

Business and Projects Management

Code: 104531
ECTS Credits: 6

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

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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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

Teachers

Elisabet del Valle Álvaro

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
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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
Type: Autonomous			
Preparation and study of the theoretical and practical contents	90	3.6	2, 3, 4, 1, 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

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Software

No softward is used.