

[MDF301] DESIGN METHODOLOGY AND MANAGEMENT ADVANCED

GENERAL INFORMATION

| | | | | | |
|------------------|---|--------------------|---|--|------------|
| Studies | UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN | | Subject | DESIGN METHODOLOGY | |
| Semester | 2 | Course | 1 | Mention / Field of specialisation | |
| Character | OPTIONAL | | Modality | Face-to-face | |
| Plan | 2022 | Hours/week | 1.67 | Language | CASTELLANO |
| Credits | 3 | Total hours | 30 class hours + 45 non-class hours = 75 total hours | | |

PROFESSORS

| |
|------------------------|
| LEGARDA GABIRIA, IKER |
| DOK-LANDA OREGI, IDOIA |

REQUIRED PREVIOUS KNOWLEDGE

| Subjects | Knowledge |
|----------------------|----------------------------------|
| DESIGN METHODOLOGY | (No previous knowledge required) |
| VISUAL COMMUNICATION | |

LEARNING RESULTS

| LEARNING RESULTS | KC | SK | AB | ECTS |
|---|----|----|----|------|
| MDRA13 - Capacity for the agile management of design projects, placing emphasis on the strategic phase preceding the development of innovative products and services, and cooperating with the various stakeholders involved | | x | | 3 |
| Total: | | | | 3 |

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

SECONDARY LEARNING RESULTS

RMD13 [!] *Capacidad para la gestión ágil de proyectos de diseño, haciendo énfasis en la fase estratégica que precede al desarrollo de productos y servicios innovadores, y cooperando con los diferentes agentes implicados*

LEARNING ACTIVITIES

| | CH | NCH | TH |
|---|-------|-------|-------|
| Development and writing of records, reports, presentations, audiovisual material, etc. on projects/work experience/challenges/case studies/experimental investigations carried out individually and/or in teams | 9 h. | 13 h. | 22 h. |
| Carrying out/resolving projects/challenges/cases, etc. to provide solutions to problems in interdisciplinary contexts, real and/or simulated, individually and/or in teams | 10 h. | 16 h. | 26 h. |
| Carrying out exercises and solving problems individually and/or in teams | 11 h. | 16 h. | 27 h. |

EVALUATION SYSTEM

| | W |
|--|------|
| Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems | 100% |

MAKE-UP MECHANISMS

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems
Individual written and/or oral tests or individual coding/programming tests

CH - Class hours: 30 h.
NCH - Non-class hours: 45 h.
TH - Total hours: 75 h.

CONTENTS

1. Basics of Design Project Management and Leadership

- Basic definitions and concepts
- Planning and Scope
- Project Monitoring and Control
- Project Closure

2. Agile methodologies for design project management

- Basic definitions and concepts (Agile)
- Lean start-up, Kanban and Scrum

3. Strategic management of design in the organization

- Design capabilities in the organization
- Processes for integration and management of design in organization
- Design evaluation

LEARNING RESOURCES AND BIBLIOGRAPHY

| Learning resources | Bibliography |
|-------------------------------------|---|
| Subject notes | http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in_k.pl?grupo=ESTRATEGICO12&ejecuta=25&_ST |
| Presentations by external Lecturers | |
| Moodle Platform | |
| Class presentations | |
| Technical articles | |