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