

<b>Modul-Nr./ Module Code</b>	<b>BMSB4300</b>
<b>Modulbezeichnung / Module title</b>	<b>Future Management</b>
Semester or Trimester	6 <sup>th</sup>
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	Recommended: Successful completion of BMS foundation courses.
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other module and degree courses	Above all, future management identifies and assesses early signals, trends and megatrends are vital for every organization - regardless of its size or industry focus. This module helps students to identify, analyze and assess relevant future developments. In addition, globalization and the related shorter life cycles require a more strategic approach to future management, which this module meets.
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 (2 hours)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the Module	<p><u>Knowledge &amp; Understanding</u> Students understand the importance of identifying and analyzing future developments to compete in a business environment characterized by ever shorter product life cycles. They acquire the competencies to identify, assess and apply trends in developing the service and/or product portfolio.</p> <p><u>Applying Knowledge &amp; Understanding</u> Students will be required to identify and analyze future developments in various industries. Results will be applied to a selected future management tool.</p> <p><u>Making judgments</u> Students learn to assess the (ir)relevance of future developments and</p>

	<p>their potential contribution to the organisation's success.</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 for a well-judged approach to all questions 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>
<p>Inhalte des Moduls / Syllabus</p>	<p>Background to Foresight - What and Why?   The Foresight Process and Framework   Foresight Methods and Tools: Overview, SWOT and Roadmapping   Roadmapping: Standard Roadmap - Market, Product, Technology and Roadmapping</p>
<p>Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module</p>	<p>Seminar; Slidecast, Exercise; Quiz, Group work; Presentation</p>
<p>Besonderes / Special Features</p>	<p>The Baltic Sea Region (BSR) is frequently rated as the most innovative macro-region. This module therefore makes use of research findings from BSR institutions to illustrate the topic.</p> <p>This course is offered in the blending learning format.</p>
<p>Literatur / Literature</p>	<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> <p>All titles are in the current edition.</p> <p>For updated bibliographies, see the course syllabus.</p>