

# BLDG 3011 CONSTRUCTION BUSINESS MANAGEMENT

**Credit Points** 10

**Legacy Code** 301427

**Coordinator** Matt Stevens ([https://directory.westernsydney.edu.au/search/name/Matt Stevens/](https://directory.westernsydney.edu.au/search/name/Matt%20Stevens/))

**Description** This subject is centred around the dynamics of managing a construction contracting enterprise. Student groups act as a Board of Directors to plan, communicate, execute, and adjust strategy as they pursue to optimise their firm's outcomes in an online competitive game. Knowledge areas of staffing, finance, labour management, risk management and tendering are challenged. Each week, student groups are scored objectively and given feedback. This shows the team the strengths and weaknesses of the prior week's decision making. Academic staff will work with each student group to refine and improve understanding of the complex dynamics involved. Assessments will be based on decision-making improvement and mastery of strategic and operational principles.

**School** Eng, Design & Built Env

**Discipline** Building Construction Management

**Student Contribution Band** HECS Band 2 10cp

Check your HECS Band contribution amount via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 3 subject

**Restrictions** Students must have passed 80 credit points to enrol in this subject.

## Assumed Knowledge

Basic knowledge of the building construction industry and management principles.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Explain the strategic and operational issues of a construction enterprise
2. Apply iterative problem solving approach to optimise the firm's outcomes
3. Apply principles of effective management to a construction firm
4. Analyse situational factors
5. Evaluate strategic and operational results
6. Create a competitive strategic and operational plan

## Subject Content

Strategic planning  
Operational planning  
Human resource management  
Tendering and procurement  
Marketing  
Financial strategies

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Quiz	30 minutes	20	N	Individual
Practical	Total MERIT Game score after 6 weeks of competition	20	N	Group
Quiz	30 minutes	20	N	Individual
Report	3,000 words	40	N	Both (Individual & Group)

Teaching Periods

## Spring (2022)

### Online

#### Online

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View timetable ([https://classregistration.westernsydney.edu.au/even/timetable/?subject\\_code=BLDG3011\\_22-SPR\\_ON\\_0#subjects](https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BLDG3011_22-SPR_ON_0#subjects))

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