



## Teaching Guide

Identifying Data					2021/22
<b>Subject (*)</b>	Managing Industrial Innovation in Fashion	<b>Code</b>	710G03029		
<b>Study programme</b>	Grao en Xestión Industrial da Moda				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	Fourth	Obligatory	6	
<b>Language</b>	English				
<b>Teaching method</b>	Face-to-face				
<b>Prerequisites</b>					
<b>Department</b>	Empresa				
<b>Coordinador</b>	Rey Ares, Lucía	<b>E-mail</b>	lucia.rey.ares@udc.es		
<b>Lecturers</b>	Crespo Pereira, Diego Pernas Álvarez, Javier Rey Ares, Lucía	<b>E-mail</b>	diego.crespo@udc.es javier.pernas2@udc.es lucia.rey.ares@udc.es		
<b>Web</b>					
<b>General description</b>	<p>Innovation transcends from technology, to the economy and to society, making innovation management a critical factor for organizations in the 21st century.</p> <p>In this context, this course seeks to provide students with a new vision of the environment that surrounds them, providing them with knowledge, tools, and methodologies for the proper management of innovation in companies, with a special emphasis on those companies belonging to the fashion sector.</p>				



<b>Contingency plan</b>	<p>1. Modifications to the contents</p> <ul style="list-style-type: none"> <li>- No modifications are made.</li> </ul> <p>2. Methodologies</p> <p>*Teaching methodologies that are maintained</p> <ul style="list-style-type: none"> <li>- All those indicated in the teaching guide, that will be carried out in a non presential way through the tools available at the UDC.</li> </ul> <p>*Teaching methodologies that are modified</p> <ul style="list-style-type: none"> <li>- No modifications are made.</li> </ul> <p>3. Mechanisms for personalized attention to students:</p> <ul style="list-style-type: none"> <li>- Email: channel that students can use to pose questions, request virtual tutoring aimed at solving doubts, and monitor supervised projects.</li> <li>- Virtual campus: this channel will be used to make the materials (i.e. presentations, case studies, exercises...) available to students on a weekly basis and to request the delivery of activities -according to the scheduled delivery schedule-. There will be a more general forum, which will be used as the main channel of communication between the instructors and the students. Besides, the students will have a more specific forum for posing their questions and doubts regarding the contents of the course. Students will be able to use this personalized attention mechanism daily, according to their needs.</li> <li>- Microsoft Teams: keynote speeches and interactive sessions will be take place through this platform every week aimed at developing the theoretical content and the planned activities; sessions that will be take place in the time slot assigned to the course in the initial calendar set by the Faculty. Follow-up and support will also be carried out through this channel, carrying out the "supervised work", as well as establishing tutoring on demand of the students.</li> </ul> <p>4. Modifications in the evaluation</p> <ul style="list-style-type: none"> <li>- The evaluation system established in the teaching guide will not be modified, since the methodologies that will be assessed would be carried out in a non-face-to-face way.</li> </ul> <p>*Evaluation observations:</p> <ul style="list-style-type: none"> <li>- Those indicated in the teaching guide.</li> </ul> <p>5. Modifications to the bibliography or webgraphy</p> <ul style="list-style-type: none"> <li>- No changes are made. The students will have the class materials (i.e. presentations, case studies and exercises) in digital form in the virtual campus. Likewise, the sources of information in the teaching guide already contain some resources that students can access for free from the network.</li> </ul>
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<b>Study programme competences</b>	
<b>Code</b>	<b>Study programme competences</b>
A1	To acquire basic knowledge of the management of a textile/fashion firm at a strategic, operational and functional level
A5	To develop the necessary skills to generate creative and innovative ideas
A6	To know and to know how to use the necessary tools to implement, conceptualize and launch collections
A9	To master the logistics process of a fashion firm from a global perspective, from procurement to manufacturing and transportation, with a special focus on the typical textile industry processes: selection of materials and fabrics, patternmaking, manufacturing, etc. ?
A13	To know the impact of technology on the different processes of the textile industry



B1	That students demonstrate that they acquired and understood knowledge in a study area that originates from general secondary education and that can be found at a level that, though usually supported by advanced textbooks, also includes aspects implying knowledge from the avantgarde of its field of study
B2	That students know how to apply their knowledge to their job or vocation in a professional form, and have the competencies that are usually demonstrated through elaboration and advocacy of arguments and problem resolution within their field of study
B3	That students have the capacity to collect and interpret relevant data (normally within their field of study) in order to issue judgements that include a reflection upon relevant topics in the social, scientific or ethical realm
B4	That students may convey information, ideas, problems and solution to the public, both specialized and not
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B6	Capacity for cooperation, team-work and collaborative learning in interdisciplinary settings
B7	Capacity to analyse trends (critical thinking)
B8	Capacity to plan, organize and manage resources and operations
B9	Capacity to analyse, diagnose and take decisions
C2	Mastering oral and written expression in a foreign language.
C3	Using ICT in working contexts and lifelong learning.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C7	Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	Study programme competences		
Knowledge acquisition of theoretical and practical concepts necessary to face decisions associated with the innovation strategy implementation in a fashion company on the grounds of the understanding of the functioning of the innovative process and the elements that make up the R&D&I Systems.	A1	B1	C2
	A5	B2	C3
	A6	B3	C5
	A9	B4	C7
	A13	B5	C8
		B6	C9
		B7	
		B8	
		B9	

Contents	
Topic	Sub-topic
Innovation strategy	1. Concepts, models and processes 2. Innovation strategy 3. Creativity and innovation
Innovation management	4. Technology watch and competitive intelligence 5. R&D management 6. Innovation funding
Implementing innovation	7. Market adoption 8. Managing Intellectual Property
Emergent technologies in the fashion industry	9. New products 10. New processes

**Planning**



Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Supervised projects	A6 B1 B2 B3 B4 B5 B6 B7 B8 B9 C2 C3 C5 C7 C9	3	27	30
Mixed objective/subjective test	A1 A9 B1 B2 B3 B7 B8 B9 C2 C3	1	15	16
Practical test:	A1 A13 B1 B3 B7 B8 B9 C9 C3	1	15	16
Case study	A1 A9 B1 B2 B3 B4 B5 B7 B8 B9 C2 C3 C8 C9	7.5	20	27.5
Guest lecture / keynote speech	A1 A5 A6 A9 A13 B1 B3 B8 C5 C8	21	10	31
ICT practicals	A1 A9 B2 B3 B4 B5 B7 B8 B9 C3 C8 C9	7.5	13.5	21
Online forum	B2 B3 B7 C2 C3	0	4	4
Seminar	A9 A13 B3 B7 C8	2	0	2
Personalized attention		2.5	0	2.5

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Supervised projects	Realization of a group work along with its final presentation. The content and requirements of this project will be notified to students during the first weeks of classes.
Mixed objective/subjective test	Final test on the theoretical content of the course that may combine different types of questions (short answer questions, essay questions, practical exercises and objective or test questions).
Practical test:	Final test on the practical content of the course.
Case study	Resolution of proposed cases either individually or in groups. These cases will be notified throughout the course, according to the work plan and may include presentations, debates or guided discussions.
Guest lecture / keynote speech	Presentation of the contents that are part of the theoretical framework of the course through the oral presentations, guided by the use of presentation files, audiovisual media, and the introduction of questions addressed to students in order to favor learning and the construction of knowledge.
ICT practicals	Solving theoretical and practical problems.
Online forum	There will be two online forums; namely: - Online discussion forum: a channel that students can use to propose debates or contribute to them. - Online learning forum: a channel that students can use as a space for exchanging and reflecting about their learning and for proposing new activities.
Seminar	Seminars with experienced professionals, whenever possible.

Personalized attention	
Methodologies	Description



Supervised projects	<p>The personalized attention described will be developed mainly around the supervised project, and it is conceived as personal work time with the instructors of the course for the attention and follow-up of the project carried out by each of the working groups. The attendance of the students to these meetings is recommended. The specific form and times in which they will take place will be communicated throughout the course according to the work plan of the course. Besides, during the academic year the students can use the tutorial time to clarify doubts and questions about the course.</p> <p>The students with recognition of part-time dedication, according to the "Norm that regulates the regime of dedication to the study of the students of Degree in the UDC" (Arts. 3.b and 4.5) will carry out their activities with the attendance and participation in the dynamics that are included in the sections of "Planning" and "Personalized attention", through the work groups that will be assigned. The activity will be carried out according to the observations of assessment on the flexibility of attendance-participation and the requirements to pass the course.</p>
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Assessment			
Methodologies	Competencies	Description	Qualification
ICT practicals	A1 A9 B2 B3 B4 B5 B7 B8 B9 C3 C8 C9	Attendance and active participation during ICT practicals will be valued. Without prior notice, brief questionnaires on the contents explained during interactive sessions may also be done.	2
Supervised projects	A6 B1 B2 B3 B4 B5 B6 B7 B8 B9 C2 C3 C5 C7 C9	Evaluation of written report and oral presentation of proposed group work.  This assessment will be carried out according to criteria such as mastery of specific contents, written expression and formal presentation, management of the information, clarity and quality of presentation...	40
Mixed objective/subjective test	A1 A9 B1 B2 B3 B7 B8 B9 C2 C3	Final test on theoretical-practical contents of the subject that will be carried out on the official date foreseen by school's examinations calendar.  The exam may mix different types of questions (development questions, short answer questions, test questions...).	20
Practical test:	A1 A13 B1 B3 B7 B8 B9 C9 C3	Final test on practical contents of the course to be carried out on the official date foreseen by school's examinations calendar.	20
Case study	A1 A9 B1 B2 B3 B4 B5 B7 B8 B9 C2 C3 C8 C9	Attendance and active participation during interactive sessions will be valued. Without prior notice, brief questionnaires on the contents explained during sessions may also be done (3% out of 13%).  Evaluation of proposed cases to be carried out individually or in groups. In some of the proposed cases (to be specified during the course depending on the proposed work plan) the evaluation may be carried out by peers.  The case study will assess the consistency and adequacy of the answers to the questions asked, the formal presentation and written expression, the use of bibliographic sources (10% out of 13%).	13
Guest lecture / keynote speech	A1 A5 A6 A9 A13 B1 B3 B8 C5 C8	Attendance and active participation in guest lectures (for instance, participation in debates or discussions conducted during lectures, activities accomplishments, answers to questions...) will be assessed. Without prior notice, brief questionnaires on the contents explained during lectures may also be done.	5

Assessment comments
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## Assessment criteria

### Second opportunity

In order to pass this course, both in the first and the second opportunity of assessment, it will be necessary to obtain a minimum score of 4 points out of 10 in the mixed objective/subjective test, the practical test, and the supervised projects. If this requirement is not met, the qualification will be "Fail", even when the average grade of all the activities that are part of the assessment gives a punctuation equal to or greater than 5 points out of 10.

It will be an essential requirement to be evaluated, in both opportunities of assessment, to regularly attend and actively participate in the classroom and interactive sessions and in the different seminars organized.

If a student who has released or passed a part of the course does not manage to pass the course as a whole on the official dates of the exams of the first and second opportunity, his/her final grade will be "Fail". In the following academic year, those students may save the grade of those tests that they have passed (as long as they have obtained a score equal to or greater than 5 points out of 10), if they wish, and as long as they inform the instructors of the course of their decision in the first two weeks of classes. This condition will only apply in the following academic year; from there onwards, no grade will be kept or saved.

### Early December call

If there were students who wanted to take the early December call (Art. 19 "Standards for evaluation, review and claim of qualifications for undergraduate and master's degree studies"), those students will only have to take the mixed objective/subjective test (25% of the grade), the practical test (25% of the grade), the supervised project (40% of the grade), and the case study (10% of the grade). The supervised project must be done individually.

In order to pass the course, a final grade equal to or greater than 5 points out of 10 must be obtained, as long as the students have obtained a score equal to or greater than 4 points out of 10 in each of the methodologies subjected to evaluation.

### 'No Presentado' grade

The students who do not attend the final exam that will take place on the date established in the faculty's official exam calendar will be graded as "No presentado" (i.e., no grade). This criterion will apply both in the first and in the second assessment opportunity, as well as in the early December call.

### Students with recognition of part-time dedication and academic exemption waiver

The students with recognition of part-time dedication and academic exemption waiver must inform the instructors of the course of this situation at the beginning of the course, in order to establish a plan and calendar of activities. The assessment system will be as follows: mixed objective/subjective test (25%), practical test (25%), supervised project (40%), and case study (10%). The supervised project must be done in group.

### Minimum grade

In order to pass the course, both in the first and the second opportunity of assessment, it will be necessary to obtain a minimum score of 4 points out of 10 in the mixed objective/subjective text, the practical test and the supervised projects.

### Additional information

Fraudulent behaviour in any of the parts subject to assessment will result in the grade of "Fail (0)" in the final assessment.

It is forbidden to access the examination room with any device allowing for data transmission and/or warehousing (e.g., mobile phones, smart watches...) when any of the evaluation test is taking place .

## Sources of information

### Basic

- Trott, P. (2017). Innovation Management and New Product Development. Reino Unido: Pearson
  - Hidalgo, A., León, G., Pavón, J. (2013). La Gestión de la Innovación y la Tecnología en las Organizaciones. Madrid: Pirámide
  - Schilling, M.A. (2017). Strategic Management of Technological Innovation. Nueva York: McGrawHill Education
  - Jin, B.E., Cedrola, E. (2019). Process Innovation in the Global Fashion Industry. Nueva York: Palgrave MacMillan
  - Jin, B.E., Cedrola, E. (2018). Product Innovation in the Global Fashion Industry. Nueva York: Palgrave MacMillan
  - Vignali, G., Reid, L.F., Ryding, D., Henninger, C.E. (2020). Technology-Driven Sustainability. Innovation in the Fashion Supply Chain. Suiza: Palgrave MacMillan
- O profesorado da materia poderá proporcionar bibliografía adicional en cada un dos temas.



<b>Complementary</b>	- Tidd, J., Bessant, J.R. (2018). Managing Innovation: Integrating Technological, Market and Organizational Change. Wiley
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## Recommendations

### Subjects that it is recommended to have taken before

Introduction to Fashion Business Management/710G03004  
Fashion Supply Chain Management I: Procurement/710G03005  
Fashion Supply Chain Management II: Operations Management/710G03017  
Sustainable Management of the Fashion Value Chain/710G03018  
Fashion Supply Chain Management III: Logistics and Transportation/710G03019  
Legal Aspects of Fashion/710G03009

### Subjects that are recommended to be taken simultaneously

Strategic Management of Fashion Companies/710G03030  
Digital Fashion Business/710G03031  
Workshop 2: Knowledge Management and Technology Applications in Fashion/710G03033

### Subjects that continue the syllabus

Internship/710G03037  
Final Year Dissertation/710G03038

### Other comments

A continuous assessment of the course is recommended, participating in all the theoretical and practical activities through daily work. It is recommended that students attend classes with a laptop or an electronic tablet. The assignments must be handed in through the virtual campus; in case this is not possible, printing on recycled paper, double-sided and avoiding the use of plastic materials will be recommended.

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.