Course guide
310717 - 310717 - Business Management

Last modified: 09/02/2024

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). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 4.5 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: Soriano Llobera, Juan Manuel

Others: Soriano Llobera, Juan Manuel
Recasens Alsina, Raquel

PRIOR SKILLS

no previous requirements

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
1. FB-6 Appropriate knowledge of the business concept, its institutional framework, organisation models, planning, control and strategic decision making in certainty environments, risk and uncertainty; production systems, expenses, planning, financing sources and making of financial plans and budgets.
2. FB-7 Ability to organise small companies and take part as a member of multidisciplinary teams in big companies.
3. FE-24 Ability for the development of market studies, valuations and appraisals, studies of real-state viability, valuation and expert¿s report of risks and damages in construction.
4. FE-27 Ability to apply the necessary advanced tools for the resolution of the parts which the technical project implies and its management.

Transversal:
5. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.
6. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 1. Analyzing the world¿s situation critically and systemically, while taking an interdisciplinary approach to sustainability and adhering to the principles of sustainable human development. Recognizing the social and environmental implications of a particular professional activity.

TEACHING METHODOLOGY

The teaching methodology to be developed will be based on the following principles:

* ACTIVE participation of the student, being the teacher a guide or mentor in teaching and also a transmitter of knowledge.
* Sessions will be online.
* The engine of the subject will be the weekly exercises and the monographic work to be done.

The classes will be of three types:

* Theoretical classes, and complemented with documentation and videos that can be consulted on the intranet of the subject. All this oriented to support the resolution of the weekly case study and the monograph.
* Practical classes, resolution of practical cases and doubts.
* Debates on conjunctural themes, and related to the exercises and the monographic work.

LEARNING OBJECTIVES OF THE SUBJECT

It will contribute to the knowledge and analytical capacity to enter the field of the building company, either managing and organizing a small or medium-sized company in the sector, or being part of a team in a large or multinational company. The student will learn to understand the company from different points of view: economic, organizational and social, while acquiring the skills to face the job in the company in the future.

The three basic objectives that we have are the following:

* Know the basic dynamics in the basic dynamics of a basic organization: strategy, finance and marketing.
* Emphasize management skills in teamwork.
* And provoke an entrepreneurial attitude.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	22,0	19.56
Self study	68,5	60.89
Hours large group	22,0	19.56

Total learning time: 112.5 h

CONTENTS

STRATEGIC PLANNING OF THE COMPANY

Description:
1.- Mission, vision, objectives and purpose of the company
2.- Sector analysis: dafo, porter, PESTE.
3.- Canvas model.
4.- Balance Score Card.

Specific objectives:
Three basic objectives:
* Know how to determine the purpose of the company.
* analyze the sector strategically.
* Supervision and / or strategic control of the organization.

Related activities:
Carrying out various activities: experiences and debates

Related competencies :
FB-06. FB-6 Appropriate knowledge of the business concept, its institutional framework, organisation models, planning, control and strategic decision making in certainty environments, risk and uncertainty; production systems, expenses, planning, financing sources and making of financial plans and budgets.
FB-07. FB-7 Ability to organise small companies and take part as a member of multidisciplinary teams in big companies.
01 EIN N1. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.

Full-or-part-time: 4h
Theory classes: 4h

FINANCIAL MANAGEMENT IN A BUILDING COMPANY

Description:
In this content we work:
* Overview of corporate finance. The business plan
* The investment decision
* Analysis of accounting information
* Valuation of companies

Specific objectives:
In this section we have three basic objectives:

* Assess the importance of the economic and financial management of a construction company.
* Know the basic aspects of cost management.
* Know the basic aspects of financial analysis.
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Historial
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Related activities:
Economic and financial exercises will be carried out

Related competencies :
FB-06. FB-6 Appropriate knowledge of the business concept, its institutional framework, organisation models, planning, control and strategic decision making in certainty environments, risk and uncertainty; production systems, expenses, planning, financing sources and making of financial plans and budgets.

Full-or-part-time: 9h 30m
Theory classes: 9h 30m

MARKET RESEARCH

Description:
In this content we work:

* Basic Marketing concepts.
* Market study

Specific objectives:
We have three objectives in this section:

* Know the basic instruments to detect, provoke and know the needs of the market.
* Share the basic aspects of market research.
* Assess the importance of marketing in construction companies.

Related activities:
We will carry out weekly activities and case studies.

Related competencies :
FB-06. FB-6 Appropriate knowledge of the business concept, its institutional framework, organisation models, planning, control and strategic decision making in certainty environments, risk and uncertainty; production systems, expenses, planning, financing sources and making of financial plans and budgets.
FB-07. FB-7 Ability to organise small companies and take part as a member of multidisciplinary teams in big companies.

Full-or-part-time: 6h 50m
Theory classes: 6h 50m

NEGOTIATION AND MANAGEMENT ABILITIES

Description:
This content will work:

* Directive communication.
* Negotiation.
* Types of leadership

Specific objectives:
The basic objective is interpersonal communication and team management.

Related activities:
Experiential activities will be carried out

Related competencies :
FB-06. FB-6 Appropriate knowledge of the business concept, its institutional framework, organisation models, planning, control and strategic decision making in certainty environments, risk and uncertainty; production systems, expenses, planning, financing sources and making of financial plans and budgets.
01 EIN N1. ENTREPRENEURSHIP AND INNOVATION - Level 1. Showing enterprise, acquiring basic knowledge about organizations and becoming familiar with the tools and techniques for generating ideas and managing organizations that make it possible to solve known problems and create opportunities.

Full-or-part-time: 3h
Theory classes: 3h

title english

Description:
1.- Commercial Law.
2.- Civil law.
3.- Fiscal and tax law

Specific objectives:
Know the basic and essential aspects of the law applicable to companies: types of commercial companies, statutes, governing bodies, shares and participations, tax system, corporate tax,...

Related activities:
Carrying out activities related to law.

Full-or-part-time: 2h
Theory classes: 2h

GRADING SYSTEM

The evaluation of the course will be divided into three sections:

* Attendance to face-to-face class, 20%
* Weekly exercises, 10%.
* Partial Exam, 30%
* Final Exam, 40%

BIBLIOGRAPHY

Basic:
- Sanz Santolaria, Carlos Javier. Diccionario económico, contable, comercial y financiero. Madrid: Gestión 2000, 2007. ISBN 978848088801.
- Besanko, David ... [et al.]. Economics of strategy. 6a ed. Hoboken: Wiley & Sons, 2013. ISBN 9781118319185.
- Mintsberg, H.; Quinn, J.B.; Goshal, S. El Proceso estratégico. Madrid: Prentice Hall, 1999. ISBN 8483220504.
- Brealey, R.; Myers, S. Fundamentos de financiación empresarial. 3a ed. Madrid: Ed. McGraw-Hill, 1998. ISBN 8448120221.
- Kotler, Philip. Dirección de marketing : análisis, planificación, gestión y control. 7a ed. Nueva York: Ed. Prentice Hall, 1992. ISBN 0135796571.
- Dixit, Avinash K.; Nalebuff, Barry J. Pensar estratégicamente: un arma decisiva en los negocios, la política y la vida diaria. Barcelona: Antoni Bosch, 1992. ISBN 8485855604.

RESOURCES

Other resources:
The computer resources necessary to be able to carry out the online classes