University of Gdańsk

Subject card

Subject name and code	Real Estate Consulting, PG_00178444		
Field of study	Management		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
Education level	Bachelor's 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	7.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Investment and Real Estate -> Faculty of Management -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Ewelina Nawrocka	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	16.0	16.0	8.0	0.0	0.0	40

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	40	2.0	133.0	175

Subject objectives

The aim of the course is to prepare students for professional roles related to real estate consultancy, real estate brokerage, and property valuation.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[ZARZL3_W06] Has advanced knowledge and understanding of the principles of rational decision-making about individual resources, functional areas in the organization, processes, and management levels	The student explains the principles of rational decision-making in real estate management, using available information sources and market data.	[SW4] test/exam - oral or written
[ZARZL3_U04] Can correctly select and properly apply methods and tools from management and quality sciences, as well as economics and finance, to decision-making processes	The student correctly applies tools for the analysis of spatial, legal, and market information in the decision-making process related to real estate management.	[SU5] implementation of a problem task

Subject contents	**I. Sources of Real Estate Information** • Land and building registry and land and mortgage registers in determining the legal status of real estate • Notarial deeds as market evidence of property prices • The concept of land parcel boundaries and obtaining data for their delineation • Sources of information on utility infrastructure; graphic and descriptive symbols • Analyses (reports, assessments) of environmental factors affecting real estate • National Geoportal and other thematic maps • Industry reports **II. Principles of Real Estate Transactions** • Real estate brokerage selected issues • Nature and objectives of real estate transactions • Rights and obligations of a real estate broker • Legal status of the real estate broker • Definition of a real estate broker and the professional activity of real estate brokerage • Scope of professional activities of a real estate broker • Forms of practicing the profession • Continuing professional development for brokers • Professional, civil, and criminal liability of real estate brokers • Professional organizations of real estate brokers • Definition of a professional organization • Powers of professional organizations • Principles of business ethics and professional ethics in real estate brokerage • The role of ethics in contemporary economic relations • Ethical and moral specificities of brokerage services • Introduction to the issues of real estate transactions

- Essence and objectives of real estate transactions
- Contemporary concepts of real estate transactions
- Participants in the real estate transaction process
- Procedures in real estate transactions
- Sourcing properties for transaction
- Acquiring clients interested in real estate transactions
- Creating real estate databases
- Cooperation with other real estate brokers

III. The Role of the Property Valuer in Real Estate Consultancy

- Studies and expert opinions not constituting a valuation report
- Scope of topics covered in studies and expert opinions
- Structure and format of studies and expert opinions
- Scope of consulting services in the real estate market
- Presentation, argumentation, and mediation skills; methods and tools used in real estate consultancy
- Real estate audit (due diligence)
- The real estate market as a subject of consultancy
- Examples of studies, expert opinions, and consultancy work

IV. Practical Issues

- Urban planning and architecture selected topics
- Fundamentals of urban planning
- Fundamentals of architecture
- Preparing a business plan for a real estate brokerage or consultancy office
- Preparing property for sale (home staging)
- Real estate marketing
- Basics of website development

	• Real estate consultancy	
Prerequisites and co-requisites		
Assessment methods and criteria		

Subject passing criteria	Passing threshold	Percentage of the final grade
Exam	51.0%	50.0%
Case study	51.0%	50.0%

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 zarzadzanie, 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	

Example issues/ example questions/ tasks being completed	**Sample Practical Topics** 1. Using the National Geoportal, the Land and Building Register (EGiB), and a selected mapping service, collect the following information: • Parcel number and cadastral district • Parcel area and boundaries • Land use classification • Utility infrastructure • Accessibility to public roads • Environmental protection zones (if applicable) 2. Based on available market data (e.g., reports, listing portals, industry publications): • Characterize the current situation in the local real estate market (demand, supply, prices) • Indicate potential uses of the property (residential, commercial, investment) • Formulate a recommendation for the client the property owner regarding the sale, lease, or change of use of the property
Work placement	Not applicable

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