



Teaching Guide				
Identifying Data				2021/22
Subject (*)	Workshop 2: Knowledge Management and Technology Applications in Fashion	Code	710G03033	
Study programme	Grao en Xestión Industrial da Moda			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Fourth	Optional	6
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Ciencias da Computación e Tecnoloxías da Información			
Coordinador	Lopez Mato, Javier	E-mail	javier.lopezm@udc.es	
Lecturers	Lopez Mato, Javier	E-mail	javier.lopezm@udc.es	
Web				
General description	Planificación e xestión de proxectos de unidades de información na empresa. Elaboración dun proxecto documental (arquivo de empresa / centro de documentación, vixilancia tecnolóxica e intranet)			
Contingency plan	<p>1. Modifications to the contents</p> <p>2. Methodologies</p> <p>*Teaching methodologies that are maintained</p> <p>*Teaching methodologies that are modified</p> <p>3. Mechanisms for personalized attention to students</p> <p>4. Modifications in the evaluation</p> <p>*Evaluation observations:</p> <p>5. Modifications to the bibliography or webgraphy</p>			

Study programme competences / results	
Code	Study programme competences / results
A8	To be able to design and implement efficient marketing strategies from knowledge of the social environment, with a focus on communication and distribution: messages, media, channels, customer relationships, etc?
A13	To know the impact of technology on the different processes of the textile industry
A19	To acquire the capacity to collect, select and analyse information flows; their integration in the information systems and processes of the firm; and their application to strategic and operational decision-making; always from an ethical perspective
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
B5	That students develop those learning skills that are needed to undertake ulterior studies with a high degree of autonomy
B9	Capacity to analyse, diagnose and take decisions
C1	Adequate oral and written expression in the official languages.
C3	Using ICT in working contexts and lifelong learning.
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.



Learning outcomes			
Learning outcomes	Study programme competences / results		
Workshop	A8	B1	C1
	A13	B5	C3
	A19	B9	C5
			C8

Contents	
Topic	Sub-topic
Keynotes sessions	<ul style="list-style-type: none"> - Introduction - The concept of administration and management. The role of the information in the business planning process. - The context of the company and its information needs - From the information system in the organization to the organization as an information system - Knowledge management - Technology watch and competitive intelligence
Workshops	<ul style="list-style-type: none"> - Design of a Technology watch model for an R&D and Innovation unit - Design of a document management system model for an SME - Industry information sources: Design of Key Surveillance Factors for an SME in the fashion sector (e.g. footwear)

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Introductory activities	A19	7	0	7
Guest lecture / keynote speech	A8 A13 A19 C3 C5	10	20	30
Workshop	A8 A13 A19 B1 B5 B9 C1 C3 C5 C8	25	88	113
Personalized attention		0		0

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

Methodologies	
Methodologies	Description
Introductory activities	Presentation and follow-up of the workshop by the UDC coordinator
Guest lecture / keynote speech	Introduction to the techniques and processes of planning and management of information units in a company
Workshop	Different projects (individual or in groups) to put the acquired knowledge into practice

Personalized attention	
Methodologies	Description
Workshop	Tutoring and consultations via email or Teams for specific questions
	Presence of the teacher in the classroom / laboratory to help the student in the development of the practices



Assessment

Methodologies	Competencies / Results	Description	Qualification
Workshop	A8 A13 A19 B1 B5 B9 C1 C3 C5 C8	The student's work and the quality and completeness of the practices carried out will be valued	100

Assessment comments



Attendance

to all workshop sessions is compulsory. Attendance to a minimum of 90% of teaching hours is required. This requisite is a necessary condition to pass the course.

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Sources of information

Basic	As fontes bibliográficas se presentarán o longo do curso
Complementary	

Recommendations

Subjects that it is recommended to have taken before

Management Planning and Control in Fashion Companies/710G03022

Fundamentals of Mathematics and Data Analysis Tools/710G03014

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

(*)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.