

## Fiche de cours 2026-2027

Bloc 1

Niveau CEC 6

Code UE ERA120

Nom de l'UE Trendwatching

Responsable(s)

Enseignant(s) Yung-Do DUCOBU

Crédits ECTS 5.0

Quadrimestre 1

Obligatoire Oui

Catégories  
compétences

Prérequis N/A

Co-requis N/A

Est prérequis de N/A

Langue Anglais

Compétences visées  
du référentiel

**Acquis d'apprentissage intermédiaires et/ou spécifiques (Objectifs)** This TRENDWATCHING course aims at :  
- Analyzing the trends in different miscellaneous social areas.  
- Proposing a Methodology to understand the global Megatrends (MT)  
- Applying this Methodology to the Business World.  
- Enhancing critical thinking out of the Business Box.  
- Outlining MT impact in Innovation & Entrepreneurship.  
- Listing professional opportunities for Foresight practitioners.

By the end of the module, the students will be able to :

- Understand tomorrow's Society much better.
- Benchmark the notions of Change, Resilience, VUCA World (...) in some other European cultures or Business practices.
- Propose some concrete strategic adaptations for Future-proof companies.
- Apply this methodology in any Entrepreneurial Project.

**Contenu** 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 : an introductory theoretical framework will redefine the basic concepts, leading to an MT classification. The scenario method will be based on those MT to present possible futures in some storytelling format. To finish, this course will explain how corporate leaders have to adapt their strategies accordingly.

**Méthode d'enseignement** The course will be based on the following pedagogical & methodological guidelines :  
- Attendance is mandatory & Active participation will be required in class.  
- A theoretical framework will be first outlined.  
- A personal small research will be then asked for the next class.  
- A class brainstorming will allow the students to share information.  
- An essay or a debate will invite the students to go further in the analysis.  
- Some concrete examples will be analyzed in class.

### Supports de cours indispensables

Supports de cours indispensables, sans lesquels l'apprentissage n'est pas possible, sans lesquels l'étudiant ne peut suivre les cours de manière effective et qui sont essentiels pour la préparation de l'évaluation (ex. : exercices, TP, ...)

| Forme    | Description                                                                                                                                                             |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Syllabus | Handout only given in class " Megatrends Method for alternative Futures : when Tomorrow in Business is starting now " (Y-D A. Ducobu, PhD, 6th Edition, 65 pages, 2026) |

### Supports de cours complémentaires

Supports complémentaires (ex. : syllabi, ouvrages ou supports plus volumineux diffusés par la CIACO)

| Forme | Description |
|-------|-------------|
|       |             |

### Modalités d'évaluation générales

| %   | Période                                   | Nature        |
|-----|-------------------------------------------|---------------|
| 100 | Evaluation de fin de premier quadrimestre | Epreuve orale |

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**Modalités d'évaluation spécifiques (MES)**

| %     | Période | Nature |
|-------|---------|--------|
| Néant |         |        |

**Modalités d'évaluation de seconde session**

| %   | Période                       | Nature        |
|-----|-------------------------------|---------------|
| 100 | Evaluation de seconde session | Epreuve orale |

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**Commentaires concernant les évaluations** Full participation in class is mandatory and taken in some way into account and repetitive unjustified absences will be heavily sanctioned