

310502 - Business Administration

Coordinating unit: 310 - EPSEB - Barcelona School of Building Construction
Teaching unit: 732 - OE - Department of Management
Academic year: 2019
Degree: MASTER'S DEGREE IN BUILDING CONSTRUCTION MANAGEMENT (Syllabus 2015). (Teaching unit Compulsory)
ECTS credits: 5 Teaching languages: Spanish

Teaching staff

Coordinator: Dr. Jordi Vilajosana Crusells

Opening hours

Timetable: Wednesdays from 16.00 to 18.00 hours.

Requirements

There are not previous requirements for the achievement of this subject.

Degree competences to which the subject contributes

Specific:

CE01MUGE. Apply techniques of resource planning analysis in building businesses.

CE03MUGE. Manage strategic and infrastructure planning and programming and apply to the management, planning and control of operations.

CE06MUGE. Analyse financial and accounting operations of the company, with special emphasis on cases from the building sector

CE07MUGE. Identify strategic management models used in companies in the building sector

CE08MUGE. Apply planning techniques of production from its strategic and operative aspects.

CE11MUGE. Analyse cost control systems and apply them

Transversal:

05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

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 to use will be a combination between different traditional teaching tools and others more innovative:

- * Theoretical classes: Formal exposition of the topics of the subject.
- * Practical classes: Development of practical cases by the student.
- * "Role-playing" classes: The students will develop role games to stage situations close to the business reality.

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Learning objectives of the subject

the objective of the subject is firstly to transmit the essence and the abilities for the management of companies of the construction sector, prioritizing the most basic and determinant aspects, like the innovation in the creation of companies, the strategic planning, the managerial abilities and the operational management in the current organisation. Secondly to introduce the students in an entrepreneurial and innovative attitude inside the construction sector.

Study load

Total learning time: 125h	Hours large group:	17h 30m	14.00%
	Hours medium group:	5h	4.00%
	Hours small group:	5h	4.00%
	Guided activities:	7h 30m	6.00%
	Self study:	90h	72.00%

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Content

<p>business idea creation</p>	<p>Learning time: 31h 30m</p> <p>Theory classes: 5h 30m Practical classes: 1h Laboratory classes: 1h Guided activities: 1h 30m Self study : 22h 30m</p>
<p>Description: In this content the students work:</p> <ul style="list-style-type: none"> 1.1. Innovation and creativity. 1.2. Business idea creation 1.3. Elevator pitch <p>Related activities: Various role games related with the generation of bussiness ideas.</p> <p>Specific objectives: Strengthen the entrepreneurial spirit of the student, and develop his/her creative potential.</p>	
<p>title english</p>	<p>Learning time: 31h</p> <p>Theory classes: 4h Practical classes: 2h Laboratory classes: 1h Guided activities: 1h 30m Self study : 22h 30m</p>
<p>Description: In this content the students work:</p> <ul style="list-style-type: none"> 2.1. Strategic planning. 2.2. Organisation structures. 2.3. The control of management. <p>Related activities: Development of practical cases of strategic planning.</p> <p>Specific objectives: Develop and help the student with the ability of manage and guide a bussiness in its fundamental lines and supervise its compliance.</p>	

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<p>title english</p>	<p>Learning time: 31h 45m</p> <p>Theory classes: 4h Practical classes: 1h Laboratory classes: 2h Guided activities: 2h 15m Self study : 22h 30m</p>
<p>Description: 3.1. Communication. 3.2. Negotiation. 3.3. Team management.</p> <p>Related activities: Practices related with public expositions and role games of negotiation.</p> <p>Specific objectives: Train the student in topics as necessaries as the communication which is a key element in the bussiness management.</p>	
<p>team leadership</p>	<p>Learning time: 30h 45m</p> <p>Theory classes: 4h Practical classes: 1h Laboratory classes: 1h Guided activities: 2h 15m Self study : 22h 30m</p>
<p>Description: In this content the students work:</p> <p>4.1. Types of leadership 4.2. Leadership skills 4.3 Emotionals skills</p> <p>Related activities: role playing</p> <p>Specific objectives: The objective is to know leadership skills</p>	

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Qualification system

The evaluation of the subject will be compound by these parameters.

- a) Continuous evaluation and practical cases, 30%.
- b) Business Idea, 30%.
- c) Research work, 40%.

Bibliography

Basic:

Chesbrough, Henry. Innovación de servicios abiertos : reinvente su negocio para crecer y competir en una nueva era. Barcelona: Plataforma, 2011. ISBN 9788415115441.

Kim, W. Chan; Mauborgne, Renee. La Estrategia del océano azul : cómo crear en el mercado espacios no disputados en los que la competencia sea irrelevante. Barcelona: Granica, 2005. ISBN 8475774113.

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Vilajosana Bejar ,Jordi ; Vilajosana Crusells, Jordi. El Mánager integral inmobiliario [on line]. BarcelonaE: edicions UPC, 2009 [Consultation: 24/07/2015]. Available on: <<http://hdl.handle.net/2099.3/36848>>. ISBN 9788498804133.

Puchol, Lluís. El Libro de las habilidades directivas. Madrid: Diaz Santos, 2006. ISBN 8479787465.

Mazón, Fernando ; Olsina, Francesc Xavier ; Aguilá, Santiago. Finanzas: de la planificación a largo a la gestión diaria de la tesorería. Barcelona: Gestión 2000, 2003. ISBN 8480889276.