

Course guide

310763 - 310763 - Strategies and Business Leadership in the Construction Sector

Last modified: 07/02/2024

Unit in charge: Barcelona School of Building Construction
Teaching unit: 732 - OE - Department of Management.

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

Academic year: 2023 **ECTS Credits:** 3.0 **Languages:** English

LECTURER

Coordinating lecturer: EVA GALLARDO GALLARDO -

Others:

EVA GALLARDO GALLARDO
KOFI SENAYA

PRIOR SKILLS

Level B2 of English

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

FE-32. FE-32 Knowledge of the professional organisation and the basic procedures in the construction field and the promotion.
FE-33. FE-33 Exposition and defence, before a university committee, of a final of degree project, consisting in an exercise of assimilation of the educational contents received and the competences acquired.

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.
01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.
03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

TEACHING METHODOLOGY

The methodology will follow two principles that we consider essential:

- The teacher will be a guide and/or mentor of the student in driving towards knowledge, and the student will be an active part in the learning process.
- It is an experiential and interactive course.

The course will be hybrid, integrating the classroom and online modality, with continuous interaction between students and teacher

LEARNING OBJECTIVES OF THE SUBJECT

The objective of the course is to show and guide the student in the change of current paradigms in the management of companies in the field of construction, where we will work on the following aspects:

- * Strategic management instruments
- * New types of leadership.
- * New business paradigms

STUDY LOAD

Type	Hours	Percentage
Hours large group	30,0	40.00
Self study	45,0	60.00

Total learning time: 75 h

CONTENTS

The business offering and analysis

Description:

The business purpose (mission, vision, values, etc.)
Internal and external analysis with a final SWOT
New business (technology and customers) = Finding opportunities within the business model
Integrating innovation into the company
Defining a business model (business model canvas)
Types of business models
Attracting potential customers (MK)
Finance and Funding

Specific objectives:

Introduction to business with special emphasis on strategy planning and innovation.

Full-or-part-time: 10h

Practical classes: 10h



People inside the business

Description:

Teamwork
Management and Leadership
Motivation and Empowerment

Specific objectives:

Offer an overview of the fundamentals of teamwork, leadership and motivation

Full-or-part-time: 10h

Theory classes: 10h

GRADING SYSTEM

The evaluation will be weighted as follows:

- * Activity or mini-case Unit 1: 25%
- * Activity or mini-case Unit 2: 25%
- * On-going project (in groups): 50%

EXAMINATION RULES.

The guidelines for each task will be uploaded on ATENEA

BIBLIOGRAPHY

Basic:

- Robbins, Stephen P; Coulter, Mary K; DeCenzo, David A. Fundamentals of management : essential concepts and applications . 9th ed., global ed. Harlow : Pearson Education Limited, cop. 2015. ISBN 9781292056548.
- Hill, Charles W. L; Schilling, Melissa A. Strategic management : an integrated approach : theory & cases . 14e. ©2024. ISBN 0-357-71671-X.
- Covey, Stephen R. Los 7 hábitos de la gente altamente efectiva : la revolución ética en la vida cotidiana y en la empresa. 1a ed. en colección Booket. Barcelona: Paidós, 2015. ISBN 9788408143987.

Complementary:

- Scandura, Terri A. Essentials of organizational behavior : an evidence-based approach . Second edition. ©2019. ISBN 9781544331294.