Modul-Nr./ Module Code	BMSB4300
Modulbezeichnung / Module title	**Future Management**
Semester / Trimester	6th
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: sub-modules	-
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 Zusammen-setzung / 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	<u>Knowledge & 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. <u>Applying Knowledge & 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. Making judgments Students learn to assess the (ir)relevance of future developments and their potential contribution to the organisation's success. Communication The results of the trend identification and analysis are presented in written form. Learning skills 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
Inhalte des Moduls / Syllabus	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
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Seminar; Slidecast, Exercise; Quiz, Group work; Presentation
Besonderes / Special features	This course is offered in the blending learning format.
Literatur / Literature	Compulsory Literature Materials distributed with lecture notes. Recommended Literature Chan Kim, W., Mauborgne, R. (2005), Blue Ocean Strategy Christensen, C.M., Anthony, S.D., Roth, E.A. (2004), Seeing What's Next, Boston Hamel, G, Prahalad, C.K. (1994), Competing for the Future, Boston All titles are in the current edition. For updated bibliographies, see the course syllabus.