

코스트계획론

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Bianca, a reporter specialized in the field of construction for the C Daily News, started her afternoon with a cup of cappuccino after lunch. With the sound of “Gwanghwamun Love Song” flowing out of the speakers in the cafe, she reminded himself of 2002 Korea–Japan Worldcup fever while looking at Gwanghwamun Street through the window. The thrill of early summer came and hit her again, and she thought that the amazing emotional unity of the entire country could never happen again in 5000 years of Korean history. However, the sentimental nostalgia brought by the cappuccino did not last for long after having a sudden phone call from Prof. P, who was calling to say he wouldn’t be able to meet the dead line for the manuscript he was supposed to write just right before the due date. He asked her for the manuscript regarding issues and solutions on the project delivery methods for public construction with a belief that she would be the right person to look at the industry with systematic and balanced perspective. His unexpected notice and the limited time led her to write the manuscript on her own with the help of her class notes from the graduate school.

Miller’s Ten Key Elements seem quite reasonable for successful delivery. However, it could sound a little cliché for the Korean construction industry in which various interest groups exist. 1) From which point of view should the Korean delivery system be described when it is said to have a lack of variety and full of complexity under centralized management? 2) How should industry competitiveness and protecting/fostering of mid-sized companies be balanced through fair competition? 3) What is the reason and solution of the problem in which the strategies for reducing corruption and for bringing fair competition eventually lead bidding system to depend mostly on luck? 4) What is the logical link of the saying “Best practice happens when Best Client is prioritized”?

Bianca tried to answer the questions 1) within one page of A4 size paper, 2) with simple language for ordinary readers, 3) with convincing and logical arguments. Soon, she realized the task was too difficult for her and decided to get some help by calling 8311... “Please help me! You got an hour!”

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