ERA120 - Trendwatching

5 ECTS

Objectives – Course description

The aim for the students is to observe, define, analyze and apply the different aspects of those Megatrends (MT).

Learning content

Trendwatching is more than spotting trends! It is about determining the great underlying social changes which may be the scenarios happening tomorrow in our everyday life. It is not venturing a guess but it is a real methodology which is used in business to cope with Innovation and Entrepreneurship.

Learning Outcome

The students will be able to apply the MT Method in various situations: What are the MT? Which scenarios can be derived for tomorrow's Society? Which measures must be taken in the corporate strategy to become a future-proof company?

Methodology

Individual preparations at home and active class participation.

TEAMS/Class brainstorming about an aspect of the MT followed by a small theoretical introduction leading to personal research, proposals and debates.

Learning material

Handout: « *Megatrend Method for alternative Futures. When Tomorrow in Business is starting Now...* » (Y-D A. Ducobu, 65pp. given in class or/and see MOODLE).

Teams, Moodle miscellaneous additional activities

Evaluation

50% continuous assessment (preparations, activities and assignments) 50% oral or written exam