

[MDD301] PARTICIPATORY DESIGN

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN	Subject	PERSONAL SKILLS
Semester	1	Course	1
Character	COMPULSORY	Mention / Field of specialisation	
Plan	2022	Modality	Face-to-face
Credits	4	Hours/week	2.22
		Language	CASTELLANO
		Total hours	40 class hours + 60 non-class hours = 100 total hours

PROFESSORS

SUBERBIOLA CASTILLO, MARIA

REQUIRED PREVIOUS KNOWLEDGE

Subjects	Knowledge
(No specific previous subjects required)	(No previous knowledge required)

LEARNING RESULTS

LEARNING RESULTS	KC	SK	AB	ECTS
MDRA09 - Facilitate equitable participatory processes taking into account diversity (gender, race, religion, culture, etc.) with users and other agents involved, in multidisciplinary and multilingual settings, reaching conclusions to inform decision-making		x		4
				Total: 4

KC: Knowledge or Content / SK: Skills / AB: Abilities

CONTENTS

1. Customer Experience and Brand Experience
2. Value Proposition
3. Business Model Generation
4. Business Model Innovation

LEARNING RESOURCES AND BIBLIOGRAPHY

Learning resources	Bibliography
Subject notes	http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in_k.pl?grupo=ESTRATEGICO11&ejecuta=25&_ST
Technical articles	
Presentations by external Lecturers	
Topic related web quires	
Moodle Platform	
Class presentations	