



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Multisensory Product Design

LEVEL OF STUDY: Undergraduate Program

| GENERAL ACADEMIC INFORMATION | | | |
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| LATEST UPDATE | 2016-2 | | |
| ACADEMIC AREA | Marketing | | |
| SUBJECT TYPE | Elective | | |
| CREDIT POINTS | 3 | | |
| PRE-REQUISITES | None | | |
| LANGUAGE | English | | |
| INTERNATIONAL CONTENT | <ul style="list-style-type: none"> • Readings taken from international journal articles • Reading materials in English • Research tasks on intercultural contexts • Development of projects with international or intercultural focus • Foreign speakers or professors visiting the classroom or participating online • International cases are used and compared against national reality • International bibliography is used | | |
| COURSE DETAILS | | | |
| COURSE DESCRIPTION | To evaluate the analysis and processing of sensory information and its application for developing innovative and successful products | | |
| COMPETENCES DEVELOPED | Competence | Emphasis | Intended Learning Outcome (ILO)* |
| | Assessing and interpreting consumer behavior based on neuroscientific information | Skill | ILO 01 ILO 02 ILO 05 BIMLA ILO 07 |
| | C2: Researching and planning value propositions for consumers based on the sensorineural experience of the category | Skill | ILO02 ILO 03 ILO 04 BIMLA ILO06 BBA ILO 06 |

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| | C3: Applying the sensorineural information of the consumer for analysis of product performance | Skill | ILO 02 BIMLA ILO 06 BBA ILO 06 |
| | C4: Designing change and innovation proposals of supply based on the elements of sensory judgement in different commercial areas | Context | ILO 02 ILO 03 ILO 04 ILO 05 BIMLA ILO 06 BIMLA ILO 07 BIMLA ILO 08 |
| | <p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO07: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains</p> <p>BIMLA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p> <p>BBA ILO06: Entrepreneurship & Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups</p> | | |
| <p>COURSE CONTENTS</p> | <p>Introduction to sensory processing - reality and illusion</p> <p>2: The sensory experience: fundamentals and applications</p> <p>3: Neurophysiology and sensory processing</p> <p>4: Cognitive neuroscience of sensory experience</p> <p>5: Navigation and identification of senses in the consumer experience</p> <p>6: Interaction, decision-making, and elimination</p> <p>7: Adapting consumer experience</p> | | |

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| | <p>8: Aesthetics, products, and sensory experience 9: Product design and multisensory technology</p> |
| METHODOLOGY | <p>Lecture Theoretical classes Participative classes :Small Groups Discussion and Course Discussions Workshops Practical Exercises Project based Learning Written tests, essays, presentations and integral projects</p> |
| ASSESSMENT | <p>As part of the assessment activities, the teacher may take into account the following alternatives that fall within the conception of competency learning:</p> <ul style="list-style-type: none"> • Presentations or oral midterm exams: from the contents developed in the course, the student will deliver an argumentative presentation in which the management of the subject, project or assignment previously assigned by the teacher is evidenced. This evaluation aims at demonstrating good management of language, communicative, argumentative, analytical and integration skills. • Written Midterm Exam. When designing this instruments, the teacher may include in the problem-based analysis and case method. Written examinations must have as core aim the implementation and generalization of the course contents in specific situations. • Capstone (or integrative project). Based on the course topics, the teacher can develop an integrative project that allows the student to articulate, implement and generalize the given content to specific situations or organizations. It allows the students to have practical experiences that simulate the usefulness and implementation of the course. |