

## Course guide

### 310735 - 310735 - Workshop 6: Management II

**Last modified:** 03/07/2023

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

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

**Academic year:** 2023    **ECTS Credits:** 7.5    **Languages:** Catalan, Spanish

#### LECTURER

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**Coordinating lecturer:** Llopart Egea, Amadeo

**Others:** Almecija Casanova, Ana Belen  
Apricopoe, Gabriela  
Cabrera Guardiola, Alberto Andres  
Esquinas Dessy, Jesús  
Jiménez Rodríguez, Verónica  
Lafont Rogel, Alejandro  
Llopart Egea, Amadeo  
Pique Hernandez, Josep  
Sánchez Ferradal, Paula  
Terrones Marin, Josep

#### PRIOR SKILLS

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Business management, Legislation applied to construction, Urban management, Architectural drawing.

#### TEACHING METHODOLOGY

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The teaching methodology is based on learning, through the development of a team project, of project management in the real estate field, using teamwork as a collaborative and interactive system between students themselves and also between students and teachers. At the same time, learning will be carried out and evaluated on an individual basis. On the other hand, the workshop focuses on the management of the feasibility study, of a real estate development, applied to an existing site.

#### LEARNING OBJECTIVES OF THE SUBJECT

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The general objective of the course is to introduce students to the world of real estate management through experimentation, information gathering, identification and reflection.

They are specific objectives:

- 1) Identify and know the necessary steps.
- 2) Apply and experiment with existing software tools.
- 3) Analyze a plot under different parameters; know how to apply acceptance and rejection criteria.

They are also objectives of the subject: to facilitate the relationship between students and familiarize them with real estate products; to assume responsibilities and course planning; to provide and evaluate levels of oral expression, written and graphical at university level.



## STUDY LOAD

Type	Hours	Percentage
Hours small group	75,0	40.00
Self study	112,5	60.00

**Total learning time:** 187.5 h

## CONTENTS

### Module 1 Recognizing the environment (Previous studies)

**Description:**

In this first module the student will make the first approximation to the objective of the project, knowledge of the site and the environment. Collection of information necessary for the definition of the real estate product.

**Specific objectives:**

Identify the real estate product from different perspectives, urban planning, legal, technical.

Make use of the language of the field of knowledge.

To work autonomously with the systems of representation proper to the building sector.

**Related activities:**

Activity 1: Preparation of a document, by the student, with the legal and urban development qualification of the site.

Activity 2: Market study of supply.

Activity 3: Market study of demand.

Activity 4: Proposed structure appropriate to the business model.

**Full-or-part-time:** 42h 30m

Theory classes: 5h

Self study : 37h 30m

### Module 2 Define and Represent

**Description:**

Based on the information collected and managed during Module 1, the student will proceed to define and represent the property product, at the preliminary project level, that best suits the expectations gathered in the previous phase, through the use of appropriate tools and software.

**Specific objectives:**

Analyze the real estate product.

Identify structural enclosure and finishing systems that are better suited to the needs.

**Related activities:**

Activity 5: Definition of construction systems and qualities.

Activity 6: Product structure representation.

Activity 7: Description and representation of enclosures and finishes.

**Full-or-part-time:** 42h 30m

Theory classes: 5h

Self study : 37h 30m

### Module 3 Analysing and planning the material implementation budget and costs associated with advocacy.

**Description:**

This module begins work on the economic - financial feasibility study of the site, based on the results of previous studies and product definition. It is analyzed, the building, from the reflection and correction of the graphic documentation made; a global estimate is made of the different expenses of the promotion, from a macro-planning of the process. The income is assessed on the basis of the market study of demand and a feasibility study of real estate is prepared on the basis of a hypothetical current financial market situation.

**Specific objectives:**

The main objective of this module is for students to make an exercise in understanding the real estate product from the different areas of knowledge they have been incorporating during the course and to draw conclusions. It is also the objective of this module that the student should show the work done in an orderly manner, with criteria, and levels of self-requirement proper to university studies: Correction in the presentation and adaptation of the tools of graphic expression, oral and written in the objectives of the final document.

**Related activities:**

Activity 8: Study of global costs from the preliminary draft.

Activity 9: Income forecasting based on the study of demand and relations between the parties.

Activity 10: Economic-financial study.

Final activity: Feasibility study of the real estate project.

**Full-or-part-time:** 42h 30m

Theory classes: 5h

Self study : 37h 30m

## ACTIVITIES

### Activity 1

**Description:**

Preparation of a document, by the student, with the legal and urbanistic qualification of the site.

**Full-or-part-time:** 5h

Theory classes: 5h

### Activity 2

**Description:**

Market research of supply.

**Full-or-part-time:** 5h

Theory classes: 5h

### Activity 3

**Description:**

Market study of demand.

**Full-or-part-time:** 5h

Theory classes: 5h

#### Activity 4

**Description:**

Proposal of the appropriate structure for the business model.

**Full-or-part-time:** 5h

Theory classes: 5h

#### Activity 5

**Description:**

Definition of construction systems and qualities.

**Full-or-part-time:** 5h

Theory classes: 5h

#### Activity 6

**Description:**

Representation structure of the product.

**Full-or-part-time:** 5h

Theory classes: 5h

#### Activity 7

**Description:**

Description and representation of enclosures and finishes.

**Full-or-part-time:** 5h

Theory classes: 5h

#### Activity 8

**Description:**

Estudio de los costes globales a partir del anteproyecto.

**Full-or-part-time:** 5h

Theory classes: 5h

#### Activity 9

**Description:**

Income forecasting based on the study of demand and relations between the parties.

**Full-or-part-time:** 5h

Theory classes: 5h

### Activity 10

**Description:**

Economic and financial study

**Full-or-part-time:** 5h

Theory classes: 5h

## GRADING SYSTEM

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Ongoing evaluation. Each week, the learning objectives will be set out and will be reflected in the delivery of the different activities presented and corrected during the sessions of the workshop. Ten Directed Activities will be delivered and scored, each with a value of 7% of the final note. At the end of the course, the final feasibility study document for the workshop as a whole is submitted, which will have a final grade value of 30 per cent.

## BIBLIOGRAPHY

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**Basic:**

- - PORTER MICHAEL E.. Ventaja competitiva. Madrid, 2010.
- - LEY 1/1995, de 16 de marzo, por la que se aprueba el plan territorial general de Cataluña..
- - Ley 38/1999, de 5 de noviembre, de Ordenación de la Edificación. competitiva. .
- - Ley de Suelo..
- - PORTER MICHAEL E.. Estrategia competitiva. Madrid: Pirámide, 2009.

**Complementary:**

- - MONTOYA, PATRICIO . Gestión de Promociones Inmobiliarias. . Madrid: Diaz de Santos, 2007.
- - LLINARES MILLÁN, M<sup>a</sup> CARMEN. Viabilidad Económica de Promociones Inmobiliarias.. Editorial UPV.,
- - CAPARRÓS, A., FERNÁNDEZ, J. y ALVARELLOS, R. . Manual de Gestión Inmobiliaria. Colegio de ingenieros de caminos, canales y puertos.. 2006.
- - SABATER MORA, NURIA . Nuevo liResumen sistematización de la actualización del Project Manager en las promociones inmobiliarias. Proyecto Final de Carrera.bro. 2009.
- - GARCÍA AGULLÓ, MIGUEL ÁNGEL. El Estudio de Viabilidad de la Promoción Inmobiliaria.. Editorial CIE Dossat 2000., 2000.