



# Management Development Programs

for early & mid-level managers

Delhi NCR

REAL ESTATE SALES & MARKETING

20 - 24 June 2016

CONSTRUCTION PROJECT MANAGEMENT

20 - 24 June 2016

QUANTITY SURVEYING

27 June - 1 July 2016



Effective managers are integral to the success of any business. Improved strategic technical planning will help you to achieve results within your role and to ensure the long term success of your projects.

We know the world is changing. Technology, urbanization, resource scarcity – these are all transforming the way we do business. The industry needs strong management: management which can drive a diverse and innovative profession which is able to offer a coherent and unified response to the challenges ahead. Professionals are also expected to have a much broader knowledge base and be able to work across numerous disciplines within the built environment and property sectors. These courses will enable you to overcome these challenges and, as a result, transform yourself into a more effective and successful leader.

Delivered by:



Step back from day to day work environment for holistic professional development. Invest one week for a management development program - specially created for early & mid-career professionals looking to position themselves as leaders in the industry. These unique programs will help you take an end-to-end view of the property and construction lifecycle combined with managerial skills necessary to succeed.

## Introduction

The RICS-CREDAI Management Development Programs (MDP) have been developed in conjunction with the industry and are specifically tailored to meet the needs of those in the built environment sector. The synthesis of technical content with management techniques is at the core of this course, enabling executives to develop the necessary skills by applying them to real life case studies and practical scenarios. Through individual coaching and attendance at a 1-week residential setting, you will gain the skills and knowledge to take the next step as a leader.

## Pedagogy

The faculty will use a mix of lectures, cases, role plays and project based exercises to bring out the main themes of the program. Participants will be encouraged to share their experiences and viewpoints to promote learning from each other

## 5 reasons why you should attend this program

1

Get the perfect mix of technical content with management techniques - specially compiled in this unique program developed by industry leaders like RICS and CREDAI

2

Discover solutions to real work problems, whilst learning best practices through similar real life examples

3

Get access to best industry experts who will be your coach for entire duration of the program

4

Build new network through peer interaction and cross learning

5

Learn how to apply knowledge and skills in real estate business from developer's perspective

# Dates and venue

## 20-24 June 2016

- ▶ MDP Construction Project Management
- ▶ MDP Sales & Marketing

## 27 June - 1 July 2016

- ▶ MDP Quantity Surveying

## RICS School of Built Environment,

5th Floor, Block F2,  
Amity University, Sec 125 Noida

# Who should participate?

Early to Mid-level executives or managers in real estate and construction firms, with three years plus experience in the relevant fields.

“Being the global accrediting body for over 600 built environment university courses; we strongly believe RICS’ programs are unmatched in terms of curriculum and learning outcomes.”

**A Balakrishna Hegde**

Chairman, Training Committee, CREDAI



“The industry now has easy and economical access to education and training options of the highest standards, which in turn will help the sector become more professional and efficient.”

**Sachin Sandhir**

Global Managing Director-Emerging Business, RICS

“Given the scale and complexity of future projects, it is imperative for all professionals to embrace best practices & technology to reduce cost and improve productivity. The RICS-CREDAI programs are aimed at facilitating just this.”

**Getamber Anand**

Managing Director, ATS Infrastructure Limited &  
President, CREDAI



# PROGRAMS

# Essentials of Construction Project Management

5 day program  
20 to 24 June 2016

## Program overview

The program provides early to mid-career managers with a broad perspective of the main functional areas of construction project management, real estate development management and commercial management of projects with special emphasis on how to apply the knowledge and skills in real estate business.

It will provide you with the knowledge of key project management techniques as they apply to construction projects. You will explore the project lifecycle from start to finish and the critical steps within each stage, including how to plan, organize and control construction operations; undertaking initial feasibility studies through to design, construction, maintenance, refurbishment and demolition and team working, management and leadership skills.

## Who should attend?

Early career and middle level managers in construction project management divisions of real estate development organizations or contracting organizations, consultants and other agencies involved in planning and executing real estate projects.

Participants must have 3 years plus of project management experience in construction in order to derive optimum benefits from the training program.

## Learning outcomes

- ▶ Apply effective time and cost control techniques during the design and construction phase of a project
- ▶ Recognise the legal and contractual parameters of a project
- ▶ Implement cost control mechanisms including cash flows within a project
- ▶ Perform risk management and analysis techniques
- ▶ Use the quality and safety principles
- ▶ Apply techniques to manage construction site activity
- ▶ Prepare reports benchmarking progress
- ▶ Prepare audit reports for clients and stakeholders

# Program content



**Dr. Vanita Ahuja**  
Associate Professor and  
Program Director, School of  
Construction, RICS SBE

1

Fundamentals of project planning, development and construction; project lifecycle and plan of works, design management, pre-construction planning, scheduling techniques (CPM and PERT)

2

Procurement planning, contract types, tendering and procurement, tendering (Indian and Global) and their strengths and weaknesses. Tender preparation & evaluation and vendor appraisal etc

3

Safety on the job site, quality assurance and quality control, site administration and management

4

Project cost management, variation, contingency, escalation, impact on budget, liquidated damages, its applications and limits for the work delay and quality

5

Introduction to BIM

6

Establishing and implementing critical success factors for construction project management

7

Team working, negotiation, management and leadership skills

# Essentials of Quantity Surveying



**5 day program**  
27 June to 1 July 2016

## Program overview

The program provides early to mid-level managers with a broad perspective of the main functional areas of commercial management of projects with special emphasis on specification, quantities and costing.

It aims to give a perspective of the processes and practices of advanced quantity surveying. Beginning with providing the foundation level knowledge in the principles and practices, this program is delivered using 3 key stages – pre-contract, procurement and post-contract stages and challenges thereof.

Through this interactive course you will broaden your skills in the practice of cost estimating and tendering, procurement methods, risk management and commercial management of construction works.

## Who should attend?

Suitable for all construction or quantity surveying professionals, who are looking to develop their key competencies in cost estimating, tendering and procurement techniques and methodologies, having 3 years plus as a quantity surveyor, cost engineer or experience in construction.

## Learning outcomes

- ▶ Apply the practices and procedures of international quantity surveying
- ▶ Demonstrate forms of construction for various property types
- ▶ Evaluate the factors which affect the cost of a building
- ▶ Undertake the quantification and costing of construction works
- ▶ Identify the different procurement routes used for construction projects and differentiate between the types of procurement strategies
- ▶ Apply cost planning methods to control the financial aspect of a project
- ▶ Evaluate the sources of cost data relating to a construction
- ▶ Identify the contractual requirements and procedures relevant construction finances
- ▶ Identify the choice of different tendering options and their associated documentation



# Program content



**Nimish Gupta FRICS**

Adjunct Professor, School of Construction,  
RICS SBE and MD, Qonqests Technical  
Solutions

1

Background to the Quantity  
Surveying and Cost  
Economics- global overview of  
best practices

2

Pre-contract Stage  
– Measurements, estimation  
and cost planning, Cost  
Management, value  
engineering using IS:1200

3

Procurement Stage – Contract  
types, procurement routes,  
tendering, vendor appraisal,  
strengths and weaknesses.  
Tender preparation and  
evaluation, bill of quantities,  
bid evaluation and awards,  
contract agreement

4

Post-contract Stage  
– Contract administration,  
management of advances,  
reconciliation of materials,  
provision for contingencies,  
management of risks and  
price variations, retention  
money and final account  
settlement

5

Case studies and examples  
of standard and complex  
buildings

6

Team working using hands on  
mini projects

# Essentials of Real Estate Sales and Marketing

5 day program  
20 to 24 June 2016



## Program overview

The program provides early to mid-level managers with a broad understanding of sales and marketing concepts, practices, importance and role of marketing with a special emphasis on real estate sector.

The foundation level program will provide up-skilling benefits in terms of developing a good understanding of the principles and fundamentals of real estate sales and marketing. It will aim to equip the participants in attracting prospective buyers, selling and executing the sales transactions associated with real property. This will include development and implementation of marketing strategies that meet the organization's real estate industry business targets, managing all marketing, advertising and promotional activities for the organization.

## Who should attend?

Professionals who want to quickly assimilate the essentials of real estate development and management in real estate business. The program is intended for early to mid-level executives and managers with at least 3 years plus experience in business development, project marketing, selling and leasing of real estate.

## Learning outcomes

- ▶ Sales forecasting and understanding the nature of market demand
- ▶ Basic understanding of the market intelligence and competition analysis
- ▶ Marketing and sale documentation
- ▶ Marketing principles to different stake holders
- ▶ Managing and developing sales channel
- ▶ Negotiation and sale closure

# Program content



**Anupam Saxena**  
Associate Professor,  
School of Real Estate, RICS SBE

1

Introduction of sales and marketing fundamentals, real estate product mix – land, residential, concept of primary and secondary sale; regulatory – documentation and duties, etc.

2

Reading and understanding layouts/floor plans, area calculation – carpet/BUA/SBUA

3

Market research and intelligence; competition analysis, pricing analysis/inventory analysis and market segmentation, market trend analysis, product inventory,

4

Sales forecasting, lead generation, sales funnel, target achievement

5

Preparation of sales collateral – presentations, proposals, mails, etc.

6

Phone etiquettes, cold call and sales call, follow-up

7

Institutional and corporate sales

8

Understand price analysis and reverse pricing

9

Introduction to commercial and retail leasing management

10

Site preparation & management from sales perspective, effective site visits and sales presentations

11

Marketing channels, selection

12

Communications, negotiation and sales closures

# Fee breakup

	<b>COURSE FEE</b> [incl. of service tax]	<b>ACCOMMODATION</b>	<b>TOTAL</b>
<b>RICS or CREDAI members</b>	<b>Rs. 34,000</b>	<b>Rs. 10,000</b> [twin sharing]	<b>Rs. 44,000</b> [twin sharing]
		<b>Rs. 12,000</b> [single occupancy]	<b>Rs. 46,000</b> [single occupancy]
<b>NON- members</b>	<b>Rs. 40,000</b>	<b>Rs. 10,000</b> [twin sharing]	<b>Rs. 50,000</b> [twin sharing]
		<b>Rs. 12,000</b> [single occupancy]	<b>Rs. 52,000</b> [single occupancy]

## How to enrol?

Speak to our program advisors at



8467-833-833 or



indiaeducation@rics.org

- ▶ The course fee includes institutional fee, training kit, tea/snacks during classroom breaks. Access to library and computer lab
- ▶ Accommodation fee is inclusive of all meals from morning tea to dinner

[rics.org.in/mdp](https://rics.org.in/mdp)



# ABOUT US



RICS is a global professional body. We promote and enforce the leading chartered qualification and standards in the development and management of land, real estate, construction and infrastructure. Our name promised the consistent delivery of standards – bringing confidence to the markets we serve. The work of our professionals creates a safer world: we are proud of our profession's global reputation and we guard it fiercely.

[www.rics.org](http://www.rics.org)



Confederation of Real Estate Developers' Associations of India is the apex organization representing 11,500 real estate developers spread across 23 states and 156 cities. Set up in 1999, CREDAI advocates the cause of housing and habitat and works with the Government, Policy makers and Influencers to ensure a favourable policy climate for real estate development in the country. CREDAI encourages its members to upgrade the professional skills and competencies of their organizations to meet growing expectations of all stakeholders. CREDAI

[www.credai.org](http://www.credai.org)



RICS School of Built Environment (RICS SBE), Amity University, is an industry led academic institution which delivers specialized undergraduate and postgraduate education to students aspiring to work within real estate, construction and infrastructure sector. It serves as a centre for education, training, research and technical guidance. Set up in 2013, RICS SBE is supported by leading real estate, construction and infrastructure firms as well as the Ministry of Urban Development, GoI. It is located at Amity University's Noida campus and has nearly 1500 students enrolled.

[www.ricssbe.org](http://www.ricssbe.org)





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