



MASTER'S DEGREE IN
Architecture
and Design
Business
Management

4TH Edition



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.

Organising centre

School of Architecture
UIC Barcelona, Barcelona Campus.

Dates and times:

— January to September
— Monday, Wednesday and Friday
from 3:30 p.m. to 9:30 p.m.
Saturdays from 9 a.m. to 2 p.m.

Information and admissions

Ruth Regalón
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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.

TEACHING STAFF

Directed by

PhD Maria I. Gabarró

Coordinated by

PhD Iñigo Ugalde

Academic teaching staff since 2019

This master's degree involves more than forty 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.

PhD Albert Fuster

Albert Guilúz

Ana Puig-Pey

Antoni Sapiña

PhD Ariel Guersenzvaig

Benjamin Allepuz

PhD Borja Ferrater

Carme Farreras

Cecilia Oxanabrant

Daniel Calvache

David Moreno

Enric Bayó

Enric Vijande

Enrique San Juan

Eugènia Martí

Fran Huerta

Gerard Sanmartí

Guillem Recolons

Ignasi Pérez Arnal

Jaime Batlle

Javier Mariscal

Javier Nieto Cubero

Joan Ferré

Joan Viaplana

Johanna Payne

Jordi Arànega

Jordi Arnau

Jorge Rodríguez

Laurent Bailly-Maitre

PhD Manel Gausa

Marc Montenegro

Marçal Amadó

Martín Álvarez

Miriam Cordero

Nina Masó

Núria Balogun

PhD Núria Villaescusa

Pablo Téllez

Pat Carrasco

Pati Nuñez

Pau Amigó

Pau Millet

Victor Gay De Zaragoza

CURRICULUM - 60 ECTS

MODULE I: Postgraduate Degree in Global Creative Management / 15 ects

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

Seminars:

- Mentoring & Business Coaching I
- Job Opportunities Tools I

Project I

Conference: The Design Sector and Architecture

MODULE II: Postgraduate Degree in Marketing & Sales for Creative Companies / 15 ects

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

Seminars:

- Forum
- Mentoring & Business Coaching II
- Job Opportunities Tools II

Project II

Conference: Professionalising and Creative Product Sectors

MODULE III: Postgraduate Degree in Real Estate - Construction & Design Management / 15 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 III
- Job Opportunities Tools III

Project III

Conference: Real estate and the Business Sector

MODULE IV: Practicum / 15 ects

The work placements are an essential part of the Master's Degree in Architecture & Design Business Management, as they offer students the opportunity to get to know a specific field of business, to get involved in the implementation and evolution of a project and to be part of the operational dynamics of an institution or company in the architecture or design sector.

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.

Work Placement Companies for the 2020-2021 Academic Year

Lagranja Design

lagranjadesign.com

Katty Schiebeck

kattyschiebeck.com

Pati Núñez Agency

patinunezagency.com

Gina Architects

ginabarcelona.com

MIRAG Arquitectura

mirag.net

Castel Studio

castelestudio.com

COMA Arquitectura

comarquitectura.com

DECA Group

decagroup.es

Partners

Involved Companies










Emilia García

Student from the Master's Degree in Architecture and Design Business Management

“The Master's Degree in Architecture and Design Business Management is great because it combines two very important aspects of the field that are generally difficult to find on the same course. It teaches you about business as well as design and architecture. Personally, I feel that it has greatly influenced how I think, how I approach the projects I work on as part of my career, and thanks to the subjects on coaching and leadership, I have discovered a new field in which I continue to expand my knowledge and skills. I highly recommend this Master's degree as it can be adapted to suit a wide range of personal and professional profiles, which means anyone has a lot to gain from the subjects it offers.”

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 52.000 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.

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 #MBArchDsgBCN