Subject card

<table>
<tr><td>Subject name and code</td><td colspan="6">Real Estate Consulting, PG_00178232</td></tr>
<tr><td>Field of study</td><td colspan="6">Management</td></tr>
<tr><td>Date of commencement of studies</td><td colspan="2">October 2025</td><td colspan="2">Academic year of realisation of subject</td><td colspan="2">2027/2028</td></tr>
<tr><td>Education level</td><td colspan="2">Bachelor’s studies</td><td colspan="2">Subject group</td><td colspan="2">Optional subject group
Subject group related to scientific research in the field of study</td></tr>
<tr><td>Mode of study</td><td colspan="2">full-time studies</td><td colspan="2">Mode of delivery</td><td colspan="2">at the university</td></tr>
<tr><td>Year of study</td><td colspan="2">3</td><td colspan="2">Language of instruction</td><td colspan="2">Polish</td></tr>
<tr><td>Semester of study</td><td colspan="2">5</td><td colspan="2">ECTS credits</td><td colspan="2">7.0</td></tr>
<tr><td>Learning profile</td><td colspan="2">academic</td><td colspan="2">Assessment form</td><td colspan="2">exam</td></tr>
<tr><td>Conducting unit</td><td colspan="6">Department of Investment and Real Estate -> Faculty of Management -> Rector</td></tr>
<tr><td rowspan="2">Name and surname of lecturer (lecturers)</td><td colspan="2">Subject supervisor</td><td colspan="4">dr Ewelina Nawrocka</td></tr>
<tr><td colspan="2">Teachers</td><td colspan="4"></td></tr>
<tr><td rowspan="3">Lesson types</td><td>Lesson type</td><td>Lecture</td><td>Tutorial</td><td>Laboratory</td><td>Project</td><td>Seminar</td></tr>
<tr><td>Number of study hours</td><td>30.0</td><td>30.0</td><td>15.0</td><td>0.0</td><td>0.0</td></tr>
<tr><td colspan="6">E-learning hours included: 0.0</td></tr>
</table>

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	30.0	30.0	15.0	0.0	0.0	75

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	75	4.0	96.0	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] The student 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] The student 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. Real Estate Brokerage (Lectures)** 1. Real Estate Brokerage Selected Issues. 2. The nature and objectives of real estate transactions. 3. Rights and obligations of a real estate broker. 4. Legal status of a real estate broker. 5. Definition of a real estate broker and professional activities in the field of real estate brokerage. 6. Scope of professional activities performed by a real estate broker. 7. Forms of professional practice. 8. Continuing professional development of real estate brokers. 9. Professional, civil, and criminal liability of real estate brokers. 10. Professional associations of real estate brokers. 11. Definition of a professional association. 12. Powers and responsibilities of professional associations. 13. Principles of business ethics and professional ethics in real estate brokerage. 14. The role of ethics in contemporary economic relations. 15. Ethical and moral aspects specific to real estate brokerage services. 16. Introduction to issues related to real estate transactions. 17. Nature and objectives of real estate transactions. 18. Contemporary concepts of real estate transactions. 19. Participants in the real estate transaction process. 20. Procedures in real estate transactions. 21. Acquisition of properties for transactions. 22. Acquisition of prospective clients interested in transactions. 23. Creation and management of real estate databases. **II. Real Estate Brokerage (Classes)** 1. The role of the real estate broker in the contemporary real estate market. 2. Legal status, rights, obligations, and scope of activities of a real estate broker. 3. Real estate brokerage agreement. 4. Professional development and the role of professional associations. 5. Standards of cooperation with clients. 6. Principles of professional ethics conflicts of interest, fairness in advertising, and transparency of commission fees. 7. Participants in the real estate transaction process. 8. Procedures in real estate transactions. 9. Documents required in property sale and lease transactions. 10. Verification of property status prior to listing. 11. Legal security of transactions GDPR compliance, AML regulations, and client identification procedures. 12. Preparation of property for sale or lease. 13. Photography, home staging, video presentations, and virtual tours in property marketing. 14. Real estate marketing online portals, social media, property descriptions, paid advertising campaigns, and performance analysis. 15. AI tools in real estate brokerage applications, limitations, and ethical risks. 16. Cooperation with other real estate brokers. **III. Sources of Real Estate Information in Advisory Practice** 1. The real estate market as a subject of advisory services. 2. Analysis of real estate market conditions and trends. 3. Real estate due diligence: sources of information concerning legal status, zoning and land-use designation, utilities and infrastructure, identification of rights attached to the property, and risk assessment for the purpose of property selection and investment recommendation. 4. Analysis of different categories of real estate prices. Review of the contents of a notarial deed as evidence of a completed market transaction. 5. Analyses (reports, assessments) concerning the impact of environmental factors on real estate. 6. Use of thematic layers in the National Geoportal and other information systems for collecting and analysing real estate data. 7. Analysis of the commercial real estate market based on industry reports.
Prerequisites and co-requisites	
Assessment methods and criteria	see table below

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	Basic https://libra.ibuk.pl/reader/lokalny-rynek-najmu-mieszkan-anna-gorska-anna-mazurczak-261154 - Górska A., Mazurczak A., Strączkowsk Ł., Lokalny rynek najmu mieszkań, Uniwersytet Ekonomiczny w Poznaniu, Poznań 2021, (Dostęp w Ibuk Libra)

Example issues/ example questions/ tasks being completed	**Sample Theoretical Topics** 1. Discuss the significance of industry reports and environmental analyses in the context of investment planning in the real estate market. 2. Describe the essential elements that should be included in a real estate database for property transactions. 3. Explain the basic duties of a real estate broker and their professional liability. 4. Present the areas of activity of a property valuer in the context of real estate consultancy. **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

Document generated electronically. Does not require a seal or signature.