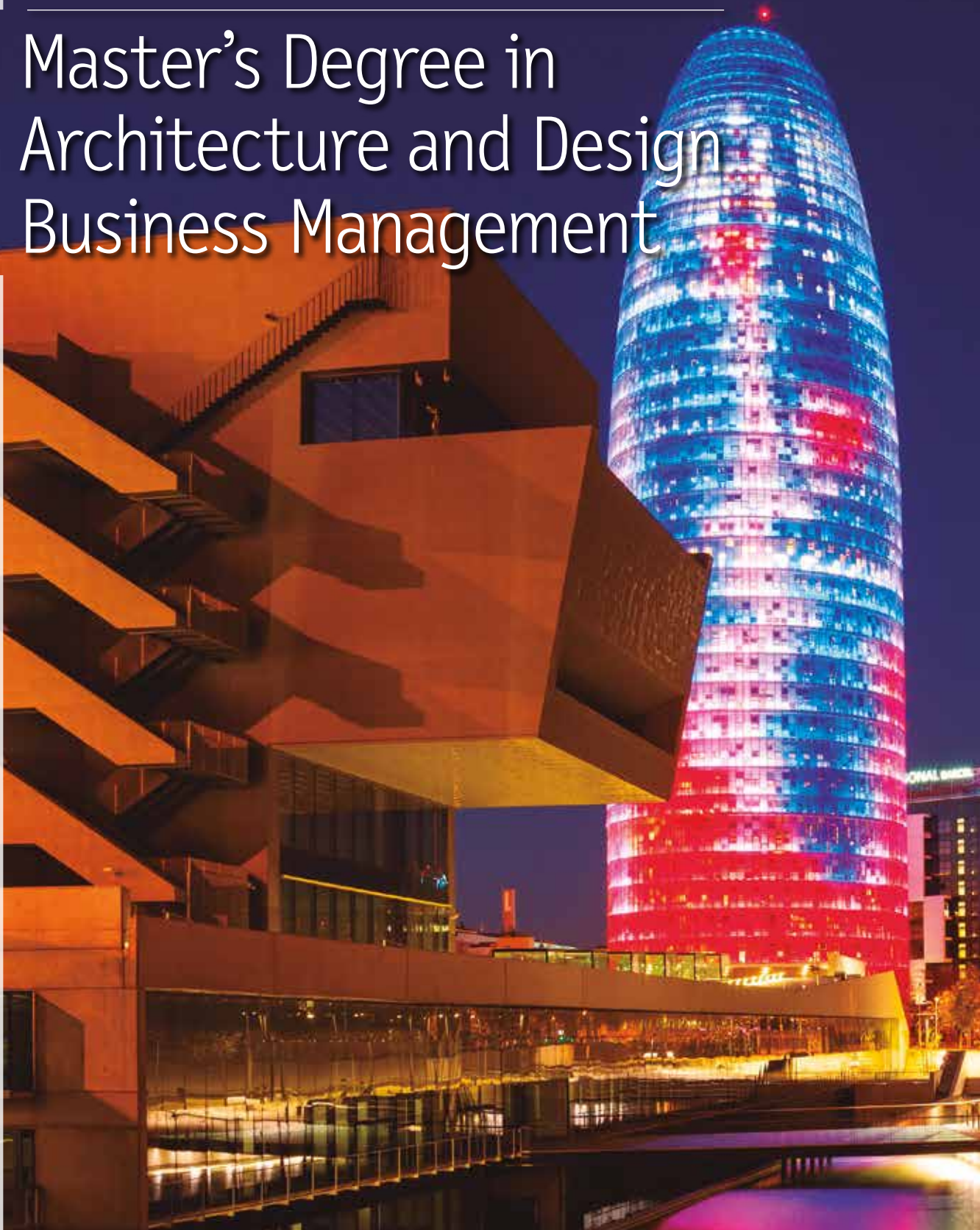


Master's Degree in Architecture and Design Business Management





The business world is lacking professionals in the technical-creative area who know how to combine knowledge from their own discipline and knowledge that ensures a company can grow and be well-managed.

Our **Master's Degree in Architecture and Design Business Management** will help you become capable of contributing a differential value to your profession due to knowledge of business techniques. Through this you will contribute greater capacity for expansion to your business, as well as greater opportunities to join the most important companies in your sector which require professionals with technical knowledge and polyvalent, innovative and strategic minds at a business level.

Master's Module III includes the on-site-teaching hours required to apply for the PMP exam and become accredited as a project manager by the official Project Management Institute in the United States.

This Master's degree is closely linked to the city of Barcelona, to its companies and architecture and design professionals. The classes alternate with seminars given by renowned professionals, visits to top level companies and is taught by a wide range of professors and lecturers.

Objectives

- To ensure that architecture professionals from the creative and industrial fields can become true managers and entrepreneurs in their sector.
- To understand current professional challenges and the change involved in becoming an executive director in the field of architecture and the creative professions.
- To achieve a true symbiosis between the academic field of universities and companies.
- To learn personal skills in the area of entrepreneurship.
- To teach students how to manage the everyday aspects of creative companies.
- To equip students with the knowledge and vocabulary to become an executive or a director with technical-creative knowledge.
- To create Business and Marketing Plans.
- To take decisions in a qualified, strategic manner.
- To introduce students to knowledge about companies in their sector.

Intended for

- Degree holders (with or without work experience) with university studies preferably in the areas of architecture, engineering or creative design.
- Architects, engineers, product designers graphic designers, creatives and all professionals involved in the fields of industry, construction or real estate.
- Professionals who have an interest in improving their executive skills in the areas of marketing, sales and the internal management of the resources a company has available.



Curriculum: 60 ECTS

Module I. Postgraduate Degree in Global Creative Management 20 ECTS

- From the Idea to the Project
- Architectural Branding
- Design Thinking
- The Architect/Designer and Creator of Value
- Storytelling
- Leadership and Team Management

Seminars:

- Mentoring & Business Coaching
- Job Opportunities

Project I

Conference: The Design Sector and Architecture

Module II: Postgraduate Degree in Marketing & Sales for Creative Companies – 20 ECTS

- The Business Sphere
- Sales Channels
- Architectural and Creative Marketing
- Innovation and Creative Product Management
- From the Idea to the Project

Seminars:

- Forum
- Mentoring & Business Coaching
- Job Opportunities

Project II

Conference: Professionalising and Creative Product Sectors

Module III: Postgraduate Degree in Real Estate - Construction & Design Management – 20 ECTS

- Entrepreneurship and Creative Enterprises
- Finance and Asset Management in the Design Sector
- Where Are the Customers?
- Industrial Customer Management in the Construction and Design Sectors
- Design Project Management - Project Management Institute

Seminars:

- Forum
- Mentoring & Business Coaching
- Job Opportunities

Project III

Conference: Real estate and the Business Sector

Teaching staff

Directed by

Dr Maria I. Gabarró

Coordinated by

Dr Ana Cocho Bermejo

Academic teaching staff

This master's degree involves around thirty professors and lecturers from the world of creative company management from both the private and public fields. Their professional experience will provide you with the necessary knowledge and tools to manage a creative company in highly diverse environments.

Organising centre
School of Architecture
UIC Barcelona, Barcelona Campus.

Dates and times:

- September to June
- Mondays from 6.30 to 9.30 p.m.
- Fridays from 4 to 10 p.m.
- Saturdays from 9 a.m. to 2 p.m.

Information and Admissions Service
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UIC
barcelona
#morethanuniversity



Studying in Barcelona

Start the most important learning experience of your life in one of the main European cities. Barcelona is a cultural and financial role model and a city where your knowledge can adapt to multiple professional opportunities.

UIC Barcelona, our campuses

Classes are held on our Barcelona campus and also our Sant Cugat campus, which has a total area of more than 35.000 m². Each Faculty has the best facilities and latest generation equipment for both theoretical and practical classes.

Find out more about the admissions procedure, reserving a place and enrolment here uic.es/en/studies. Click on uic.es/becas-masters to find out more about funding programmes, discounts and grants.



uic.es/architecture

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School of Architecture

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