

Course edition	1	Academic Year	2023-24
Ref.	MBUILD M35		
MODULE	INTEGRATED PROJECT 3		
ECTS	6		
Year/Semester	Y2/S1		
Class hours	60h		
Teaching location	UC, Santander, Spain		

## 1. OBJECTIVES

- To provide students with creativity, leadership and entrepreneurship skills in the field of construction.
- Integration by the student of the knowledge acquired in the rest of the modules taught.
- To develop the student's capacity for teamwork, negotiation skills and the use of emotional intelligence and empathy.

## 2. LEARNING OUTCOMES AND COMPETENCES

### Learning outcomes

- Develop the necessary skills to effectively communicate technical information.
- Communicate effectively under pressure, facing potential investors or clients' critic audits.
- Be acquainted with creativity techniques for project management.
- Embrace team working and exchange of ideas.
- Develop entrepreneurship and adaptive leadership skills.
- Plan and coordinate proposed operations in a project, working in formal and informal groups.
- Understand and accept cultural differences between members of a team with diverse backgrounds.
- Develop the necessary skills to meet the delivery deadlines under pressure.
- Understand and know how to cope with change, in particular deriving from the integration of new materials and technologies.

### Specific competences:

- Be able to propose a new business in the field of sustainable construction by preparing a market study and developing a business plan.

## 3. SYLLABUS/TOPICS

- The European Entrepreneurship Competence Framework
- Self-knowledge and team management
- Design thinking and creativity (*Theoretical, Practical sessions and Teamwork*)
- Business model (*Theoretical, Practical sessions and Teamwork*)
- Prototyping and validation (*Theoretical, Practical sessions and Teamwork*)
- Finance (*Practical sessions and Teamwork*)
- Presentation and communication (*Theoretical, Practical sessions and Teamwork*)
- Demo day

## 4. MANDATORY REFERENCES

- Class notes provided by the lecturers

## 5. ADDITIONAL REFERENCES

- Green, B (2017). All in: 101 Real Life Business Lessons for Emerging Entrepreneurs.
- Ferriss, T (2016). Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World Class Performers. Harper Business.
- Bradberry, T et al (2009). Emotional Intelligence 2.0. TalentSmart.
- Heifetz, R et al (2009). The Practice of Adaptive Leadership: Tools and Tactics for Changing Your Organization and the World. Harvard Business Press.
- Kliem, R (2013). Creative, Efficient, and Effective Project Management. Auerbach Publications.
- Burke, R et al (2014). Project Management Leadership: Building Creative Teams. Wiley.

## 6. ASSESSMENT TYPE

- Distributed only (courseworks and activities developed during the semester).

## 7. ASSESSMENT COMPONENTS AND CALCULATION OF FINAL GRADE

### 7.1. Normal assessment

The module will be assessed by:

- Final Coursework, to be developed during the teaching period. In groups. Details will be defined at the beginning of the classes.
- Oral presentation of the Final Coursework, at the end of the teaching period. Details will be defined at the beginning of the classes.
- Continuous assessment, based on attendance, participation in class, etc.

	Nr	Weigh in the final grade	Minimum grade
Final Coursework	1	60%	-
Oral presentation	1	20%	-
Continuous assessment	-	20%	-
		100%	

### 7.2. Resit assessment

- If the final grade of the module is FAILED, the group will improve the Final Coursework and resubmit it in order to obtain a PASS.
- Deadline of the re-submission will be the last day of the official resit period of the semester at UC.

## 8. TEACHING STAFF

Name	Position	University	email
Pablo Pascual	Associate Professor	UC	pablo.pascualm@unican.es
Daniel Castro	Associate Professor	UC	daniel.castro@unican.es
CISE Staff *	-	UC	-

\* CISE: *Santander International Entrepreneurship Centre*, in its English initials.