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

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: 2021  ECTS Credits: 3.0  Languages: English

LECTURER

Coordinating lecturer: Torrents Arevalo, Juan Antonio

Others:

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:
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 three principles that we consider essential:
- Management by (real) consulting projects (Learning by doing), of public or private organizations, we consider basic learning based on experiences.
- The teacher will be a guide and / or mentor of the student in driving towards knowledge, the student will be an active part in the learning process.
- It is a subject, experiential, interactive and self-managed by students and teachers.

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

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self study</td>
<td>45,0</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours large group</td>
<td>30,0</td>
<td>40.00</td>
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</tbody>
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Total learning time: 75 h

CONTENTS

25/5000 Strategic planning

Description:
* Sectorial strategic analysis.
* BSC.
* Canvas

Specific objectives:
Share and work with instruments for the management and strategic evaluation of companies

Related activities:
Experiential activities and systemic role plays

Full-or-part-time: 10h
Practical classes: 10h
### types of leadership

**Description:**
- Traditional leadership
- Transformational leadership.
- Positive and systemic leadership

**Specific objectives:**
Share the different types of existing leaderships and their evolution

**Related activities:**
Experiential activities and systemic role plays

**Full-or-part-time:** 11h
Theory classes: 11h

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### New business paradigms

**Description:**
- Full organizations and new structures.
- Auto team management.
- Talent and commitment of the teams

**Specific objectives:**
Show different types of organizations, different from traditional ones

**Related activities:**
Experiential activities and systemic role plays

**Full-or-part-time:** 9h
Theory classes: 9h

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### GRADING SYSTEM

The evaluation system of the subject will be based on three principles:

- Consensus of the evaluation system, between students and teacher.
- Maximum equity in qualifications.
- The purpose of the assessment system is not control, but to help learning

The evaluation will be weighted as follows:

- Attendance and participation.- 30%
- Weekly exercises.- 30%
- Monographic work.- 40%

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### BIBLIOGRAPHY

**Basic:**
RESOURCES

Other resources:
The equipment necessary to carry out both face-to-face and streaming sessions