

25899 - Strategic Management of Design and HR

Syllabus Information

Academic year: 2023/24

Subject: 25899 - Strategic Management of Design and HR

Faculty / School: 110 - Escuela de Ingeniería y Arquitectura

Degree: 558 - Bachelor's Degree in Industrial Design and Product Development Engineering

ECTS: 6.0

Year: 4

Semester: Second semester

Subject type: Optional

Module:

1. General information

The objective of this subject is to contribute to the training of students by providing content on two specific thematic areas in the field of business: (1) strategic direction and (2) direction and management of human resources.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030(<https://www.un.org/sustainabledevelopment/es/>) and certain specific goals, such that the acquisition of the learning results of the subject will contribute to some extent to the achievement of Objectives 8.2, 8.4, 8.5 and 8.8, **(Goal 8)** and 12.2, 12.4 and 12.5 **(Goal 12)**.

2. Learning results

- Identify the main influences coming from the company's environment (general and specific) and their impact
- Distinguish the different strategic guidelines applicable in the company as a tool for competitiveness in the face of the different influences from the environment
- Understand the importance of correctly defining the company's strategy to take advantage of opportunities and avoid threats from the environment
- Know the basic guidelines in the company regarding the direction and management of human resources.

3. Syllabus

Topic 1: Strategy, environment and competitive advantage

Topic 2: Business identification

Topic 3: Business development

Topic 4: Business expansion and reconsideration

Topic 5: Human resources management: Talent and competencies

Topic 6: Health and wellness in the workplace

4. Academic activities

Master classes (30 hours): Explanation of the theoretical contents of the subject.

Problems and cases (30 hours): Exhaustive analysis of current contents related to the contents of the subject(news, videos, cases, etc...).

Teaching assignments (60 hours): Throughout the four-month period, students who choose this as their evaluation system will prepare a practical work related to the contents of the subject.

Personal study (28 hours for those students who have chosen practical work as the evaluation system, 88 hours for those students who have chosen an exam)

Evaluation tests (2 hours)

5. Assessment system

The subject will be evaluated only in the global evaluation modality by means of the following activities:

In the first call, students may choose one of the following two evaluation systems:

1.PRACTICAL WORK: Elaboration of a work related to the contents of the subject that will culminate with the delivery of a REPORT and the realization of a FINAL PRESENTATION.

Evaluation criteria: content and formal aspects of the REPORT (50% of the grade) + quality of the audiovisual material, communication skills and synthesis capacity of the FINAL PRESENTATION (50% of the grade).

2.EXAMINATION: INDIVIDUAL WRITTEN TEST that will consist of short questions about the theoretical and practical contents of the subject with limited space to answer.

Evaluation criteria: mastery of the contents and clarity in the arguments, schemes and representations.

Second call

EXAMINATION: INDIVIDUAL WRITTEN TEST that will consist of short questions about the theoretical and practical contents of the subject with limited space to answer

Evaluation criteria: mastery of the contents and clarity in the arguments, schemes and representations.