



## IDENTIFYING DATA

### Design management

Subject	Design management			
Code	P01M171V01303			
Study programme	Máster Universitario en Diseño y Dirección Creativa en Moda			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	2nd	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Pita Castelo, Jose			
Lecturers	Pita Castelo, Jose			
E-mail	jpita@uvigo.es			
Web				
General description	(*)Materia do programa English Friendly. Os/ as estudantes internacionais poderán solicitar ó profesorado: a) materiais e referencias bibliográficas para o seguimento da materia en inglés, b) atender as titorías en inglés, c) probas e avaliacións en inglés			

## Training and Learning Results

Code	
A3	(*)Que os estudantes sexan capaces de integrar coñecementos e se enfrontar á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos.
D3	(*)Capacidade de liderazgo, iniciativa e espírito emprendedor
D8	(*)Capacidade para o traballo, aprendizaxe e xestión da información de xeito autónomo

## Expected results from this subject

Expected results from this subject	Training and Learning Results
That the student was capable to understand, analyse and evaluate the insertion of the management of the design in the processes of organization of products, and interpret his vinculación with the generation of cultural proposals scored by the existence of the constant novelty, to propose ideas and solve problems.	A6 A3 B13 B13 C12 D13 D13
That the student was capable to develop his knowledge of the fundamentals of the management of the design	A6 A6 B13 B13 B13 B13 B13 C12 D13 D13 D13 D13 D8

That the student was capable to develop his basic knowledges of economy, marketing and legislation related with the Design of fashion.	A6 A6 B13 B13 B13 B13 B13 C12 D13 D3 D13 D13 D13
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## Contents

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Topic	
SUBJECT 1. FOUNDATIONS OF COMPANY And ECONOMY	Introduction: organisations Approximation to the concept of company The paper of the employer Production of goods vs. services The economic system As it works an economy of free market business Challenges in wool global economy
SUBJECT 2. EVOLUTION OF THE ADMINISTRATIVE THOUGHT	Introduction Focus classical of wool administration (wool Scientific Administration, the Administrative Process, School of wool Relate Human, wool Bureaucracy) Contemporary Approaches (Approach of Systems, Approach *Contingencial)
SUBJECT 3. FORMS OF COMPANY	Juridical criteria of business classification notable Appearances in wool election of a juridical form of company Form juridical more usual economic Criteria of business classification: According to wool property of the main Segundo the sector of activity Segundo the business size
SUBJECT 4. CONCEPT And FUNCTIONS OF LANA BUSINESS DIRECTION	Introduction: what is to direct Analysis of wool four managerial functions basic: The function of planning To function of organisation To function of leadership The function of control.
SUBJECT 5. PRODUCTION OF QUALITY And MANAGEMENT BY PROCESSES	Introduction What are wool production massive Production vs. *personalización massive basic Options in front of the production Design of the productive process Lana quality (basic concepts, evolution to Total Quality, models THIS and *EFQM) The management by processes.
SUBJECT 6. COMMERCIAL DIRECTION	Concept and scope of the commercial direction Analysis of market: identification, size and location, needs, perceptions and values. Commercial planning: development of products, decisions of price, distribution, promotion Control of the commercial activity Control of the results of market Control of the costs of commercialisation Companies of vertical structure and of traditional structure; analysis and peculiarities of each model.

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## Planning

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	Class hours	Hours outside the classroom	Total hours
Case studies	2	7	9
Case studies	2	7	9
Case studies	2	7	9
Case studies	1	9	10

Problem solving	6	30	36
Lecturing	15	60	75

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

### Methodologies

	Description
Case studies	Practical cases for poner in realistic situation los conocimientos transmitted through wool lesson magistral
Case studies	
Case studies	
Case studies	
Problem solving	Solving problems presented to the students
Lecturing	Theoretical explanation of the contained more relevantes to apply in the practical cases

### Personalized assistance

#### Methodologies Description

Lecturing	Theoretical explanation of the main contents of the matter
Case studies	Practical cases to put in realistic situation the knowledges given in the lesson *magistral
Problem solving	Problems Proposed to the student so that it contribute solution

### Assessment

Description	Qualification	Training and Learning Results
Case studiesPersonal case study part 1	25 A3	D3 D8
Case studiesPersonal case study part 2	25 A3	D3 D8
Case studiesPersonal case study part 3	25 A3	D3 D8
Case studiesPersonal case study part 4	25 A3	D3 D8

### Other comments on the Evaluation

The subject follows a system of evaluation continuous. Alternativamente To the system of evaluation continuous, the students may opt to be evaluated with four cases practical that evaluate so much the knowledge theoretical how practical imparted in the subject to realize in the dates established in the announcements thefi\*ciais and that make up each 25% of the qualification final. The dates of the examinations be able to be consulted in the Teaching Calendar.

### Sources of information

#### Basic Bibliography

HERRERO, J., **Administración, gestión y comercialización en la pequeña empresa**, Thompson, 2003

#### Complementary Bibliography

BATEMAN, T., SNELL, S., **Administración: una ventaja competitiva**, McGraw-Hill, 2001

CAÑADAS, M., **Cómo crear empresas rentables**, Gestión, 2000

FANJUL, J.L., Castaño, F.J., **Proyecto empresarial**, Editex, 2001

GIL, M. A., GINER, F., MONZÓN, J. A., CELMA, M. D., **Cómo crear y hacer funcionar una empresa, casos prácticos**, ESIC, 1996

MESCON, M., BOVÉE, C., THILL, J., **Business today**, Prentice-Hall, 2002

SANTESMASES, M., **Marketing: conceptos y estrategias**, Pirámide, 2004

SUÁREZ, A.S., **Curso de Economía de la Empresa**, Pirámide, 2002

### Recommendations