

Modul-Nr./ Module Code	BMSIB4500
Modulbezeichnung / Module title	Future Management
Semester or Trimester	6 th
Dauer des Moduls / Duration of the Module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	-
Häufigkeit des Angebots des Moduls / The module is offered ...	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	Future Management, above all the identification and assessment of early signals, trends and megatrends is a vital part for every company – regardless of its size or industry focus. This module helps students to identify, analyze and assess signals, trends and megatrends, to apply future management methods and to implement a trend monitoring system. In addition, the globalization and the related shorter life cycles require a more strategic approach to future management which is met by this module.
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Björn P. Jacobsen
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Björn P. Jacobsen
Lehrsprache / Language of Instruction	English
Zahl der zugeteilten ECTS-Credits / Number of ECTS-Credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Semester periods per week	2
Art der Prüfung / Assessment methods	Written Examination (1 hour) with Application practice (60 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><u>Knowledge & Understanding</u> Students understand the importance of identifying and analysing signals, trends and megatrends in the attempt to compete in a business environment characterized by ever shorter product life cycles. They acquire the competences to identify, assess and apply trends in developing the service and/or product portfolio.</p> <p><u>Applying Knowledge & Understanding</u></p>

	<p>Students will be required to identify and analyze signals, trends and megatrends in the FMCG industry. Results will be applied to a trend radar.</p> <p><u>Making judgments</u> Students learn to assess the (ir)relevance of trends and their potential contribution to the success of the company.</p> <p><u>Communication</u> The results of the trend identification and analysis are presented in written form.</p> <p><u>Learning skills</u> This module prepares students to a well judged approach to all questions that are related to future trends. In addition they know how to identify and assess trends can apply methods of trend analysis in any given company</p>
Inhalte des Moduls / Syllabus	<p>Introduction to Futuring - History, Prognosis Trends: Analysing the Future - Trend and Future Research, Basic Methods of Trend and Future Research, Trend Categories Markets - Megatrends, Trend Identification and Application (Identify Trends, Filtering Trends, Assess Trends, Apply Trends) Innovation - Mega Trends, Markets Drivers Applied Future Management - Introduction to Trend Radar, Identification of Signals, Implementation of Signals into Trend Radar The Future of Future Management</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Seminar; Exercises; Group work; Presentation
Besonderes / Special Features	-
Literatur / Literature	<p>Compulsory Literature</p> <p>Materials distributed with lecture notes.</p> <p>Recommended Literature</p> <p>Chan Kim, W., Mauborgne, R. (2005), Blue Ocean Strategy</p> <p>Christensen, C.M., Anthony, S.D., Roth, E.A. (2004), Seeing What's Next, Boston</p>

	<p>Hamel, G, Prahalad, C.K. (1994), Competing for the Future, Boston</p>
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All titles in the current edition.
For updated bibliographies, see the
course syllabus.