

**Subject card**

<b>Subject name and code</b>	Real Estate Consulting, PG_00178232						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2026	<b>Academic year of realisation of subject</b>			2028/2029		
<b>Education level</b>	Bachelor's studies	<b>Subject group</b>			Optional subject group Subject group related to scientific research in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			7.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>			exam		
<b>Conducting unit</b>	Department of Investment and Real Estate -> Faculty of Management -> Rector						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Ewelina Nawrocka				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	30.0	30.0	15.0	0.0	0.0	75
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	75		4.0		96.0	175
<b>Subject objectives</b>	The aim of the course is to prepare students for professional roles related to real estate consultancy, real estate brokerage, and property valuation.						
<b>Learning outcomes</b>	<b>Course outcome</b>		<b>Subject outcome</b>			<b>Method of verification</b>	
	[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	<p><b>I. Sources of Real Estate Information</b></p> <p>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</p> <p><b>II. Principles of Real Estate Transactions</b></p> <p>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</p> <p><b>III. The Role of the Property Valuer in Real Estate Consultancy</b></p> <p>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</p> <p><b>IV. Practical Issues</b></p> <p>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</p>									
Prerequisites and co-requisites										
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="453 1805 794 1839">Subject passing criteria</th> <th data-bbox="794 1805 1139 1839">Passing threshold</th> <th data-bbox="1139 1805 1485 1839">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="453 1839 794 1872">Case study</td> <td data-bbox="794 1839 1139 1872">51.0%</td> <td data-bbox="1139 1839 1485 1872">50.0%</td> </tr> <tr> <td data-bbox="453 1872 794 1908">Exam</td> <td data-bbox="794 1872 1139 1908">51.0%</td> <td data-bbox="1139 1872 1485 1908">50.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Case study	51.0%	50.0%	Exam	51.0%	50.0%
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Recommended reading	Basic literature	<p>1. Doganowski R., Obrót nieruchomościami w teorii i praktyce, Wydawnictwo Naukowe PWN, Warszawa 2012. Rozdział: 4, 5, 8, 9,16.</p> <p>2. Foryś I., Obrót nieruchomościami, Wyd. Poltext, Warszawa 2009, rozdział 7.</p> <p>3. Karpiński W., Pośrednictwo w obrocie nieruchomościami - tworzenie i doskonalenie warsztatu pracy, Wydanie: 3, C.H. Beck, Warszawa 2012, s. 89-122, 221-256.</p>
	Supplementary literature	<p>1. Białopiotrowicz G., Psychologia sprzedaży nieruchomości, Poltext, Warszawa 2010.</p> <p>2. Brzeziński Z. (red.), Pośrednik na rynku nieruchomości, (wyd. II zaktualizowane i uzupełnione), Wyd. Poltext, Warszawa 2008.</p> <p>3. Kucharska Stasiak E., Nieruchomość w gospodarce rynkowej, Wydawnictwo Naukowe PWN, Warszawa 2006.</p> <p>4. Brzeski W.J. i inni (red). Nieruchomości w Polsce, pośrednictwo i zarządzanie, kompendium, Europejski Instytut Nieruchomości, Warszawa-Kraków 2008.</p> <p>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.</p> <p>6. Wojewnik-Filipkowska Anna, Koszarek-Cyra Aleksandra, W: Współczesne wyzwania gospodarowania nieruchomościami / Marona Bartłomiej, Głuszak Michał (red.), 2022, Warszawa, Difin, s.95-129.</p>
	eResources addresses	

<p>Example issues/ example questions/ tasks being completed</p>	<p><b>Sample Theoretical Topics</b></p> <ol style="list-style-type: none"> <li>1. Discuss the significance of industry reports and environmental analyses in the context of investment planning in the real estate market.</li> <li>2. Describe the essential elements that should be included in a real estate database for property transactions.</li> <li>3. Explain the basic duties of a real estate broker and their professional liability.</li> <li>4. Present the areas of activity of a property valuer in the context of real estate consultancy.</li> </ol> <p><b>Sample Practical Topics</b></p> <ol style="list-style-type: none"> <li>1. Using the National Geoportal, the Land and Building Register (EGiB), and a selected mapping service, collect the following information: <ul style="list-style-type: none"> <li>• Parcel number and cadastral district</li> <li>• Parcel area and boundaries</li> <li>• Land use classification</li> <li>• Utility infrastructure</li> <li>• Accessibility to public roads</li> <li>• Environmental protection zones (if applicable)</li> </ul> </li> <li>2. Based on available market data (e.g., reports, listing portals, industry publications): <ul style="list-style-type: none"> <li>• Characterize the current situation in the local real estate market (demand, supply, prices)</li> <li>• Indicate potential uses of the property (residential, commercial, investment)</li> <li>• Formulate a recommendation for the client the property owner regarding the sale, lease, or change of use of the property</li> </ul> </li> </ol>
<p>Work placement</p>	<p>Not applicable</p>

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