

2019.FS

<b>Module Name: Strategic Foresight</b>			
Module Code	w.BA.XX.2SFS.XX		
Module Description	Students know the basics of strategic future and trend studies supporting strategy and innovation processes in corporations (strategic foresight). They learn and exercise key foresight methods, i.e., trend analysis or scenario planning, and understand their capabilities and boundaries with regard to strategic innovation in companies. Attending this module will enable the students to perform autonomous foresight analysis about social, technological, and economical developments within a corporate context. Based on the knowledge gained, they will be able to develop new business opportunities and growth strategy for specific business cases.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - Risk and Insurance</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Center Innov. und Entrepreneurship Ltg		
Module Coordinator	Adrian W. Müller (muad)		
Deputy Module Coordinator	Yann Blumer (blue)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ are able to understand the main concepts and business relevance of strategic foresight and how to differentiate these approaches with regards to other strategic analysis approaches.</li> <li>§ are able to explain theoretical basics and conceptual frameworks of a strategic trend and futures analysis.</li> <li>§ are able to demonstrate how strategic foresight systematically and creatively supports strategic business decision-making.</li> <li>§ are able to name the most important foresight methods as well as their possible uses and differentiation characteristics.</li> <li>§ are able to analyze purposefully the general external company environment within the context of an existing business case.</li> <li>§ are able to derive strategic implications based on vision and use them for their own growth strategy.</li> </ul>		

	§ are able to demonstrate and defend their own strategic scenarios and future studies in a convincing manner. § are able to initiate and control their own foresight process. § are able to adopt different perspectives to assess foresight-related issues and challenges.		
Module Content	§ Strategic future relevance of social, technological, and economic trends for business models and innovation strategies § Strategic decision processes, strategic thinking, and mental models § Strategic foresight: concept, definition, characterization, core functions § Business intelligence, issue management, and strategic early risk warning (scope) § Trend research and trend understanding (scope of hype, fashions, etc.) § Future research and scenario thinking § Design areas, approaches, and direction of foresight processes in practice § Foresight method typology: forms of qualitative trend analysis, trend scouting, scenario techniques, wildcards § Foresight contents: information sources, -quality, and -resources § Case studies from Swiss SMEs to the Swiss Post Office and international enterprises such as Daimler and TUI		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies	<b>Social Settings Used:</b> Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Case Studies (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	
Small Class	28 h	32 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>28 h</b>	<b>32 h</b>	<b>30 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>			
	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	80,00%
Talk/oral presentation	Grade	25	20,00%
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	-		
Recommended Reading	§ Pillkahn, U. (2007). Trends- und Szenarien als Werkzeuge zur Strategieentwicklung. Publicis Publishing. ISBN 978-3895782862. § Müller, A. & Müller-Stewens, G. (2009). Strategic Foresight. Trend- und Zukunftsforschung in Unternehmen – Instrumente, Prozesse, Fallstudien. Schäffer-Poeschl. ISBN 978-3791028682.		
Comments	Besides transfer of knowledge by lecturers, this module also uses mentored, action-based learning (project-based). Guest lecturers will provide insights into their professional lives at the interface of foresight, strategic innovation, and marketing.		