

Course guide

310289 - 310289 - Integration of Real Estate Knowledge Applied Workshop II

Last modified: 26/05/2026

Unit in charge: Barcelona School of Building Construction
Teaching unit: 753 - TA - Department of Architectural Technology.

Degree: MASTER'S DEGREE IN REAL ESTATE DEVELOPMENT AND MANAGEMENT (Syllabus 2024). (Optional subject).

Academic year: 2026 **ECTS Credits:** 6.0 **Languages:** Spanish

LECTURER

Coordinating lecturer: Rolando Biere
Manel Torrents

Others:

PRIOR SKILLS

The required capacities to access the master degree.

REQUIREMENTS

The defined requisits to access the master degree.

TEACHING METHODOLOGY

Project based learning
Group workshops / interactive sessions
Role-play games / presentations-feedback

LEARNING OBJECTIVES OF THE SUBJECT

Profundizar a nivel de trabajo individual en el análisis de un plan de negocio de servicio inmobiliario. Con la inclusión de análisis de sensibilidad que contemplen escenarios políticos, macroeconómicos, financieros y rutas críticas.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	27,0	20.15
Hours large group	9,0	6.72
Self study	80,0	59.70
Hours small group	18,0	13.43

Total learning time: 134 h

CONTENTS

Profundización de un plan de negocio de un servicio inmobiliario

Description:

Desarrollo de un plan de de negocio de un servicio inmobiliario.

Full-or-part-time: 52h 30m

Theory classes: 52h 30m

GRADING SYSTEM

Any academic fraud, plagiarism or use or possession of unauthorised means in an assessment activity leads to a mark of zero (0) for the affected test or assignment. Furthermore, in accordance with the University's regulations, if disciplinary proceedings are initiated the subject is recorded as "Pending Assessment" until a decision is reached. These incidents are managed in accordance with the [Action Framework for Academic Integrity in Assessment at the UPC](#).

Active participation: 20,0%

Teamworks: 30,0%

Practical exercises: 30,0%

Final presentation: 20,0%

EXAMINATION RULES.

Attendance at least at 80,0%

Participation: active.

Teamwork: active participation both in conduction and exposition.

Qualification: at least a passing grade in each qualification system.

Punctual deliveries, with proper qualityand conduction/ethics according to MUDGI.

Final presentation properly structured and on time.

BIBLIOGRAPHY

Basic:

- Thiel, Peter A. De cero a uno: Cómo inventar el futuro. Barcelona: Gestión 2000, 2015. ISBN 8498753538.

- Ries, Eric; San Julián Arrupe, F. Javier. El Método Lean Startup : cómo crear empresas de éxito utilizando la innovación continua. Barcelona: Deusto, 2012. ISBN 842340949X.

- Blank, Steven G; Dorf, Bob. El Manual del emprendedor : la guía paso a paso para crear una gran empresa. Primera edición en colección Booket. Barcelona: Gestión 2000, febrero de 2016. ISBN 8498754224.