



Teaching Guide

Identifying Data					2023/24
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 y gestión de proyectos de unidades de información en la empresa. Elaboración de un proyecto documental (archivo de empresa / centro de documentación, vigilancia tecnológica 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?
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
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
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
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.
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 / results		
Provide students with the necessary tools and methodologies to start up a business unit or department in a fashion company; or a new business project; with the common denominator of innovation. The objective is to prepare the student to achieve the knowledge and skills to improve the innovation process/product, adding value to the company and the industry sector.	A8	B1	C1
	A9	B2	C3
	A13	B3	C5
	A19	B4	C7
		B5	C8
		B6	C9
		B7	
		B8	
		B9	

Contents	
Topic	Sub-topic
Workshops	1st Session: Presentation 2nd Session: Company 3rd Session: Resources 4th Session: Innovation 5th Session: Technology watch 6th Session: Projects 7th Session: Analysis 8th Session: Methodology 9th Session: Financing 10th Session: Business model 11th Session: PITCH Preparation 12th Session: Presentation of the PITCH

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Workshop	A8 A9 A13 A19 B1 B2 B3 B4 B5 B6 B7 B8 B9 C1 C3 C5 C7 C8 C9	24	126	150
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
Workshop	? Sessions made up of a theoretical part (to introduce concepts, tools, cases) and practice (put in practice what has been learned). ? Starting from a use case (department, project, product) in which we can apply all the knowledge acquired ? Fostering the attitude, restlessness, participation and work of all students.

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
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Assessment			
Methodologies	Competencies / Results	Description	Qualification
Workshop	A8 A9 A13 A19 B1 B2 B3 B4 B5 B6 B7 B8 B9 C1 C3 C5 C7 C8 C9	The student's work and the quality and completeness of the practices carried out will be valued	100

Assessment comments
<p>Attendance at all workshop sessions is mandatory. A minimum attendance of 90% of the hours taught will be required. This requirement will be a necessary condition to pass the subject.</p> <p>In the last session, the students will present and defend their project to the teachers and classmates.</p> <p>@font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}MsoChpDefault {mso-style-type:export-only; mso-default-props:yes; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}div.WordSection1 {page:WordSection1;}@font-face {font-family:"Cambria Math"; panose-1:2 4 5 3 5 4 6 3 2 4; mso-font-charset:0; mso-generic-font-family:roman; mso-font-pitch:variable; mso-font-signature:-536870145 1107305727 0 0 415 0;}@font-face {font-family:Calibri; panose-1:2 15 5 2 2 2 4 3 2 4; mso-font-charset:0; mso-generic-font-family:swiss; mso-font-pitch:variable; mso-font-signature:-536859905 -1073732485 9 0 511 0;}p.MsoNormal, li.MsoNormal, div.MsoNormal {mso-style-unhide:no; mso-style-qformat:yes; mso-style-parent:""; margin:0cm; mso-pagination:widow-orphan; font-size:12.0pt; font-family:"Calibri",sans-serif; mso-ascii-font-family:Calibri; mso-ascii-theme-font:minor-latin; mso-fareast-font-family:Calibri; mso-fareast-theme-font:minor-latin; mso-hansi-font-family:Calibri; mso-hansi-theme-font:minor-latin; mso-bidi-font-family:"Times New Roman"; mso-bidi-theme-font:minor-bidi; mso-fareast-language:EN-US;}div.WordSection1 {page:WordSection1;}</p>

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	
Subjects that are recommended to be taken simultaneously	



Managing Industrial Innovation in Fashion/710G03029

Subjects that continue the syllabus

Other comments

-According to the different regulations applicable to university teaching, the gender perspective must be incorporated in this matter (non-sexist language will be used, bibliography of authors of both sexes will be used, student participation in class will be encouraged...)- Work will be done to identify and modify prejudices and sexist attitudes and influence the environment to modify them and promote values of respect and equality.-Situations of discrimination based on gender must be detected and actions and measures to correct them will be proposed.

(*)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.