



NATIONAL UNIVERSITY OF ENGINEERING
COLLEGE OF CIVIL ENGINEERING
CIVIL ENGINEERING PROGRAM

CO922 – CONSTRUCTION BUSINESS MANAGEMENT I

I. GENERAL INFORMATION

CODE	: CO922 – Construction Business Management I
SEMESTER	: 10
CREDITS	: 03
HOURS PER WEEK	: 06 (Practice)
PREREQUISITES	: CO921 – Construction Projects Management II
CONDITION	: Mandatory

II. COURSE DESCRIPTION

Construction Business Management is a curricular experience of the Vocational Training area. It is practical in nature and mandatory. It provides the student with the necessary tools and develops their potential capabilities within the business environment of construction, both at a private and even public level, to perform successfully as a manager or person who creates a new business as well as makes decisions for personal development and of society in the construction sector.

III. COURSE OUTCOMES

At the end of the course the student will:

- Learn to identify the various companies in the construction sector.
- Analyze the external environment of a business and evaluate it according to its opportunities and threats.
- Analyze a business proposal in the construction sector, propose a market study and analyze its internal environment, evaluating it according to its strengths and weaknesses.
- Learn to establish strategies and policies of your company.
- Propose the generic strategy of your business project.
- Establish a business model using the Business Model Canvas
- Create the action plans of a business: Marketing Plan, Operations Plan, Administration Plan and Human Resources, Financial Plan.
- Make the economic evaluation of your business project determining its economic viability.

IV. LEARNING UNITS

1. GENERAL, TRENDS IN THE CONSTRUCTION INDUSTRY.

Explanation of the dynamics of the course, Main actors in the construction industry, Trends in the construction industry, General concepts in business management, Business idea.

2. STRATEGIC PLANNING

Diagnosis of the environment, SEPTTE analysis, Competitive forces of Porter, Benchmarking of the environment, Opportunities and Threats, Matrix evaluation of external factors (EFE), Description of the service offered, Market study, Company project, Description of the company and services offered, Mission, vision and values, General policies of the operation, strengths and weaknesses, Matrix of evaluation of internal factors (EFI), Matrix resulting from the SWOT analysis (SWOT crossed), Alignment of strategies and policies, Generic business strategy

3. BUSINESS MODEL (CANVAS MODEL)

Value proposition, Customer segments, Channels, Customer relations, Sources of income, Key resources, Key activities, Key partnerships, Cost structure.

4. ACTION PLANS

Marketing Plan, Operations Plan, Administration Plan and Human Resources, Financial Plan.

5. ECONOMIC EVALUATION

General financial concepts, Business evaluation period, Determination of the discount rate, Economic cash flow, Economic viability, Scenario analysis, Neutral analysis, Sensitivity analysis.

V. LABORATORIES AND PRACTICAL EXPERIENCES

Four classroom practices o workshops.

Two individual monographic works

Structures Work 1: Strategic planning and business model of a company created by the group.

Structures Work 2: Action plans and economic evaluation of the company created by the group.

VI. METHODOLOGY

The course takes place in theoretical-practical sessions, through classes with case exposures and qualified practical type evaluations, individual research papers and then they will present staggered work in group form of research of the commercial environment in construction.

VII. EVALUATION FORMULA

The learning will be evaluated through the "D" system.

- 6 Qualified practices, the one with the lower grade is eliminated: Weight 1, each
- Structured Work, first phase Research program: Weight 1
- Structured Work, second phase Final essay: Weight 1

$$FA = \frac{QP1 + QP2 + QP3 + QP4 + QP5 + SW1 + SW2}{7}$$

VIII. BIBLIOGRAPHY

- Arbayza, Lydia (2013). Cómo elaborar un plan de negocio. 1º Ed. Lima: ESAN.
- David, Fred R. (2003). Conceptos de administración estratégica. 9º Ed. México. Pearson.
- J. Davidson Frame (2005). La Dirección de Proyectos en las organizaciones. Argentina. Granica.
- Michael E. Porter (2017). Estrategia Competitiva. Continental, México.

- Osterwalder, A. & Pigneur, Y. (2018) Generación de modelos de negocio. 4º Ed. Colombia. Planeta.
- Philip Kotler (2004). Los 10 Pecados Capitales del Marketing. Chile. Planeta,
- Robbins, Stephen P., Coulter, Mary (2014). Administración. México. Pearson.