing opportunities for students to deliver their discussion results and thinking. Lectures, seminars, management workshops 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:

Association for Project Management (2006) *APM Body of Knowledge*. 5th Edition, Association for Project Management

Fryer, B. (2004) *The Practice of Construction Management – People and Business Performance*, 4th Edition, Blackwell Publishing

HKEDC (1996) *Ethics for Professionals (Architecture, Engineering & Surveying) A Resource Portfolio for Hong Kong Universities*.

Loo F.K. (1991) *A Guide to Effective Property Management in Hong Kong*.

Robbins S.P. and Decenzo D.A. (2005) *Fundamentals of Management Essential Concepts and Applications*. (5th Edition), Upper Saddle River, N.J., Prentice-Hall International Inc.

Robbins S.P. and Hunsaker, P.L. (2006) *Training in Interpersonal Skills – TIPS for Managing People at Work*. (4th Edition), Upper Saddle River, N.J., Prentice-Hall International Inc.

Tang S.L. et. al. (2003) *Modern Construction Project Management*, Hong Kong University Press.