Determination of the Professional Autonomous Activity

**Coordinating unit:** 310 - EPSEB - Barcelona School of Building Construction  
**Teaching unit:** 732 - OE - Department of Management  
**Academic year:** 2018  
**Degree:** BACHELOR'S DEGREE IN ARCHITECTURAL TECHNOLOGY AND BUILDING CONSTRUCTION (Syllabus 2015). (Teaching unit Optional)  
BACHELOR'S DEGREE IN BUILDING CONSTRUCTION SCIENCE AND TECHNOLOGY (Syllabus 2009). (Teaching unit Optional)  
**ECTS credits:** 3  
**Teaching languages:** Catalan, Spanish

**Teaching staff**  
**Coordinator:** Jordi Vilajosana

**Degree competences to which the subject contributes**

**Transversal:**

05 TEQ N1. TEAMWORK - Level 1. Working in a team and making positive contributions once the aims and group and individual responsibilities have been defined. Reaching joint decisions on the strategy to be followed.  
01 EIN N2. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.  
04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.  
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.  
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.  
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.

**Teaching methodology**

The methodology to use it will be a combination between different traditional pedagogic instruments and others more innovative:

* Theoretical classes. Formal exposition of themes of corporate management.  
* Practical classes. Development by the student of some practical cases.  
* Role playing: it will be developed role games to dramatise some situations close to the corporate reality.  
* Coffee meeting: it will be invited some entrepreneurs of the constructive sector to share experiences.

**Learning objectives of the subject**

The goal is to teach how to generate a business idea, to be entrepreneurs and innovators in the construction sector, show the necessary topics to generate a business idea, develop the idea and provoke its analysis. And open a door to the connection between the university knowledge with the corporate surrounding, across the practice, corporate tutorization and the role games used.
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Study load

<table>
<thead>
<tr>
<th>Total learning time: 75h</th>
<th>Hours large group: 12h 16.00%</th>
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<tbody>
<tr>
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<td>Hours medium group: 9h 12.00%</td>
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<tr>
<td></td>
<td>Hours small group: 9h 12.00%</td>
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<td>Guided activities: 0h 0.00%</td>
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<td>Self study: 45h 60.00%</td>
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Content

Unit 1 The generation of a business idea

<table>
<thead>
<tr>
<th>Learning time: 32h</th>
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<tbody>
<tr>
<td>Theory classes: 12h</td>
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<tr>
<td>Self study: 20h</td>
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Description:
In this content it will be worked:
1.1 Basic concepts of innovation and creativity
1.2 Creativity techniques
1.3 Management of the innovation

Related activities:
Activity 1: brain storming, Activity 2: Bad ideas

Unit 2 Market and sectorial analysis

<table>
<thead>
<tr>
<th>Learning time: 32h</th>
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<tbody>
<tr>
<td>Theory classes: 12h</td>
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<tr>
<td>Self study: 20h</td>
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Description:
2.1 The competitive forces of Michael Porter
2.2 SWOT analysis and key variables
2.3 The core business
2.4 The competence and demand analysis

Unit 3 Business Plan

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<th>Learning time: 16h</th>
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<tbody>
<tr>
<td>Theory classes: 11h</td>
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<tr>
<td>Self study: 5h</td>
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Description:
3.1 Marketing plan
3.2 Economic analysis
3.3 Composition of the Business Plan
The evaluation of performance of the student will be done taking into account the implication of the students in the different debates that will be done in class. Furthermore it will be taken into account the result obtained by the student in the different practical cases (continuous evaluation). The breakdown of the mark is the one showed further down:

**Continuous Evaluation (EC): 20%**
**Projects and practical cases (CP): 20%**
**Business plan (BP): 60%**

Nota final = (12:20 x AC) + (12:20 x CP) + (0.60 x BP)

### Bibliography

**Basic:**