



Teaching Guide

Identifying Data					2024/25
Subject (*)	Innovation and Design Management		Code	771G01043	
Study programme	Grao en Enxeñaría de Deseño Industrial e Desenvolvemento do Produto				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	2nd four-month period	Third	Optional	6	
Language	SpanishGalicianEnglish				
Teaching method	Hybrid				
Prerequisites					
Department	EconomíaEmpresa				
Coordinador	Lamas Rodríguez, Adolfo	E-mail	adolfo.lamasr@udc.es		
Lecturers	Lamas Rodríguez, Adolfo	E-mail	adolfo.lamasr@udc.es		
Web					
General description	To provide a generalised knowledge of Innovation Management applied to Industrial Design.				

Study programme competences / results

Code	Study programme competences / results
A1	Aplicar o coñecemento das diferentes áreas involucradas no Plano Formativo.
A4	Traballar de forma efectiva como individuo e como membro de equipos diversos e multidisciplinares.
A6	Formación amplia que posibilite a comprensión do impacto das solucións de enxeñaría nos contextos económico, medioambiental, social e global.
A7	Capacidade para deseño, redacción e dirección de proxectos, en todas as súas diversidades e fases.
A9	Capacidade para efectuar decisións técnicas tendo en conta as súas repercusións ou custos económicos, de contratación, de organización ou xestión de proxectos.
B1	Capacidade de comunicación oral e escrita de maneira efectiva con ética e responsabilidade social como cidadán e como profesional.
B2	Aplicar un pensamento crítico, lóxico e creativo para cuestionar a realidade, buscar e propoñer solucións innovadoras a nivel formal, funcional e técnico.
B3	Aprender a aprender. Capacidade para comprender e detectar as dinámicas e os mecanismos que estruturan a aparición e a dinámica de novas tendencias.
B4	Traballar de forma colaborativa. Coñecer as dinámicas de grupo e o traballo en equipo.
B5	Resolver problemas de forma efectiva.
B6	Traballar de forma autónoma con iniciativa.
B7	Capacidade de liderado e para a toma de decisións.
B10	Capacidade de organización e planificación.
B12	Comprensión das responsabilidades éticas e sociais derivadas da súa actividade profesional
C4	Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people
C6	Acquiring skills for healthy lifestyles, and healthy habits and routines.
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.

Learning outcomes

Learning outcomes	Study programme competences / results



Managing and developing product innovation projects in companies	A1 A4 A6 A7 A9	B1 B2 B4 B5 B7 B10 B12	C4 C5 C6 C7 C8
Value the importance of research, innovation and technological development in the socio-economic and cultural progress of society.		B1 B2 B3 B4 B5 B7 B10 B12	C4 C5 C6 C7 C8
Understand the importance of entrepreneurial culture and know the means available to entrepreneurs.		B3 B4 B5 B6 B7 B10 B12	C4 C5

Contents	
Topic	Sub-topic
1 INTRODUCTION	1.1 Introduction 1.2 Current economic phenomena 1.3 Spain's technological situation 1.4 The National Innovation System 1.5 The National R&D&I Plan
2 GENERAL ASPECTS	2.1 Definitions 2.2 The concept of innovation 2.3 Technology and Innovation 2.4 The innovation process 2.5 Innovation as new product development
3 STRATEGIC MANAGEMENT OF INNOVATION	3.1 Introduction 3.2 Managing innovation through the management of new products 3.3 Customers and users as a source of innovation
4 OPERATIONAL MANAGEMENT OF INNOVATION	4.1 Introduction 4.2 Value Analysis, a tool for innovation 4.3 TRIZ Methodology
5 INNOVATION PROTECTION MECHANISMS	5.1 Introduction 5.2 Different industrial property rights 5.3 The functions of patents in the company 5.4 The role of trademarks 5.5 The utility of Industrial Design 5.6 The Spanish Patent and Trademark Office



6 INNOVATION AND BUSINESS SUCCESS	6.1 Determinants of innovation success 6.2 Consequences on the profitability of innovations 6.3 Strategies for accessing complementary resources 6.4 Implications for R&D strategy, structure and international policies
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Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Supervised projects	A1 A4 A7 C5 C8	21	54	75
Guest lecture / keynote speech	A6 A7 A9 B1 B2 B3 B4 B5 B6 B7 B10 B12 C4 C5 C6 C7 C8	21	52	73
Personalized attention		2	0	2

(*)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	The work will be carried out in a group and will consist of an R&D&I project.
Guest lecture / keynote speech	The lecturer will analyse and explain several research projects that the student will take as a reference to elaborate one or several group works.

Personalized attention	
Methodologies	Description
Supervised projects	Personalised attention will be given during tutoring hours.
Guest lecture / keynote speech	

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Supervised projects	A1 A4 A7 C5 C8	Compulsory assignments in order to pass the course. The student will have to pass each and every one of these assignments in order to pass the course. Their evaluation will depend on: - the quality of the presentation - the documentation provided - the results obtained - originality and innovation	80
Guest lecture / keynote speech	A6 A7 A9 B1 B2 B3 B4 B5 B6 B7 B10 B12 C4 C5 C6 C7 C8	Theoretical knowledge of the subject.	20
Others			

Assessment comments



First opportunity evaluation: a weighted grade will be calculated according to the weights indicated in the Methodologies.

Second chance evaluation: the same criteria will be followed as for the first chance evaluation.

Advance call: before the date of this call, the student will deliver the works proposed and not approved in the previous calls.

The fraudulent performance of the tests or evaluation activities will automatically imply a failure grade "0" in the corresponding call, thus invalidating any qualification obtained in all the evaluation activities.

The "students with recognition of part-time dedication and academic exemption of attendance exemption" will communicate at the beginning of the course their situation to the teachers of the subject, as established by the "Standard that regulates the regime of dedication to the study of undergraduate students in the UDC "(Art.3.be 4.5) and the" Standards for evaluation, review and claim of the qualifications of the undergraduate and master's degree studies (Art. 3 e 8b). The students in this situation will be evaluated by solving the same practical cases proposed in exercises through ICT practices.

Sources of information

Basic	Apuntes elaborados por Adolfo Lamas que se compartirán con el alumno a través de moodle. BIBLIOGRAFÍA ADICIONAL DE LA ASIGNATURA GESTIÓN DE LA INNOVACIÓN Arbonies A.L 1991 Nuevos Enfoques en la innovación de productos para la empresa industrial. Departamento de promoción y desarrollo económico Centro de Diseño Industrial S.A. 1995, Manual de Gestión del Diseño Baxter M., 1995 Product Design. Chapman & Hall Escorsa, P, Herbolzheimer, E y Solé F. 1995 Diseño industrial y su gestión en la PYME española Diez casos reales. Esade Fundación COTEC, 1998 El sistema español de Innovación. Diagnóstico y Recomendaciones. EDDI, 1998, La mejora de la gestión del proceso de diseño en la PYME. Montaña, J.Cómo diseñar un producto. Manuales IMPI Nueno, P, Diseño y Estrategia empresarial. Manuales IMPI Oficina Española de Patentes y Marcas http://www.oepm.es
Complementary	

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Design and Ergonomics/771G01030

Subjects that continue the syllabus

Other comments

The delivery of the work carried out in this subject:They will be requested in virtual format and/or computer support.It will be done through Moodle, in digital format without the need to print them.In addition, during the course:A sustainable use of resources and the prevention of negative impacts on the natural environment must be made.The importance of ethical principles related to sustainability values in personal and professional behaviour must be taken into account.The gender perspective will be incorporated into the teaching of this subject (non-sexist language will be used, bibliography of authors of both sexes will be used, the intervention of male and female students in class will be encouraged...).Work will be done to identify and modify sexist prejudices and attitudes, and the environment will be influenced in order to modify them and promote the values of respect and equality.Situations of discrimination will be detected and actions and measures will be proposed to correct them.

(*)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.