

Course guide

210216UM - 210216UM - Management and Creation of Innovative Companies in Architecture

Last modified: 26/05/2023

Unit in charge: Barcelona School of Architecture
Teaching unit: 704 - CA I - Department of Architectural Technology I.

Degree: Academic year: 2023 ECTS Credits: 3.0
Languages: Spanish

LECTURER

Coordinating lecturer: Puig-Pey Clavería, Ana María (Departament de Tecnologia de l'Arquitectura)

Others: Puig-Pey Claveria, Ana Maria (Departament de Tecnologia de l'Arquitectura)
Garrell, Anais (IRI CSIC/UPC)
Estaren, Xavier (EMPREN UPC)

TEACHING METHODOLOGY

There will be theoretical sessions and practical sessions. The latter, including group presentations, role-playing games and open discussions among students. Tutorials are given throughout the course on the specific proposals of each group of students. It encourages creativity to be put at the service of innovation and value propositions to be structured in a coherent and rigorous process.

LEARNING OBJECTIVES OF THE SUBJECT

Entrepreneurship and innovation: Know and understand the organization of a company and the sciences that mark its activity; ability to understand labor rules and the relationships between planning, industrial and business strategies, quality and profit. Promote innovation within the sector, stimulating the creative spirit of the professional future around the development of new processes and lines of activity linked to construction.

Sustainability and social commitment: Know and understand the complexity of the economic and social phenomena typical of the welfare society; ability to relate well-being to globalization and sustainability; ability to use technology, technology, economy and sustainability in a balanced and compatible way with innovative character

CONTENTS

Creation and management of innovative companies by architects. innovARQ

Description:

The subject "Creation and management of companies for architects" aims to introduce the future architect to the basic features of business reality, providing him with the first tools that allow him to integrate, well in a work structure. existing or generate a new business structure with innovative value propositions.

Specific objectives:

1-2. First value proposition. Innovative solutions in the field of Architecture

Internal analysis and External analysis. Interpretation of results

3. Product / service value proposition.

Differential positioning, potential customers and business model.

CANVAS of the proposal

4. Value proposition.

Cost-revenue structure

Static and dynamic budget

Creation of the company.

Business plan, communication tools and start of activity

5. Presentation Innovative company

Executive summary and pitch elevator

How to manage our company.

Presentation by groups 1. Discussion

Presentation by groups 2. Discussion

Final Presentation. Elevator Pitch and investment proposal

Course conclusions

Full-or-part-time: 3h

Practical classes: 3h

GRADING SYSTEM

Continuous assessment

Continuous assessment will be based on the work carried out by the student during the academic year, through the submission of assignments or the performance of written and/or oral tests, according to the criteria and timetable established.

Final assessment

If the continuous assessment is not positive, a second assessment may be carried out, which will consist of a final overall test in the established methodology according to the criteria of the lecturer in charge (written or oral test and/or submission of assignments).

Telematic continuous assessment

In online teaching situations, continuous assessment will be carried out synchronously and asynchronously, by the methods established by the University and the School, with a periodic record of academic activity by submitting assignments, forums, questionnaires or any other means provided by the Atenea platform, or the alternative tools provided to the teaching staff.

In situations in which this telematic teaching takes place when face-to-face teaching has already begun, or for non-academic reasons, any alterations to the weightings or regular teaching control systems will be communicated in detail to all students on the Atenea platform for every subject.

Final telematic assessment

If the continuous telematic assessment is not positive, a second assessment may be carried out consisting of a final overall test in telematic format to be established in accordance with the criteria of the lecturers in charge and the ICT resources and tools provided by the University or the School. The measures for adapting to distance teaching will be implemented in accordance with ICT security and personal data protection criteria to ensure compliance as regards Personal Data Protection legislation (RGPD and LOPDGDD).



BIBLIOGRAPHY

Basic:

- La enseñanza de la arquitectura y del medio ambiente. Barcelona: Col·legi d'Arquitectes de Catalunya, Demarcació de Barcelona [etc.], DL 1997. ISBN 8489698341.
- "El Arquitecto: formación, competencias y práctica". Architectonics: Mind, Land & Society. 2013, núm. 25.
- "Public entities driven robotic innovation in urban areas". Robotics and Autonomous Systems [on line]. 2017, vol. 92, pp. 162-172 [Consultation: 13/07/2021]. Available on: <https://www.sciencedirect.com/science/journal/09218890>.- Monica Bonafonte, Ana Puig-Pey. Seguir siendo Arquitecto. Fundació ARQUIA. Colección e-temas, n.2, ISBN 9788460816379.
- Architectural and environmental teaching : initiative co-funded by the Life Programme : European Commission. Directorate-General XI. Environment. Barcelona: Col·legi d'Arquitectes de Catalunya, Demarcació de Barcelona, DL 1997. ISBN 8489698376.

RESOURCES

Other resources:

The materials and documents of the subject may be written indistinctly in any languages of instruction.