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 in 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.