

## CMG7202 Construction Business Management

Hours Per Week			Hours per Semester	Weighted Total Mark	Weighted Exam Mark	Weighted Continuous Assessment	Credit Units
LH	PH	TH	CH	WTM	WEM	WCM	CU
3	0	3	45	100	60	40	3

### Course Description

The course is geared at taking the student through the management of construction business. It covers the business nature, production function, personnel function, marketing function, and finance function.

### Objectives/Aim

- To enable the student understand the construction business management process.

### Course Outline

1. Business: [9]  
CH]
  - 1.1. Nature and purpose of business,
  - 1.2. scope of business.
  - 1.3. Business ownership: sole proprietorship, partnership and company
  - 1.4. private and public sectors;
  - 1.5. cooperatives,
  - 1.6. multinationals,
  - 1.7. business combinations.
2. The production function [9]  
CH]
  - 2.1 meaning and factors of production,
  - 2.2 plant and location layout;
  - 2.3 production planning and control.
3. The personnel function; [9]  
CH]
  - 3.1 personnel selection,
  - 3.2 training,
  - 3.3 development and appraisal,
  - 3.4 employee remuneration;
  - 3.5 labour management relation.
4. Marketing function: [9]  
CH]
  - 4.1 product planning and development;
  - 4.2 pricing policies
  - 4.3 channels of distribution,
5. The finance function: [9]  
CH]
  - 5.1 the finance of a business
  - 5.2 capital structure,

- 5.3 methods and sources of business finance;
- 5.4 the business environment;
- 5.5 financial markets

### **Learning Outcomes**

The student will understand how to run construction businesses and their applicability.

### **Method of Teaching/Delivery**

The course will be conducted through lectures, tutorials and assignments. Basic lecture materials provided by the Lecturer will be supplemented by individual reading effort by students.

### **Assessment Method**

Continuous assessment through assignments and tests, and final written examination. The final examination carry 60% of the total mark., while continuous assessment will carry a total of 40%.

### **Reading/ Reference Materials**

1. Allen L.A. (1977), *Management and Organization*. Mc Graw-Hill, London.
2. Fremout E.K. and Rosenzweig E.J. (1985), *Organization and Management A Systems and Contingency Approach*. Mac Graw-Hill, London.