Digital and Disruptive Products Design

Academic Year: (2023 / 2024)   **Review date: 25/04/2023 13:49:52**

Department assigned to the subject: Computer Science and Engineering Department

Coordinating teacher: AMESCUA SECO, ANTONIO DE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

DESCRIPTION OF CONTENTS: PROGRAMME

1. Fundamentals and principles of innovation in the digital era.
2. Life cycle of digital product development
3. Agile teams and roles involved in the development of an innovative digital product.
4. Methods and techniques to design a value proposition for customers.
5. Methods and techniques for the design, development and management of digital products.
6. Technologies for working as agile teams

LEARNING ACTIVITIES AND METHODOLOGY

AF1 Theoretical classes [12 hours]
AF2 Practical classes [10 hours]
AF3 Practical work in computer classroom [7 hours]
AF4 Group work [20 hours].
AF5 Individual student work [20 hours]
AF6 Tutorials [1 hour]
AF7 Mid-term and final exams [4 hours]

MD1 - Lectures in class by the professor with the support of computer and audiovisual
audiovisual means, in which the main concepts of the subject are developed and the bibliography is
bibliography to complement the students' learning.
MD2 - Critical reading of texts recommended by the teacher of the subject: press articles, reports, manuals and/or articles
reports, reports, manuals and/or academic articles, either for later discussion in class, or to expand and consolidate
in class, or to expand and consolidate the knowledge of the subject.
MD3 - Resolution of practical cases, problems, etc. posed by the teacher individually or in groups.
individually or in groups.
MD4 - Presentation and discussion in class, under the moderation of the professor of topics related to the content of
the subject, either to expand and consolidate the knowledge of the subject.
related to the content of the subject, as well as practical cases.
MD5 - Preparation of papers and reports individually or in groups.

ASSESSMENT SYSTEM

% end-of-term-examination/test: 0

% of continuous assessment (assigments, laboratory, practicals…):   100

SE1 - Continuous assessment including individual or group work, practice reports, mid-term exams, etc.

BASIC BIBLIOGRAPHY

- Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith Value Proposition Design, John Wiley & Sons, Inc., 2014

- Eric Ries The lean startup, Crown Business, 2011