



**UNSW**  
SYDNEY

Australia's  
Global  
University

# Built Environment

BLDG3023  
Construction Business Strategy &  
Entrepreneurship



## Disclaimer

Information within this document is subject to change. The full and most accurate course outline will be available in Moodle closer to the start of the term in which the course is offered.

## 1. COURSE STAFF

<b>Course Contact</b>	Dr Benson Lim
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## 2. COURSE DETAILS

<b>Credit Points</b>	6 units of credit (uoc)
<b>Workload</b>	Approx. 150 hours including class contact hours, weekly individual and group online learning activities, readings, class preparation, and assessment activities.
<b>Teaching Times and Location</b>	Find details in timetable <a href="http://www.timetable.unsw.edu.au">http://www.timetable.unsw.edu.au</a>

### Description

This course offers an introduction to contemporary business and entrepreneurship management. This is of high relevance in today's business environment considering the degrees of volatility and rivalry in Australia's economy and its construction industry. To be successful, managerial staff and entrepreneurs must be aware of the marketplace changes and in turn, reconfigure and adopt different strategies in response to business opportunities and threats. In this course, students will be introduced to the germane business management concepts and competitive strategy models, and factors affecting a firm's business operation. Also, students will be exposed to different techniques, issues and procedures for developing business plans and assessing the health of a business.

### Aims

The aim of this course is to introduce students to the fundamentals of business and entrepreneurship management. Under this aim, the specific objectives are set out below to provide students with a comprehensive understanding on:

1. The key issues and challenges facing managerial staff and entrepreneurs towards managing their businesses;
2. The key concepts and tools of strategic analysis;
3. The definition of strategy and prevailing models of competitive strategy;
4. The business marketing concepts and techniques;
5. The development and execution of strategies; and
6. The preparation of business plans.

## Course Learning Outcomes (CLOs)

At the successful completion of this course, you will be able to:

1. Describe the linkages between business environment and strategies;
2. Evaluate the external environment of a business, and its resources and capabilities;
3. Conduct basic analyses to determining the financial health of a business;
4. Conduct basic accounting and financial planning;
5. Conduct market research and analysis;
6. Prepare business proposals;
7. Appreciate and propose appropriate forms of business entity and structure; and
8. Craft and execute appropriate strategies for different forms of business ventures.

## 3. ASSESSMENT

Assessment task	Weight	CLOs Assessed
1. Report – Individual Assignment	40%	2, 3, 4, 7
2. Report – Group Assignment	40%	1, 4, 5, 6, 7, 8
3. Other – Weekly Individual Reflection	10%	1, 2, 3, 4, 5, 6, 7, 8
4. Presentation – Group Presentation	10%	1, 2, 4, 5, 6, 7, 8

## 4. COURSE IMPROVEMENT AND FEEDBACK

Feedback from students is an integral part of improving courses and teaching approaches. One of the primary mechanisms of feedback is myExperience, which we strongly urge all students to complete at the end of term. Course convenors use the feedback to make ongoing improvements to the course. This is communicated in Moodle in the myFeedback Matters page.