



## Teaching Guide

| Identifying Data           |  |               |                      |                | 2023/24   |
|----------------------------|--|---------------|----------------------|----------------|-----------|
| <b>Subject (*)</b>         | Workshop 2: Knowledge Management and Technology Applications in Fashion  |               |                      | <b>Code</b>    | 710G03033 |
| <b>Study programme</b>     | Grao en Xestión Industrial da Moda   |               |                      |                |           |
| Descriptors                |  |               |                      |                |           |
| <b>Cycle</b>               | <b>Period</b>  | <b>Year</b>   | <b>Type</b>          | <b>Credits</b> |           |
| Graduate                   | 1st four-month period  | Fourth        | Optional             | 6              |           |
| <b>Language</b>            | Spanish  |               |                      |                |           |
| <b>Teaching method</b>     | Face-to-face   |               |                      |                |           |
| <b>Prerequisites</b>       |  |               |                      |                |           |
| <b>Department</b>          | Ciencias da Computación e Tecnoloxías da Información   |               |                      |                |           |
| <b>Coordinador</b>         | Lopez Mato, Javier   | <b>E-mail</b> | javier.lopezm@udc.es |                |           |
| <b>Lecturers</b>           | Lopez Mato, Javier   | <b>E-mail</b> | javier.lopezm@udc.es |                |           |
| <b>Web</b>                 |  |               |                      |                |           |
| <b>General description</b> | 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.<br><br>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<br>2nd Session: Company<br>3rd Session: Resources<br>4th Session: Innovation<br>5th Session: Technology watch<br>6th Session: Projects<br>7th Session: Analysis<br>8th Session: Methodology<br>9th Session: Financing<br>10th Session: Business model<br>11th Session: PITCH Preparation<br>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<br>B3 B4 B5 B6 B7 B8<br>B9 C1 C3 C5 C7 C8<br>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).<br>? Starting from a use case (department, project, product) in which we can apply all the knowledge acquired<br>? 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<br><br>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 A9 A13 A19 B1 B2<br>B3 B4 B5 B6 B7 B8<br>B9 C1 C3 C5 C7 C8<br>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<br/>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<br/>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<br/>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<br/>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;}</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.