Universidad Zaragoza

Academic Year/course: 2022/23

25899 - Strategic Management of Design and HR

Syllabus Information

Academic Year: 2022/23
Subject: 25899 - Strategic Management of Design and HR
Faculty / School: 110 - Escuela de Ingeniería y Arquitectura
Degree: 558 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS: 6.0
Year: 4
Semester: Second semester
Subject Type: Optional
Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

To overcome this subject, no continuous assessment modality is proposed. The global evaluation is designed as it follows:

Global evaluation:

- **PROJECT (60%):** The applied work implies the search of relevant information and the use of fundamental concepts included in the syllabus.
- **EXAM (40%):** Written test on the subject contents. The date of the exam is set in the academic calendar.

Evaluation criteria:

- **PROJECT (60%):** The applied work implies the search of relevant information to analyse an economic activity sector putting into practice the fundamental concepts and theoretical models studied in the subject. The project will be rated with a maximum of **10 points**, and its impact on the final grade will be the 60%. However, if the grade obtained in this project is less than **5 points,** the subject will not be considered approved.

At the beginning of the semester, the students will form groups of 4 or 5 members. There are compulsory control points to present partial results along the semester. Final presentation will be carried out in the appointed date and following the requested instructions.

In case of not passing the subject in first call, the grade of the project (as long as it is at least 5 points) will be kept for second call. If the project is failed in first call, an improved version may be submitted in second call.

Failure to present the project will imply a score of **0 points**.

- **EXAM (40%):** The written test will consist of several questions that may refer to any of the materials used in the class, as well as other materials attached to the exam, such as press releases. A good understanding of the subject, strong arguments, diagrams and graphs will be favourably evaluated. The absence of precise arguments, a bad presentation and spelling mistakes will be unfavourably evaluated. The exam will be rated with a maximum of **10 points**, and its impact on the final grade will be the **40%**. However, if the grade obtained in the exam is less than **5 points,** the subject will not be considered approved.

IMPORTANT: If the student does not meet the minimum requirements in the project and the exam, the subject will not be approved, even if the average grade is equal to 5 points, or higher. In this case, the student will not pass the subject: FALLING GRADE (4).

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as:

- 30 theory hours in the classroom (Lectures),
- 30 practice hours in the classroom (Resolution of problems and cases)
- 60 hours of personal study to prepare a project (Applied research project)

4.2. Learning tasks

The course includes the following learning tasks:

- **30h** (classroom) for *Lectures*: Presentation of the theoretical contents of the subject by the professor. The active participation of the students will be encouraged.
- **30h** (classroom) for *Resolution of Problems and Cases* related to the subject. In these sessions, an exhaustive analysis of current press releases, along with the presentation of real cases of companies and economic sectors, will be carried out.
- **60h** for *the Applied Research Project*. Throughout the semester, the students will work on a regular basis on an applied project, which has to be presented to the professor in control points and in a final presentation at the end of the course.
- **27h** for personal study.
- **3h** for the evaluation test.
- **Personalized Tutoring Hours:** Outside of the class time, students will have the support and advice of the teacher during hours that will be displayed in advance.

4.3. Syllabus

The course will address the following topics:

- **PARTE I: STRATEGIC DESIGN**
  - Topic 1: Design and strategy: Environment and competitive advantage
  - Topic 2: Business identification
  - Topic 3: Business development
  - Topic 4: The business expansion
- **PARTE II: DESIGN AND HUMAN CAPITAL**
  - Topic 5: Human resources management: Talent and personal competences
  - Topic 6: Labour health and well being

4.4. Course planning and calendar

The teaching of this subject will take place in the spring semester.

A detailed schedule of classes, tutoring hours and evaluation tests will be available to the students sufficiently in advance.

Taking into account that the subject will consist of 4 hours per week in the classroom, approximately 15 weeks, the distribution of 60 hours is structured as it follows:

Activity	**Weeks**	**N. of Weeks**	**Hours/Week**	**Hours/Activity**
Lectures	1 - 15	15	2h in the classroom	30h
Resolution of Problems and Cases	1 - 15	15	2h in the classroom	30h
Applied research project	1 - 15	15	Work on the project + Partial and final presentations	60h (outside the classroom)

4.5. Bibliography and recommended resources

https://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=25899