

## **CEM 553 – Construction Business Management.**

Four credit hours

Spring term

One four-hour session, timed to coincide with Business coursework.

Location to be determined

### **Instructor:**

Dr. David N. Sillars

Owen 213

Office hours to be announced

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### **Prerequisite:**

Graduate Standing, and

CEM or CE degree or 3 yrs prof. constr. experience/ OR

Instructor Approval

### **Reference materials**

#### **Primary text (Required)**

Construction Business Management

S. Peter Volpe, Peter J. Volpe

ISBN: 0-471-53636-9

September 1991

#### **Other references:**

ASCE Journal of Construction Engineering and Management

ASCE Journal of Management in Engineering

### **Course Description**

This course will introduce the students to concepts of business structuring; specific business structures associated with the construction industry; enterprise-level management techniques; extra-organizational risk management; and operational management structuring.

The course is structured to communicate the concepts through lecture, course readings, and student development of a mock construction business plan.

## Course Objectives

In the short-term, students will become familiar with the concepts of construction businesses through development of a construction industry-related business plan— the type of firm to be chosen by the student.

In the long term, the student will develop an understanding of:

1. The role of the construction firm in the facility delivery process;
2. The relationship between project and enterprise management;
3. Construction business organization;
4. Ethical issues in enterprise management;
5. Developing a unique vision and statement of purpose;
6. Reporting structures to monitor business activity; and
7. Market segmentation and marketing the firm.

## Calendar

WK	Topic	Objective
1	The Facility Delivery Process <ul style="list-style-type: none"> <li>✍ Functions</li> <li>✍ Organization options</li> <li>✍ Types of contracts</li> </ul>	1,3
2	Enterprise management vs. project management	2
3	Asset Management <ul style="list-style-type: none"> <li>✍ Key asset identification</li> <li>✍ Key asset protection</li> </ul>	3,5
4	Assessing financial strength	6
5	Labor Relations <ul style="list-style-type: none"> <li>✍ Employee relations</li> <li>✍ Organized labor</li> </ul>	2,4,6
6	Safety and Insurance <ul style="list-style-type: none"> <li>✍ Risk control functions in the enterprise</li> </ul>	6
7	Marketing <ul style="list-style-type: none"> <li>✍ Sales vs. marketing</li> <li>✍ Market management</li> </ul>	7
8	Ethics in Enterprise Management <ul style="list-style-type: none"> <li>✍ Industry relationships</li> <li>✍ Internal ethics</li> </ul>	4
9	Joint ventures/ Trade associations	1,3,7
10	Measurements of success Review	6
FINAL		

## Course Requirements/ Grading

Grade evaluations will be based on the following weighting:

Assignments and Quizzes:	25%
Mid-term exam:	25%
Final exam:	25%
Term project:	25%

Classroom lectures, presentations, and in-class group discussions are in integral part of the course; therefore, attendance is considered mandatory to obtain full benefit of the course. Tardiness is disruptive and inconsiderate of those in attendance.

In-class participation is a key element in the learning experience. Each student is expected to share experiences and participate in the exploratory and analytical portions of the class.

### Other

Syllabus may be adjusted during the term to accommodate guest speakers, etc..

Quizzes or exams may be given in-class or using the Blackboard or other electronic system. Students are expected to be familiar with the use of Blackboard for such quizzes or other class communication.

Missed exams and assignments will be counted as no points in the final grade, unless prior arrangements have been made. Any request to change the time of an examination should be presented at least two weeks in advance of the exam date. Students need to be aware that rescheduling the Final Examination may not be possible even for the most meritorious reasons. Approvals are normally limited to the following reasons.

- a) Conflict with working hours on a job that has been held consistently during the term, and for which working schedules cannot be readily adjusted, despite a sincere attempt by the student to reschedule the working hours. Example: driving a school bus;
- b) Religious reasons;
- c) Four finals in one day, where amicable agreement cannot be reached by the student and the other instructors;
- d) Military obligations verified in writing. Example: military orders, preinduction physical; and
- e) Other exceptional hardship cases.

Petitions for reasons of personal convenience are generally not approved.

Students with documented disabilities who may need accommodations, who have any emergency medical information the instructor should be aware of, or who need special arrangements in the event of evacuation, should make an appointment with the instructor as early as possible, and no later than the first week of the term. Class materials will be made available in accessible format upon request.