

---

**Summer School 2023**  
**Strategic foresight & managers' competences of the future**  
***course description***

a. Course name

Strategic foresight – intro & methodology

b. Lecturer

Monika Hajdas

c. Hours

8

d. General description – course content

Design-oriented futurists and future-oriented designers are growing in numbers and gaining traction in business, education, and governments. Futures studies focus on studying something that does not exist, which requires a particular mindset and a skillset. The goal of the course is to provide students with knowledge on future studies and strategic foresight approaches and methods. The form of a facilitated workshop will allow students to experience and experiment with selected strategic foresight tools.

e. Learning outcomes

Knowledge:

1. Students know and understand strategic foresight approach
2. Students know and understand the main SF tools and techniques

Skills:

1. Students know how to apply selected SF tools (trend mapping and unpacking, scenarios, speculative design) for the purpose of strategy development
2. Students can initiate team discussions, select a focal issue during the debates, negotiate a common understanding, arrive at a shared vision and present the outputs of discussions

Competences:

1. Creative & speculative thinking
2. Ability to recognize and approach wicked problems

f. Literature

1. Haarhaus, T., & Liening, A. (2020). Building dynamic capabilities to cope with environmental uncertainty: The role of strategic foresight. *Technological Forecasting and Social Change*.
2. Burt, G., & Nair, A.K. (2020). Rigidities of imagination in scenario planning: Strategic foresight through 'Unlearning'. *Technological Forecasting and Social Change*.

3. Gordon, A., Ramic, M., Rohrbeck, R., & Spaniol, M.J. (2020). 50 Years of corporate and organizational foresight: Looking back and going forward. *Technological Forecasting and Social Change*, 154, 119966.