

[MDA401] DESIGN METHODOLOGY AND ADVANCED MANAGEMENT

GENERAL INFORMATION

Studies	UNIVERSITY MASTER IN STRATEGIC PRODUCT AND SERVICE DESIGN		Subject	?
Semester	2	Course	1	Mention / Field of specialisation
Character	OPTIONAL		Language	CASTELLANO
Plan	2025	Modality	Face-to-face	Total hours 30 class hours + 45 non-class hours = 75 total hours
Credits	3	Hours/week	1.67	

2030 AGENDA GOALS



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
MDRA43 - 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. Strategic management of design in the organization
 - Design capabilities in the organization
 - Role and tools of the design manager

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- 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

<https://labur.eus/mkv0W>