

25813 - Economic and business aspects of design

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	558 - Bachelor's Degree in Industrial Design and Product Development Engineering 271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	6.0
Course	---
Period	Indeterminate
Subject Type	Basic Education
Module	---

1. Basic info

1.1. Recommendations to take this course

1.2. Activities and key dates for the course

2. Initiation

2.1. Learning outcomes that define the subject

2.2. Introduction

3. Context and competences

3.1. Goals

3.2. Context and meaning of the subject in the degree

3.3. Competences

BASIC COMPETENCES

CB01. Students have demonstrated knowledge and understanding in a field of study that is part of the general secondary education curricular, and is typically at a level which, although it is supported by advanced textbooks, includes some aspects that involve knowledge of the forefront of their field of study.

CB02. Students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and defending arguments and solving problems within their field of study.

CB03. Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include an important reflection on social, scientific or ethical issues.

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CB04. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB05. Students have developed those skills needed to undertake further studies with a high degree of autonomy.

GENERAL COMPETENCES

GC02. Ability to analyze and assess social and environmental impact of technical solutions, acting with ethics, professional responsibility and social commitment.

GC03. Ability to design and develop design projects in aspects related to the nature of products and services, their relevance to the market, usage environments and user, and based on their manufacture, the selection of materials and processes most appropriate in each case considering relevant aspects such as quality and product improvement.

GC06. Ability to generate the necessary documentation for the proper transmission of ideas through graphics, reports and technical documents, models and prototypes, oral presentations in Spanish and other languages.

GC08. Ability to learn continuously, to develop autonomous learning strategies and to work in multidisciplinary groups with motivation and determination to achieve goals.

GC09. Knowing the industries, organizations, regulations and procedures and other elements to be considered in industrial design projects.

GC10. Ability to plan, budget, organize, direct and control tasks, people and resources.

SPECIFIC COMPETENCES

SC06. Adequate knowledge of the concept of enterprise, institutional and legal framework of the company. Organization and management of companies.

SC20. Ability to adequately perform business strategy, develop action plans and economic evaluation of design projects and product development in the context of the company.

SC25. Ability to design a project according to the requirements of a client, according to the regulations and legislation, planning deadlines, costs and resources and generating all necessary documentation to carry it out.

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

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5.1. General methodological presentation

The course is an introduction to the company and its organization from the point of view of design and product development. This material includes contents of Economics and Business; strategic planning, organization, decision-making, economic evaluation and other aspects related to the design and product development. It has a high practical content, which prevails over the theoretical.

The course is part of the second semester of 2nd year and it plans to carry out work module that integrates the other four subjects of the semester. In this work, the subject provides overview of the company necessary for the proper design and product development. In particular, it makes strategic planning and economic viability studies for the correct product development and market launch.

5.2. Learning activities

1. Being able to perform strategic planning, problem solving and decision making.
2. Being able to economically evaluate investment projects related to the design of products and processes.
3. Being able to seek information in order to solve the problems that are presented.
4. Being able to present in writing and orally the work done.

5.3. Program

The program content per week is:

1. Introduction to economics and business.
2. Company as a system: concept and types of company. The process of creating the company.
3. Analysis of company resources. Selection and evaluation of investments.
4. Process management.
5. Strategic Planning.
6. and market demand.
7. management process in the company. Planning and decision-making.
8. address functional areas in the company.

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9. production. Choice and design of the production process.

10. Design work and risk prevention.

11. Finding and distribution of the plant.

12. Managing human resources

13. Supply Management. Distribution management.

14. Quality Management.

15. Corporate Social Responsibility.

Labor Delivery Module Final Course.

5.4.Planning and scheduling

The student has 4 hours of class a week for the 15 weeks of the semester. The distribution of the subjects over time is conditioned by the performance of work module .

5.5.Bibliography and recommended resources

- Bassat, Luis. El libro rojo de las marcas : (cómo construir marcas de éxito) / Luis Bassat . - 3ª ed. Madrid : Espasa, 2009

- Fernández del Hoyo, Alfonso P. Innovación y gestión de nuevos productos : una visión estratégica y práctica Madrid : Pirámide, D.L. 2009

- Kotler, Philip. Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, María Astrid Mues Zepeda, Mónica Martínez Gay ; adaptación y revisión técnica, María de la Luz Eloísa Ascanio Rivera ; revisión técnica, Miguel Hernández Espallardo, Enrique Carlos Bianchi . - 14ª ed. Naucalpan de Juárez (México): Pearson Educación de México , 2012

- Santesmases Mestre, Miguel : Marketing : conceptos y estrategias / Miguel Santesmases Mestre . - 6ª ed. Madrid : Pirámide, 2012