

Subject card

Subject name and code	Real Estate Consulting, PG_00178444						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
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] 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.											
Prerequisites and co-requisites												
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Case study</td><td>51.0%</td><td>50.0%</td></tr><tr><td>Exam</td><td>51.0%</td><td>50.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Case study	51.0%	50.0%	Exam	51.0%	50.0%		
Subject passing criteria	Passing threshold	Percentage of the final grade										
Case study	51.0%	50.0%										
Exam	51.0%	50.0%										
Recommended reading	Basic literature	1. Doganowski R., Obrót nieruchomości w teorii i praktyce, Wydawnictwo Naukowe PWN, Warszawa 2012. Rozdział: 4, 5, 8, 9, 16. 2. Foryś I., Obrót nieruchomości, Wyd. Poltext, Warszawa 2009, rozdział 7. 3. Karpiński W., Pośrednictwo w obrocie nieruchomości - 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 zarządzanie, 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 - Górską A., Mazurczak A., Strączkowski Ł., Lokalny rynek najmu mieszkań, Uniwersytet Ekonomiczny w Poznaniu, Poznań 2021, (Dostęp w Ibuk Libra)
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	