

[MDF301] DESIGN METHODOLOGY AND MANAGEMENT ADVANCED

GENERAL INFORMATION

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

PROFESSORS

LEGARDA GABIRIA, IKER

REQUIRED PREVIOUS KNOWLEDGE

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

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

Reports on the completion of exercises, case studies, computer exercises, simulation exercises, laboratory exercises, term projects, challenges and problems

W

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

Subject notes
Presentations by external Lecturers
Moodle Platform
Class presentations
Technical articles

Bibliography

http://katalogoa.mondragon.edu/janium-bin/janium_login_opac_re_in_k.pl?grupo=ESTRATEGICO12&ejecuta=25&_ST