

## ABPL90207 Corporate Construction Management

<b>Credit Points:</b>	12.5
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2015. This subject runs on a biennial basis in semester 1.
<b>Time Commitment:</b>	Contact Hours: 3 hours per week Total Time Commitment: 170 hours
<b>Prerequisites:</b>	Admission into one of the following courses MC-CM Master of Construction Management MC-CONMG2Y Master of Construction Management (200 points) MC-CONMG3Y Master of Construction Management (300 points)
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Contact:</b>	<p><b>Environments and Design Student Centre</b> Ground Floor, Baldwin Spencer (building 113)</p> <p><i>Enquiries</i> Phone: 13 MELB (13 6352) Web: <a href="http://edsc.unimelb.edu.au/">http://edsc.unimelb.edu.au/</a> (<a href="http://edsc.unimelb.edu.au/">http://edsc.unimelb.edu.au/</a>) Email: <a href="mailto:edsc-enquiries@unimelb.edu.au">edsc-enquiries@unimelb.edu.au</a> (<a href="mailto:edsc-enquiries@unimelb.edu.au">mailto:edsc-enquiries@unimelb.edu.au</a>)</p>
<b>Subject Overview:</b>	Organised as an advanced seminar, this subject examines management issues relating to contemporary businesses within the construction industry. The various models of organisations and corporate strategies to achieve competitive advantage are researched and explored. Management concepts such as financial analysis, competitive strategy, innovation, negotiation, leadership and corporate social responsibility are analysed and discussed in the context of a contemporary construction company. More recent developments such as knowledge management, relationship marketing, operations management, and supply chain management etc. are also examined. Academic research, industry reports and relevant business school case studies are used extensively.
<b>Learning Outcomes:</b>	<p>On completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Understand the range of concepts relating to the management of a construction organisation;</li> <li># Compare and contrast different approaches to the strategies management of companies;</li> <li># Research the current status of companies in the market.</li> </ul>
<b>Assessment:</b>	10 weekly quizzes equivalent to 500 words (10%) due in week 3 to 12, focussing on assigned weekly materials which cover all major aspects of management within the corporate environment of a construction contracting company. Two reports equivalent to 1250 words each (25% each) due in week 5 and 8, produced in groups of approximately five students. Reports focus is to analyse two publicly held companies (who have publicly distributed annual reports) in

	terms of quantitative and qualitative factors in areas of finance, operations and marketing. Case study analysis equivalent to 2000 words (40%) due in week 12, focussing on a construction firm. Students are asked to research and analyse the company in quantitative and qualitative terms in all areas of corporate construction management covered during the semester.
<b>Prescribed Texts:</b>	Michael E. Porter, Competitive strategy techniques for analyzing industries and competitors, New York: Free Press, 1998, and selected Havard Business School cases.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<p>Upon successful completion of this subject students will have had the opportunity to develop the following generic skills:</p> <ul style="list-style-type: none"> <li># Advanced analytical skills</li> <li># Research skills</li> <li># Communication skills</li> <li># Problem solving skills</li> <li># Team working skills</li> </ul>
<b>Related Majors/Minors/ Specialisations:</b>	<p>Building  Building Systems and Trade Specialties  Corporate Management  Cost Management  Melbourne School of Design multidisciplinary elective subjects  Policy  Project Management</p>