1. OVERVIEW

Subject Area	Design Management
Degree	Bachelor's Degree in Design
School/Faculty	Architecture, Engineering and Design
Year	Fourth
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Semester	First semester
Academic Year	2024-2025
Coordinating professor	

2. INTRODUCTION

Students now find themselves in the fourth year and in less than nine months' time, they will have to deal with real problems on the open market. In this subject, the classroom becomes a Strategic Design agency and we deal with a real challenge set by a chosen client who comes to our classroom and whose business we visit. This client expects us to provide a solution which provides a global outlook which transcends the specific design disciplines of the students. Here, knowledge of Design Management must be applied to the challenge set to improve operations and achieve growth thanks to our efforts.

Design Management is the company's ability to coordinate all those strategic, technological and operational objectives regarding design and integrate them into the company.
As designers, Design Management is a particularly relevant area of work for the future. For good understanding of it, we need to know how businesses think, the ecosystems they operate in, how they make decisions, and more. On this course, we will study design and how to manage it from a business point of view.
Design Management is also relevant to us as designers and how we go about our professional careers to remain solvent. In this part of the subject, we will study how to better manage our own resources and be better professional designers.

Design does not exist without the company, and businesses have noticed that design is a profitable area. Design is understood not only as a formal solution to a product or service, but also the ability to come up with strategical plans.

The learning objectives are:
- understand the client and the complexity of a financial organisation
- gain a perspective of a designer's activity within the global design policy of a company
- understand the design has to meet the user's needs, but also respect the client's possibilities

- achieve a minimum understanding of management
- understand the client, the business itself, and the project

The subject will therefore teach the following specific abilities:
- understand the client and the complexity of a financial organisation
- gain a perspective of a designer's activity within the global design policy of a company
- understand the design has to meet the user's needs, but also respect the client's possibilities
- achieve a minimum understanding of management
- understand the client and their business and link it with our project

This subject is part of the SKILLS DEVELOPMENT IN A SOCIAL AND PROFESSIONAL ENVIRONMENT module.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB2: Students can apply their knowledge to their work professionally and possess the necessary skills, usually demonstrated by forming and defending opinions, as well as resolving problems within their study area.

Transversal skills (CT, as per the Spanish acronym):

- CT17: Teamwork: ability to integrate and collaborate actively with other people, areas and/or organisations to reach common goals.

Specific skills (CE, as per the Spanish acronym):

- CE16: Decision making: ability to choose between different options or methods to effectively solve varied situations or problems.

Learning outcomes (RA, as per the Spanish acronym):

- RA4: Use information, resources and technology independently to reach learning objectives. Apply knowledge of theory to professional practice.
- RA14. Show critical, creative and reflexive thinking skills.
- RA15. Understand the dynamics of work groups and how to manage them effectively. Recognise skills and ability in others and harness this for their development.
- RA17. Propose new ideas or search for solutions and put them into practice. Apply skills to develop an idea or business concept.
- RA18: Identify the cultural complexity of organisations and global institutions and evaluate good practices. Value the cultural differences, accepting different ways of doing things. Awareness of business practices, as well as how to organise design projects and work together in a team.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CE16	RA4: Use information, resources and technology independently to reach learning objectives. Apply knowledge of theory to professional practice. RA14. Show critical, creative and reflexive thinking skills. RA17. Propose new ideas or search for solutions and put them into practice. Apply skills to develop an idea or business concept.
CT17	RA15. Understand the dynamics of work groups and how to manage them effectively. Recognise skills and ability in others and harness this for their development. RA18: Identify the cultural complexity of organisations and global institutions and evaluate good practices. Value the cultural differences, accepting different ways of doing things. Awareness of business practices, as well as how to organise design projects and work together in a team.

4. CONTENTS

The subject matter develops throughout the learning unit and corresponds to the different phases of a real-life case:

1. Perspectives from where we manage projects. Basadur profile.
2. VUCA concept. Management in uncertain times.
3. The role of design as a management tool. Design process and methods.
4. Service approach.
5. Research and design.
6. Research into people, creation of archetypes.
7. Business model and value proposal.
8. Customer journey map.
9. Ideation and creative solving of problems.
10. Service blueprint.
11. Prototyping and experimentation.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Master lectures.
- Collaborative learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Attendance and participation in activities	25h (on-site)
Directed learning, practical exercises and problem-solving	50h (44% on-site)
Self-study	50h (off-site)
Tutorials, academic follow-up and assessment	25h (on-site)
TOTAL	150 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment method	Weight
Knowledge tests	70-80%
Submission and/or presentation of projects	20-30%

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

7.1. Ordinary examination period

To pass this subject in the ordinary examination period you must:

- Obtain 5 out of 10 in the set of marks.
- It is compulsory to present the project proposal.
- If you do not submit within the deadline, reasons must be justified in writing. Examples of justified reasons for late delivery are: illness with a doctor's note, work experience at a company with proof from that company, etc.
- Plagiarism or copying will result in a 0 for that entire section of work and a penalty of -3 points the overall grade.
- Missing more than 50% of classes will lead to an automatic fail in the ordinary examination period.

7.2. Extraordinary examination period

To pass this subject in the extraordinary examination period you must:

- In the extraordinary examination period, you must attend the compulsory tutorials in July and complete the work which is set at that time.
- You must submit all work requested by the lecturer in the tutorials. The grade will be based on the submissions of all the work.
- Obtain 5 points in the group of marks.
- Presentation of the main project is compulsory.
- If you do not submit within the deadline, reasons must be justified in writing. Examples of justified reasons for late delivery are: illness with a doctor's note, work experience at a company with proof from that company, etc.
- Plagiarism or copying will result in a 0 for that entire section of work and a penalty of -3 points in the overall grade.
- Missing more than 50% of classes will lead to an automatic fail in the ordinary examination period.
- No work will be accepted after the deadline has passed.

8. SCHEDULE

The schedule with delivery dates of assessable activities in the course is indicated in this section:

Assessable activities	Date
Activity 1	Week 1 to 18

The schedule may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

The reference works for following this subject area are:

The recommended bibliography is indicated below:

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit offers support throughout your time at university to help you with your academic achievement. One of the main pillars of our educational policy is the inclusion of students with special educational needs, universal accessibility to the different university campuses and equal opportunities.
This unit offers students:
1. Support and monitoring through personalised counselling and programmes for students who need to improve their academic performance.
2. Promotion of diversity, with curricular changes possible in terms of methodology or assessment for those students with special educational needs in order to provide equal opportunities for all our students.
3. We also offer students a range of educational extracurricular resources for developing a variety of skills to enhance their personal and professional development.
4. Career guidance by offering tools and advice to students with doubts regarding their professional careers or those who believe they have chosen the wrong line of study.

Students who need educational support can contact us at:
orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.