

PROGRAMA DE LA ASIGNATURA					
DATOS BÁSICOS DE LA ASIGNATURA					
TITULACIÓN: <b>LEINN-Grado en Liderazgo Emprendedor e Innovación</b>					
NOMBRE: <b>INGENIERIA DE PRODUCTO</b>					
TIPO	Formación básica	<b>X</b>	Obligatoria		Optativa
CRÉDITOS TOTALES (ECTS): <b>8 ECTS</b>					
CURSO : <b>2º</b>			CUATRIMESTRE: <b>1º o 2º</b>		
AREA DE CONOCIMIENTO: <b>Empresa</b>					
MÓDULO: <b>Fundamentos de la creación y gestión de empresas</b>					
MATERIA: <b>Economía y Empresa</b>					
IDIOMA: <b>Inglés</b>					
DATOS ESPECÍFICOS DE LA ASIGNATURA					
<p><b>1. OBJETIVO</b></p> <p>We live in a time of disruptive change, one that requires a new collective leadership capacity. In this groundbreaking subject, we invite you on a journey to see the world in new ways and practice a method that allows leaders, entire organizations, and individuals to learn the amazing possibilities that design brings.</p> <p>In Service Design basic subject you will learn the basic process of Product Service System design. We will go deep while the subject goes on, from a global understanding to an specific solution to the challenges we will choose to solve.</p> <p>You will apply this process to a challenge or issue and “explore the learning by doing” by developing a prototype initiative that connects the challenge, the needs of the people and the final creative solution we create</p>					
<p><b>2. CONOCIMIENTOS PREVIOS</b></p> <p>It,s not required.</p>					
<p><b>3. COMPETENCIAS</b></p> <p>This basic subject is designed to create three types of knowledge:</p> <ul style="list-style-type: none"> <li>- <b>Conceptual knowledge:</b> The key concepts of the design process and the required terminology.</li> <li>- <b>Practical knowledge:</b> New tools and practices that help people become better leaders to create more meaningful projects to connect with your customers.</li> <li>- <b>Critical knowledge:</b> Work on your critical vision to go deep in your projects and improve your relationship with the customers/users.</li> </ul>					

#### 4. METODOLOGÍA:

This basic subject is designed to be an on-line/off-line journey following **the SIMMIT methodology**. It requires very autonomous learning process, so your proactivity and self-discipline are crucial to be successful.

Mudle is designed based on: Start, Inspire, Mix, Make, Indihack and Teamhack.

START: This will be the landing of the basic subject and the main ideas about the design process.

INSPIRE: This module contains some inspirational content and different links to open your mind and discover interesting things related to design.

MIX: Here we will work on how can we learn about design in different open communities, conferences and forums.

MAKE: Different learning pills that will give you insights to develop your projects.

INDIHACK: Final individual delivery.

TEAMHACK: Final team delivery.

**AULA VIRTUAL** (Madrid, Barcelona and Valencia) /**FACE TO FACE INTERACTION** (Irun, Oñati and Bilbao) There will not be lectures in this basic subject, all the content and learning pills will be based in Mudle so our face to face interaction (in the classroom or in Aula Virtual) will be to give feedback to your projects and help you to leverage them. You must know that prework is essential in this subject, you need to go through the lecture before coming to us in order to make the most of our interaction.

#### 5. TEMARIO

**1. The basics of Design.** We will go through the principles of Design Thinking and how the concept was born and why. The process and the specific method it follows to meet user needs and business opportunities. Going deep in the world's main challenges to create a global picture to be aware of the environment we are living in to reflect about how do we want to contribute.

**2. Learning in open communities** Learning happens everywhere and we must learn where to look at. New media and technologies facilitate the exchange of knowledge from anywhere in the world. The challenge of this module will be to learn from other disciplines, go deep in different case studies or get to know related people and learn from them to bring new knowledge to the team.

**3. Understanding the world to be able to change it.** The world changes every day , new forms of consumption, of living and sharing appear daily. Spotting the emerging trends gives us the ability to understand which is the direction the world is taking. A trend describes the course that design will take related to products and services in near term. Defining trends helps us to detect new opportunities and value spaces for innovation.

**4. Lifestyle and consumer behaviours** Understand the new forms of consumption and lifestyle of people to get to know how they face the changes that happen in the environment. Going out of our mental barriers to design and learn to empathize with others.

**5. Research must be designed too** Once defined the target group of our service we must explore in depth their needs and aspirations to define better how we can create value for them and for their environment.

**6. Service concept ideation and value proposition.** Ideate a new concept of service that meets the needs of users and provide differential value to the market. Go deeper in the Product Service System that we want to create for our user/customers, defining the value proposal and the positioning.

**7. System mapping and idea development** Visualizing the PSS and the service concept is a crucial step in the design process in order to reach the same understanding point. This System Map helps to communicate with the team and with the customers so it's important have the general overview of the project.

**8. Definition and specifications of the service.** Before prototyping physically we need to specify all the touchpoints and elements. This definition is crucial in order for the prototype to be useful and efficient. Making the whole system holistic means that each of the elements must answer to the main story we want to tell to the customers.

**9. Prototyping** Making ideas tangible is one of the key points of the Design Thinking process, this point gives us the place to be sure if our ideas work well or are understandable for the user. Using the cutting edge technology, such as 3D printing, makes easier this step.

**10. Spreading the word: time to pitch** Telling our service concept to the world requires time and effort. Planning the strategy, the target audience or even the speech must be designed too. After going to the whole process we will learn how to show the value we have created to the customer and learn that selling is human too.

## **6. BIBLIOGRAFÍA Y OTRAS FUENTES DE INFORMACIÓN**

- This is Service Design Thinking: Basics, tolos, cases. Stickdorn & Schneider. 2012.
- This is Service Design Doing. Stickdorn, Hormess, Lawrence & Schneider. 2016

\* Los teampreneurs cuentan con la lista de libros (The art of Reading 2016/2017) de Mondragon Team Academy

## **7. EVALUACIÓN**

This Basic Subject is 8 ECTS and it requires 200 hours of dedication.

The mark of the subject will come from:

- Participation 20% All the work in progress during the course and weekly deliveries during the subject.
- IndyHACK 30% Essay related with MIX module
- TeamHACK 50% Report of the project + Final presentation