

Course guide

210216 - GCEA - Business Management and Start-Up for Architects

Last modified: 14/12/2023

Unit in charge: Barcelona School of Architecture
Teaching unit: 753 - TA - Department of Architectural Technology.
Degree: DEGREE IN ARCHITECTURE STUDIES (Syllabus 2014). (Optional subject).
Academic year: 2023 **ECTS Credits:** 3.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: ANA MARIA PUIG-PEY CLAVERIA

Others: Primer quadrimestre:
ANA MARIA PUIG-PEY CLAVERIA - Grup: 1ST

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

EP18. Translation from Spanish slope
EP19. Translation from Spanish slope
EP22. Translation from Spanish slope
EP26. Translation from Spanish slope
EP27. Translation from Spanish slope

Generical:

CG6. Translation from Spanish slope

Transversal:

CT1. Translation from Spanish slope
CT2. Translation from Spanish slope
CT4. Translation from Spanish slope
CT6. Translation from Spanish slope
CT5. Translation from Spanish slope

Basic:

CB3. Translation from Spanish slope
CB5. Translation from Spanish slope
CB1. Translation from Spanish slope
CB2. Translation from Spanish slope
CB4. Translation from Spanish slope

TEACHING METHODOLOGY

Go to catalan or spanish version.

LEARNING OBJECTIVES OF THE SUBJECT

Go to catalan or spanish version.

STUDY LOAD

Type	Hours	Percentage
Self study	42,0	56.00
Hours large group	33,0	44.00

Total learning time: 75 h

CONTENTS

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Description:

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Full-or-part-time: 75h

Theory classes: 33h

Self study : 42h

GRADING SYSTEM

Go to catalan or spanish version.

BIBLIOGRAPHY

Basic:

- Osterwalder, A.; Pigneur, Y.; Clark, T. Business model generation: a handbook for visionaries, game changers, and challengers [online]. Hoboken, New Jersey: John Wiley & Sons, 2010 [Consultation: 11/05/2020]. Available on: <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upcatalunya-ebooks/detail.action?docID=581476>. ISBN 9780470876411.
- Ries, E. The lean startup: how today's entrepreneurs use continuous innovation to create radically successful businesses. New York: Crown Business, 2011. ISBN 9780307887894.
- Royal Incorporation of Architects in Scotland. Marketing para arquitectos. Barcelona: Gustavo Gili, 1996. ISBN 842521694X.
- Bonafonte, M; Puigpey, A. Seguir siendo arquitecto. Barcelona: Fundación Arquia, 2015.

RESOURCES

Hyperlink:

- Què podem fer? Introducció als perfils professionals dels arquitectes. <http://www.etsab.upc.edu/web/frame2.htm?%C2%A1=2&m=estudios&s=profesional&c=profesional>