UNIVERSIDADE DA CORUÑA

Teaching Guide

Identifying Data				2022/23
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)

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	- 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	- 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