

Course guide

310762 - 310762 - Commercial Strategy in the Construction and Real Estate Sector

Last modified: 13/11/2023

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: 2023 **ECTS Credits:** 3.0 **Languages:** English

LECTURER

Coordinating lecturer: Torrents Arevalo, Juan Antonio

Others: Torrents Arevalo, Juan Antonio

PRIOR SKILLS

It is needed to have studied Business Management

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

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.

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.

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.

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.

02 SCS N2. SUSTAINABILITY AND SOCIAL COMMITMENT - Level 2. Applying sustainability criteria and professional codes of conduct in the design and assessment of technological solutions.

04 COE N2. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.

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.

TEACHING METHODOLOGY

The method used is a combination of various traditional educational tools and other more innovative techniques:

Theory classes: Formal teaching of business management topics.

Practical classes: Practical cases developed by the student.

Tutorials: Orientation for the development of the student's business plan.

Role playing: Role-playing games developed around situations similar to the realities of business.

LEARNING OBJECTIVES OF THE SUBJECT

The aim is to teach the commercial, financial and legal mechanisms for launching a business, and transmit the innovative spirit in management.

STUDY LOAD

Type	Hours	Percentage
Self study	45,0	60.00
Hours large group	30,0	40.00

Total learning time: 75 h

CONTENTS

Comercial strategy in the construction sector

Description:

Theme 1 – Business Plan

Description:

The content includes:

- 1.1 Business Plan
- 1.2 Strategy Management

Theme 2 - Financial Plan

Description:

The content includes:

- 2.1 Investment determination
- 2.2 Operating account forecast
- 2.3 Financial planning

Theme 3: Comercial strategy

- 3.1 Define Objectives and Target Audience
- 3.2 Develop a Commercial Real Estate Marketing Plan
- 3.3 Segment and Build Targeted Email Campaigns
- 3.4 Share Your Content on Social Media
- 3.5 Marketing Strategy Template

Related competencies :

FB-07. FB-7 Ability to organise small companies and take part as a member of multidisciplinary teams in big companies.

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Full-or-part-time: 1h

Theory classes: 1h



GRADING SYSTEM

Student performance will be evaluated taking into account their involvement in the various class debates. Additionally, the results obtained by the student in the different case studies will be considered (ongoing evaluation). The breakdown of the course grade is as follows:

Continuous assessment (CA): 20%

Work and case studies (CS): 20%

Business plan (BP): 60%

Final mark = $(0.20 \times CA) + (0.20 \times CS) + (0.60 \times BP)$

RESOURCES

Audiovisual material:

- streaming . Resource