

Business and Projects Management

Code: 104531
ECTS Credits: 6

Degree	Type	Year	Semester
2503743 Management of Smart and Sustainable Cities	FB	2	1

Contact

Name: Elisabet del Valle Álvaro
Email: ElisabetDel.Valle@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

None in particular

Objectives and Contextualisation

The main objective of the course is to provide the basic concepts of business management and necessary projects, as well as the skills and abilities necessary to face the current professional world related to smart and sustainable cities.

Competences

- Carry out projects related to the management, equality and sustainability of cities applying elements of technological innovation such as ICT.
- Critically analyse work carried out and demonstrate a desire to improve.
- Identify and interpret social, economic, technological and sustainability challenges in different areas such as: town planning, infrastructures, mobility, urban economies, services and equipment, cultural diversity and social inequality, energy and natural resources, waste, etc.
- Prevent and solve problems, adapt to unforeseen situations and take decisions.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.

Learning Outcomes

1. At a basic level, master the essential aspects (structure, organisation, regulations and economy) of companies.
2. Critically analyse work carried out and demonstrate a desire to improve.
3. Describe companies' fundamental strategies of action in the development of smart and sustainable cities.
4. Design and manage company projects, taking into account aspects of a technological, institutional, economic and organisational nature.
5. Prevent and solve problems, adapt to unforeseen situations and take decisions.
6. Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.

Content

1. Introduction to the managerial function
 1. Directive functions.
 2. New orientations of the directive function.
 3. Leadership and leadership styles
 4. Skills and managerial skills.
2. Business strategy
 1. The process of analysis and formulation of the strategy
 2. The implementation of the strategy
 3. Collaborative economy
 4. Circular economy
 5. CSR, ethics and values
3. Function and entrepreneurial initiative
 1. Process of creating a company.
 2. Identification and evaluation of a business opportunity
 3. Business models. Canvas and lean startup.
 4. Business plan
4. Project management
 1. Project management and structure.
 2. Phases of a project.
 3. Planning and organization of a project.
 4. Project execution: direction and control.
 5. Project management tools.
5. Innovation management
 1. Strategic management of innovation and technology
 2. The innovation process and its management
 3. Competitive intelligence and technological surveillance
 3. Competencies in innovation and creativity techniques
 4. Venture management: Intrapreneurship or Corporate entrepreneurship

Methodology

Theoretical classes: Lectures on the concepts of the syllabus, with participation and intervention of the assistants.

Classes of resolution of case studies and real examples: Resolution of problems corresponding to the subject by the assistants.

Discussion about the solution strategies, their analysis and their execution.

Preparation of papers and reports: Case studies that will be raised and solved by the people enrolled in the subject individually or in groups, from which they will make a report (written and / or multimedia).

We will work in a participatory and experimental way in groups and individually.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical classes	22.5	0.9	2, 3, 4, 1, 5, 6
Theoretical classes	22.5	0.9	3, 4, 1
Type: Supervised			
Individual tutorials	2.5	0.1	2, 4, 5, 6

Assessment

The contents of this subject will be evaluated continuously through partial exams and evaluations of the practical part reports:

- Theory evaluation (partial exams) 50%
- Practical work in the classroom and 50% reports

To pass the subject it will be necessary to obtain a 5 as a weighted global grade and a 3 out of 10 of each evaluation activity to be able to do average. Non-participation in any of the specific activities will be valued with a zero. MH = 10.

A student will be considered as "not evaluable" if he / she does not participate in any of the evaluation activities.

At the end of the course the professor will publish the final grades and the day, time and place of review of the exam. In case of a grade lower than 3.5, the student will have to redo the subject in the next course.

There will be a re-evaluation for those students who have not passed the subject and their final grade is equal to or greater than 3.5. The professors of the subject will decide the modality of this re-evaluation. In case of overcoming the re-evaluation, the final grade will be 5.

Evaluation Activities Calendar

The dates of the different evaluation tests (partial exams, exercises in the classroom, delivery of works, ...) will be announced well in advance during the semester.

"The programming of the evaluation tests cannot be modified, unless there is an exceptional and duly justified reason why an evaluation act cannot be carried out. In this case, the student is responsible for the qualifications, after consulting the teaching staff and to the affected students, they will propose a new program within the corresponding academic period. "Section 1 of Article 115. Calendar of the evaluation activities (Academic Regulations UAB)

Recovery Process

"To participate in the recovery process the students must have been previously evaluated in a set of activities that represent at least two thirds of the total grade of the subject or module." Section 3 Article 112 ter. recovery (UAB Academic Regulations). Students must have obtained an average grade of the subject between 3.5 and 4.9.

The date of this test will be scheduled in the exam calendar. The student who presents himself and passes it will pass the subject with a grade of 5. Otherwise, he will keep the same grade.

Irregularities in Evaluation/Plagiarism

Notwithstanding other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation act, it will be scored with 0 This evaluation act, regardless of the disciplinary process that can be instructed In case of several irregularities occur in the evaluation acts of the same subject, the final grade of this subject will be 0 ". Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations)

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practical work in classroom and reports	50%	7.5	0.3	2, 3, 4, 1, 5, 6
Theory evaluation (partial exams)	50%	5	0.2	2, 3, 4, 1, 5, 6

Bibliography

- ALEX STEPHANY: The Business of Sharing: Making it in the New Sharing Economy.
 - ARUN SUNDARARAJAN: The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism.
 - CHELSEA RUSTRUM, GABRIEL STEMPINSKI, AND ALEXANDRA LISS: It's A Shareable Life, by Chelsea Rustum,
 - ELLEN MACARTHUR FOUNDATION (2015) Delivering the Circular Economy: A Toolkit for Policy Makers <http://www.ellenmacarthurfoundation.org/news/new-tools-for-policymakers-facilitate-transition-to-the-circular-economy>
 - ELLEN MACARTHUR FOUNDATION, (2012), 'Towards a circular economy: Economic and business rationale for an accelerated transition' (Report Volume 1), <http://www.ellenmacarthurfoundation.org/business/reports/ce2012>
 - ELLEN MACARTHUR FOUNDATION, (2013), 'Towards a circular economy: Opportunities for the consumer goods sector' (Report Volume 2), <http://www.ellenmacarthurfoundation.org/business/reports/ce2013>
 - ELLEN MACARTHUR FOUNDATION, (2014), 'Towards a circular economy: Accelerating the scale-up across global supply chains' (Report Volume 3), <http://www.ellenmacarthurfoundation.org/business/reports/ce2014>
 - ELLEN MACARTHUR FOUNDATION, McKinsey, SUN (2015) Growth Within: A Circular Economy Vision for a Competitive Europe: <http://www.ellenmacarthurfoundation.org/news/latest-research-reveals-more-growth-jobs-and-competitiveness-wi>
 - EUROPEAN COMMISSION, (2014), 'Scoping study to identify potential circular economy actions, priority sectors, material flows and value chains', <http://www.bookshop.europa.eu/en/scoping-study-to-identify-potential-circular-economy-actions-priority-sectors-n>
 - EUROPEAN COMMISSION, (2014), 'Towards a circular economy: a zero waste programme for Europe', <http://ec.europa.eu/environment/circular-economy/pdf/circular-economy-communication.pdf>
 - BILLEE HOWARD: We-Commerce: How to Create, Collaborate, and Succeed in the Sharing Economy.
 - COVEY SR. Los 7 hábitos de la gente altamente efectiva. Paidós Empresa. 1995
 - DAVID PASSIAK (Author) and JEREMIAH OWYANG (Foreword)Empower: How to Co-Create the Future.
 - GOLEMAN, D. Liderazgo, el poder de la inteligencia emocional. Ediciones B. 2013
- 4
- GOLEMAN, D. Liderazgo, el poder de la inteligencia emocional. Ediciones B. 2013
 - GUERRAS, L.A.; NAVAS, J.E. (2015): . Madrid: La dirección estratégica de la empresa. Teoría y aplicaciones Thomson-Civitas.
 - Harold D. Kerzner et al: Project Management: A Systems Approach to Planning, Scheduling, and Controlling. John Wiley & Sons .10ª edición.
 - OSTERWALDER, A.; PIGNEUR, Y.; CLARK, T. (2011). Generación de modelos de negocio : un manual para . Deusto. Barcelona.visionarios, revolucionarios y retadores
 - OSTERWALDER, A. Y PIGNEUR, Y. (2015). Diseñando la propuesta de valor: cómo crear los productos y . Deusto. Barcelona.servicios que tus clientes están esperando
 - RIALP, A. (2003): Fundamentos teóricos de la Organización de Empresas: Un enfoque interdisciplinar. Madrid: Pirámide.

- RIES, E. (2012): . Deusto. Barcelona. El método del Lean Startup
- ROBBINS, S.P . (2004): Comportamiento organizacional: conceptos, controversias y aplicaciones. (10ª ed.). México. Prentice-Hall Hispanoamericana.
- VECIANA, J. M.^a (1999): La función directiva. Bellaterra (Barcelona): Servicio de Publicaciones de la UAB.
- NAVAS, J y GUERRAS, L.A. (1996): La Dirección Estratégica de la Empresa. Teoría y Aplicaciones. Editorial Civitas, S.A., Madrid.
- VECIANA, J.M.^a. (2005): La creación de empresas. Un enfoque gerencial, Colección Estudios Económicos. Servicio de Estudios de La Caixa.