

Construction Business Management



COURSE OUTLINE

In this two day in-class course, construction owners, managers, estimators, supervisors and staff will learn how to improve the management and business systems of their construction company. In addition, participants are expected to complete an online assignment.

Learning Objectives

- Understand the strategic planning process and how to implement it within the business
- Understand the importance of a business plan and how to prepare one
- Understand the benefits of a participatory management culture
- Formulate a marketing plan and understand the marketing mix
- Develop a human resource management plan
- Understand the employment cycle/process
- Develop an employee performance evaluation system
- How to increase staff morale and engagement
- Understand operational planning for construction companies
- Formulate a financial plan, budgets, ratios and break-even analysis
- Understand the importance of financial internal controls
- Develop benchmarks and key performance indicators
- Understand bonding and insurance for construction companies
- Use risk management tools to identify and mitigate risk

Certification

This course is worth 5 Gold Seal Credits

Contact Information

You can contact the Merit College of Construction by email at training@meritalberta.com or by calling 780.455.5999 for Edmonton and 403.291.9247 for Calgary.