

Course guide

310718 - 310718 - Workshop 3: Management I

Last modified: 05/02/2025

Unit in charge: Barcelona School of Building Construction
Teaching unit: 752 - RA - Departamento de Representación Arquitectónica.
753 - TA - Department of Architectural Technology.
732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN ARCHITECTURAL TECHNOLOGY AND BUILDING CONSTRUCTION (Syllabus 2019).
(Compulsory subject).

Academic year: 2024 **ECTS Credits:** 4.5 **Languages:** Catalan

LECTURER

Coordinating lecturer: Eloi Coloma

Others: Eloi Coloma
Joan-Marc Garcés
Gustavo de Gispert
Asun Galera
Joan Manuel Soriano

PRIOR SKILLS

None

REQUIREMENTS

To take the Business Management course

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Transversal:

- 01 EIN N3. ENTREPRENEURSHIP AND INNOVATION - Level 3. Using knowledge and strategic skills to set up and manage projects. Applying systemic solutions to complex problems. Devising and managing innovation in organizations.
- 02 SCS N3. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 3. Taking social, economic and environmental factors into account in the application of solutions. Undertaking projects that tie in with human development and sustainability.
- 04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.
- 05 TEQ N3. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.
- 06 URI N3. EFFECTIVE USE OF INFORMATION RESOURCES - Level 3. Planning and using the information necessary for an academic assignment (a final thesis, for example) based on a critical appraisal of the information resources used.
- 07 AAT N3. SELF-DIRECTED LEARNING - Level 3. Applying the knowledge gained in completing a task according to its relevance and importance. Deciding how to carry out a task, the amount of time to be devoted to it and the most suitable information sources.

TEACHING METHODOLOGY

We will use different teaching resources:

- Active and collaborative work in the face-to-face sessions, the role of the teacher is a passive role, exercising a role of mentor to the students, who will become the promoters of the business plan.
- Instrumental work in semi-flipped classrooms
- We will share intrapersonal and interpersonal communication techniques to help improve teamwork.
- Role playing, to simulate real situations and increase pragmatism in management issues.

LEARNING OBJECTIVES OF THE SUBJECT

The goal of the workshop is, through the development of a business plan based on the implementation of a service where digitalization adds value, to analyze the entire value chain of a company in the building sector, such as ceramic tile manufacturing, a construction company, or a structural calculation office, from the creation of the business idea to its launch.

The specific objectives are:

- 1) Understand how the digitalization of the construction sector affects the business models of the actors involved.
- 2) Learn how BIM can be used to add value to clients.
- 3) Explore new ways of creating business through sector digitalization.
- 4) Identify each of the essential parts of a business plan: idea, market study, operations plan, and financial plan.
- 5) Recognize the importance of teamwork and foster synergies.
- 6) Visualize the activity chain within a construction company.

STUDY LOAD

Type	Hours	Percentage
Hours small group	45,0	40.00
Self study	67,5	60.00

Total learning time: 112.5 h

CONTENTS

Digitalization as a Business Model

Description:

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Full-or-part-time: 4h

Theory classes: 3h

Self study : 1h

Digitalization of the Asset Life Cycle

Description:

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Full-or-part-time: 4h

Theory classes: 1h 30m

Guided activities: 1h 30m

Self study : 1h

The Company as a Legal Entity

Description:

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Full-or-part-time: 5h

Theory classes: 1h 30m

Guided activities: 1h 30m

Self study : 2h

Types of companies

Description:

-

Full-or-part-time: 5h

Theory classes: 1h 30m

Guided activities: 1h 30m

Self study : 2h

Tax System

Description:

-

Full-or-part-time: 5h

Theory classes: 1h 30m

Guided activities: 1h 30m

Self study : 2h

Business Investments

Description:

-

Full-or-part-time: 5h

Theory classes: 1h 30m

Guided activities: 1h 30m

Self study : 2h

Market Studies

Description:

-

Full-or-part-time: 5h

Theory classes: 1h 30m

Guided activities: 1h 30m

Self study : 2h

BIM for Design Management

Description:

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Full-or-part-time: 5h

Guided activities: 3h

Self study : 2h

Digital Indicators in the Design Phase

Description:

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Full-or-part-time: 5h

Guided activities: 3h

Self study : 2h

BIM for Construction Management

Description:

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Full-or-part-time: 5h

Guided activities: 3h

Self study : 2h

Digital Indicators in the Construction Phase

Description:

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Full-or-part-time: 5h

Guided activities: 3h

Self study : 2h

Business Model Design Workshop

Description:

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Full-or-part-time: 5h

Guided activities: 3h

Self study : 2h

GRADING SYSTEM

The evaluation criteria for the workshop will be as follows:

- Exercises 20%
- Partial exam 30%
- Coursework 50%



BIBLIOGRAPHY

Basic:

- Ruiz, Miguel. Los Cuatro acuerdos : un libro de sabiduría tolteca. Barcelona: Urano, 2011. ISBN 9788479532536.
- Mazón Satrustegui, Fernando; Olsina Pau, Francesc Xavier; Aguila Batllori, Santiago. Finanzas: de la planificación a largo a la gestión diaria de la tesorería. 2003. Barcelona: Gestion 2000, Reimpressió 2007. ISBN 978-8480889278.
- Laloux, Frederic. Reinventar las organizaciones : la guía práctica ilustrada del libro que ha revolucionado el management. 2017. Barcelona: Arpa Innovación, 2017. ISBN 9788416601554.
- Guia para la la implementación del BIM en la licitación pública.
- Plan Estratégico 2030 del Gobierno de Catalunya.
- Plan BIM de la Comisión Interministerial del Gobierno de España.