

Subject card

Subject name and code	Real Estate Advisory & Consulting , PG_00155781						
Field of study	Management						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2026/2027		
Education level	undergraduate studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		8.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Inwestycji i Nieruchomości -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Trojanowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	20.0	12.0	0.0	0.0	52
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	52		49.0		99.0	200
Subject objectives	The aim of the course is to prepare for the real estate profession and to familiarise them with the basic scope of the law which regulates the real estate market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_U04] The student is able to use the acquired knowledge of management science and quality in professional practice.	Is able to apply acquired knowledge in real estate brokerage, including transaction management, client and broker collaboration, and service quality standards, in professional practice in the real estate market.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[ZARZL3_U08] The student correctly uses the terminology of the social sciences, especially the discipline of management and quality sciences, clearly and communicatively expresses his opinions.	Correctly uses real estate agency terminology, expresses opinions clearly and communicatively, combining knowledge of urban planning, architecture, marketing and real estate consultancy.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[ZARZL3_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes.	Is aware of the obsolescence of knowledge over time and understands the need for lifelong learning and continuous knowledge enhancement, both through academic and non-academic means, to provide effective real estate advisory services.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[ZARZL3_W03] The student has advanced knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands the concepts, principles, norms and legal regulations governing the functioning of business entities.	Has advanced knowledge of the organizational and legal forms of activities in the real estate market in Poland, understands legal concepts, principles, norms, and regulations governing the operation of business entities in the real estate sector, as well as the development of various forms of individual entrepreneurship in this field.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[ZARZL3_W14] The student has a structured detailed knowledge of the selected specialty in the field of management.	Has a structured detailed knowledge of real estate consultancy, including real estate brokerage.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[ZARZL3_U02] The student is able to correctly use the legal acts regulating the sphere of formal and legal organization of the establishment and operation of enterprises in Poland.	Is able to correctly apply the fundamental legal acts regulating the real estate market, including advisory and transaction services in the real estate sector in Poland.	[SU5] implementation of a problem task
	[ZARZL3_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily.	Is aware of the necessity to supplement and expand acquired knowledge and skills in real estate advisory and strives to interdisciplinarily combine knowledge from various fields, such as law, economics, management, and architecture.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work

Subject contents	I. Principles of Real Estate Trading
	Real Estate Brokerage Selected Topics.
	The essence and objectives of real estate trading.
	Rights and obligations of a real estate broker.
	Legal status of a real estate broker.
	Definition of a real estate broker and professional activities in real estate brokerage.
	Scope of professional activities of a real estate broker.
	Forms of professional practice.
	Professional development and qualifications improvement for real estate brokers.
	Professional, civil, and criminal liabilities of a real estate broker.
	Professional organizations of real estate brokers.
	Definition and powers of professional organizations.
	Principles of business ethics and professional ethics in real estate brokerage.
	The role of ethics in contemporary economic relations.
	The ethical and moral specifics of brokerage services.
	Introduction to Real Estate Trading.
	The essence and objectives of real estate trading.
	Contemporary concepts in real estate trading.
	Participants in the real estate trading process.
	Procedures in real estate trading.
	Acquiring real estate for transactions.
	Acquiring clients interested in transactions.
	Creating real estate databases.
	Cooperation with other real estate brokers.

II. Sources of Information on Real Estate

Sources of Information on Real Estate

Land and Mortgage Register Courts, Land and Mortgage Registers.

Land and mortgage register proceedings.

Content of land and mortgage registers.

Principles of land and mortgage registers.

Declaratory and constitutive entries.

Copies from land and mortgage registers.

Real estate cadastre (land and building register) and its relationship with land and mortgage registers.

Notarial deeds and other documents forming the basis for entries in land and mortgage registers and records included in cadastral reports.

The concept of property boundaries and obtaining data to describe the subject of valuation.

Land utility network records and basic mapping.

Analyses (reports, assessments) of the impact of environmental factors on properties.

Thematic maps.

Other sources of information on real estate.

III. Practical Topics

Urban Planning and Architecture Selected Topics.

Fundamentals of urban planning.

Fundamentals of architecture.

Preparing a business plan for a real estate trading/consulting office.

Preparing real estate for trading flipping.

Marketing in the real estate market.

Basics of website creation.

Consulting in the real estate market.

	IV. The Role of a Real Estate Appraiser in Real Estate Market Consulting		
	Studies and expert opinions not constituting a valuation report.		
	Scope of studies and expert opinions.		
	Content and format of studies and expert opinions.		
	Scope and areas of activity within real estate market consulting.		
	The art of presentation, argumentation, and mediation, including methods and tools used in real estate market consulting.		
	Real estate audits (due diligence).		
	The real estate market as a subject of consulting.		
	Examples of expert opinions, studies, and consulting.		
Prerequisites and co-requisites	Knowledge of basic real estate management issues.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	final test	51.0%	50.0%
	project	51.0%	25.0%
	project	51.0%	25.0%
Recommended reading	Basic literature	1. Doganowski R., Obrót nieruchomościami w teorii i praktyce, Wydawnictwo Naukowe PWN, Warszawa 2012. Rozdział: 4, 5, 8, 9,16 2. Foryś I., Obrót nieruchomościami, Wyd. Poltext, Warszawa 2009, rozdział 7 3. Karpiński W., Pośrednictwo w obrocie nieruchomościami - tworzenie i doskonalenie warsztatu pracy, Wydanie: 3, C.H. Beck, Warszawa 2012, s. 89-122, 221-256.	
	Supplementary literature	1. Białopiotrowicz G., Psychologia sprzedaży nieruchomości, Poltext, Warszawa 2010. 2. Brzeziński Z. (red.), Pośrednik na rynku nieruchomości, (wyd. II zaktualizowane i uzupełnione), Wyd. Poltext, Warszawa 2008. 3. Kucharska Stasiak E., Nieruchomość w gospodarce rynkowej, Wydawnictwo Naukowe PWN, Warszawa 2006. 4. Brzeski W.J. i inni (red). Nieruchomości w Polsce, pośrednictwo i zarządzanie, kompendium, Europejski Instytut Nieruchomości, Warszawa-Kraków 2008. 5. Nawrocka Ewelina: Analiza realizacji zakładanych kierunków rozwoju obsługi rynku nieruchomości w Polsce, Zarządzanie i Finanse, Uniwersytet Gdański, vol. 12, nr 4, 2014, s. 297-321. 6. Wojewnik-Filipkowska Anna, Koszarek-Cyra Aleksandra, W: Współczesne wyzwania gospodarowania nieruchomościami / Marona Bartłomiej, Głuszak Michał (red.), 2022, Warszawa, Difin, s.95-129.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		