Course guides
310718 - 310718 - Workshop 3: Management I

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: 2021 ECTS Credits: 4.5 Languages: Catalan, Spanish

LECTURER

Coordinating lecturer: Vilajosana Crusells, Jordi
Others: Soriano Llobera, Juan Manuel
Recasens Alsina, Marta
Recasens Alsina, Raquel
Ruiz Gandullo
Vilanova Gabarró, José

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

LEARNING OBJECTIVES OF THE SUBJECT

The objective of the workshop is, through the realization of a business plan, to see the entire value chain of a company in the field of the building sector, e.g. manufacture of ceramic tiles, construction company or structural calculation office, from the creation of the business idea to its implementation.
The specific objectives are:
1) Identify each one of the essential parts of a business plan: idea, market study, operations plan and financial plan.
2) Value the importance of teamwork and provoke synergies.
3) Visualize the chain of activities that exists in a construction company.
STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self study</td>
<td>67.5</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours small group</td>
<td>45.0</td>
<td>40.00</td>
</tr>
</tbody>
</table>

**Total learning time:** 112.5 h

CONTENTS

**title english**

**Description:**
content english

**Related competencies :**
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.

**Full-or-part-time:** 22h 30m
Theory classes: 0h 30m
Practical classes: 8h 30m
Self study : 13h 30m

**Strategic business analysis**

**Description:**
Once the business idea has been elaborated, we will validate it with the different existing tools (SWOT and PORTER)

**Specific objectives:**
Validate if the business idea is strategically valid or makes sense, prior to conducting the market study.

**Related competencies :**
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.
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.

**Full-or-part-time:** 7h 30m
Practical classes: 3h
Self study : 4h 30m
Marketing: study and strategy

Description:
content english

Related competencies:
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.
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.
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.
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.

Full-or-part-time: 22h 30m
Theory classes: 9h
Self study : 13h 30m

Product definition

Description:
In this module we will develop in the most detailed way possible the product / service created and validated by the marketing study.
In each course, a different product or service will be proposed from the previous one, as an object of the business plan. In this way, different businesses with different casuistry and procedures may be proposed, giving rise to rotating participations according to the specialties of the teaching staff of the technology department.

As an example:

• Construction materials: ceramic pieces, wood processes, binders, artificial stones, testing laboratories, etc ...

• Construction company, prefabricated panel assembly company, facilities, etc ...

• Technical consultancies for calculations of structures, facilities, Project management, facilities management, etc.

Related competencies:
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.
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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.

Full-or-part-time: 30h
Practical classes: 12h
Self study : 18h
economic and financial planning

Description:
In this last module we will carry out the study of economic and financial planning of the proposed product / service, quantifying: investment, income and expenses, and analyzing its financial viability

Related competencies:
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.
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.
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.
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Full-or-part-time: 30h
Practical classes: 12h
Self study : 18h

GRADING SYSTEM

BIBLIOGRAPHY

Basic:
- Olsina Francesc Xavier. Finanzas: De la planificación a largo a la gestión diaria de la tesorería. 2003. gestion 2000,
- Frederic Laloux. Reiventar las organizaciones. 2016. arpa,