

DEGREE IN INDUSTRIAL DESIGN ENGINEERING

TEACHING PLAN OF SUBJECT DATA PROJECT

ACADEMIC YEAR: 2026-27
YEAR: 3RD
CHARACTER: Optional
SEMESTER: 5th
ECTS: 12
TEACHING HOURS: 90
HOURS OF SELF-EMPLOYMENT: 210
TOTAL HOURS: 300
LANGUAGE/S: English
CODE: 17059

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PRESENTATION SUBJECT / OBJECTIVES

The Data Project for innovation and continuous improvement subject is framed within the mention of Product and Data Management. This subject aims to delve into the emerging techniques and methodologies to obtain, manage and analyze both user and context data, to integrate a process of innovation and control of the production system into the company's spirit to be competitive in the changing current context.

This formative profile of a product manager must be able to manage and accompany the innovation process with healthy criticism. The processes to experiment and validate the implementation of innovation are essential to be able to make the right decisions and implement them by organizing the human teams that have to carry them out.

The subject provides tools and methodologies to help plan, conduct processes and validate them, monitoring all areas and key teams in the process. The product manager or manager has to know the suitability of the methodologies to select the best way to implement and adequately analyze the strategic convergence of the company.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

This subject does not specifically incorporate any SDG.

CONTENTS

Block-I: The Data Age

- Data-driven design
- The importance of User Experience
- Disruptive Technologies
- The innovation framework for action

Block-II: Data-driven products, a new paradigm

- Data and products
- Concept of Person System
- Management of the design of new products

Block-III: Project

TEACHING METHODOLOGIES

- Work sessions with the whole class group with the teacher (PA)
- Individual tutoring sessions with the teacher (PC)

COMPETENCES

- CB2 - The student knows how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study
- CB4 - The student can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences
- T2 - Project the values of entrepreneurship and innovation in the exercise of the academic and professional personal trajectory through contact with different realities of practice and motivation towards professional development.
- T4 - Show skills for professional practice in multidisciplinary and complex environments, in coordination with networking teams, either in face-to-face or virtual environments, through the computer and informational use of ICT.
- T6 - Use different forms of communication, both oral and written or audiovisual, in one's own

- language and in foreign languages, with a high degree of correctness in use, form and content.
- E6 - Use different methodologies and work tools to correctly design any product, system or service.
- E7 - Develop prototypes for experimentation and formal and technical testing that allow the communication of the concept and the technical justification of the project.
- E11 - Identify emerging technologies that can add value to the project.

LEARNING OUTCOMES

- Applies their knowledge to solve problems in complex or professional and specialized work environments that require the use of creative and innovative ideas.
- It communicates to all types of audiences (specialized or not) in a clear and precise way knowledge, methodology, ideas, problems and solutions.
- Apply data in different phases of industrial design engineering.
- Adds value to the project by identifying the right emerging technologies.

TRAINING ACTIVITIES

Each subject will present at the beginning of the course its WORK PLAN where the didactic activities per week / session / autonomous work are recorded.

EVALUATION

EVALUATION SYSTEMS

The evaluation of the subject will be based on a continuous monitoring of the student's academic work throughout the course.

EVALUATION SYSTEM	FINAL WEIGHTING
P2-Follow-up of the work done	25
P3-Reports from the students themselves, external tutors, court	10
P5-Realization of works or projects Required	65

EVALUATION CRITERIA

The final grade of the subject will be the weighted average of the grades of the evaluable activities according to the following table

EVALUABLE ACTIVITY	WEIGHT	RECOVERABLE (up to 50%)	EVALUATION SYSTEM
Activity-1 Individual or group weekly tasks	25%	NO	P-2
Activity-2 Report on participation and reflection	10%	NO	P-3
Activity-3 Research project	40%	YES*	P-5
Activity-4 Presentation of the research project	25%	NO	P-5

Students will have the option of re-examining themselves for recoverable tests. The recovery tests will be carried out in the period of the semester destined to this function, not being able to recover more than 50% of the subject.

* In the event that the Recoverable Evaluable Activities exceed 50%, the student may choose, up to a limit of 50%.

The unjustified non-presentation of any evaluable activity implies a grade of 0, even if the activity has been qualified as Recoverable.

The Recoverable Activities can only be subject to recovery when they have been delivered by the student on the indicated date and with a grade equal to or greater than 3.

If you renounce access to the recovery test, the grade achieved in the first instance will be maintained.

In case of presenting to recovery, the note obtained will be the last, even if it is less than the first.

Plagiarism or copying someone else's work is penalized in all universities and, according to the Rules of Coexistence of the University of Vic-Central University of Catalonia, they constitute serious or very serious offenses. That is why during the course of this subject any indication of plagiarism or misappropriation of other people's texts or ideas ([What is considered plagiarism?](#)) as well as the improper or undeclared use of Artificial Intelligence in an activity, will result automatically in failure of the subject and/or other disciplinary measures ([Norms of Coexistence of the University of Vic-Central University of Catalonia](#)).

For any questions or queries, see the ([Academic Regulations for the Degree of the Elisava Faculty of Design and Engineering UVic-UCC](#)).

BIBLIOGRAPHY AND TEACHING RESOURCES

- Cagan, M. 2017. *Inspired: How to Create Tech Products Customers Love*.
- Christensen, C.M. 2016. *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*.

- Eyal, N. 2014. *Hooked: How to Build Habit-Forming Products*.
- Fleming, L. 2007. Breakthroughs and the Long Tail of Innovation. *MIT Sloan Management Review* 49, no. 1: 69-74.
- Knapp, J. Zeratsky, J. y Kowitz, B. 2016. *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days*.
- Liedtka, Jeanne. y Ogilvie, Tim. 2014. *Designing for Growth: A Design Thinking Tool Kit for Managers*.
- Norman, D. 2013. *The Design of Everyday Things*: Revised and Expanded Edition.
- Olsen, D. 2015. *The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback*.
- Osterwalder, A. y Pigneur, Y. 2014. *Value Proposition Design: How to Create Products and Services Customers Want*.
- Ries, E. 2011. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*.
- Teck-Hua, H. y Kay-Yut Chen. 2007. New Product Blockbusters: The Magic and Science of Prediction Markets. *California Review Management* 50, no. 1: 144-158.

The teaching staff will provide a specific bibliography at the beginning of the subject, if applicable.