

# EM054M4F

## Program

**PGE**  
PGE 2A - ENTREPRENEURIAT - STRATEGIE

## UE

Forecasting and anticipation

## Semester

B

## Discipline

Strategy

## Contact hours

27 H

## Number of spots

45

## ECTS

5

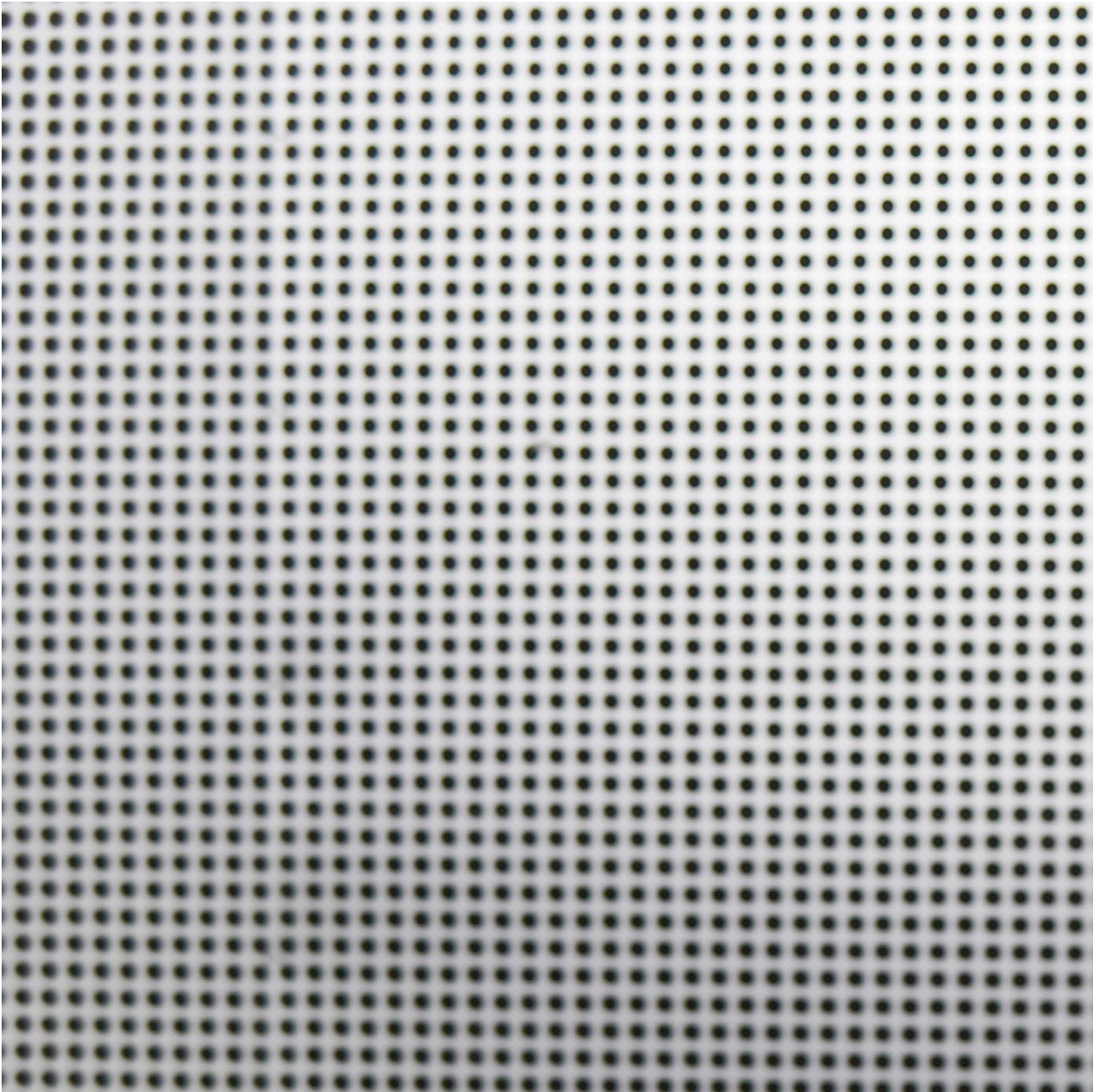
## Open to visitors

Yes

## Language



## Coordinator



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Ksenija DJURICIC	<a href="mailto:ksenija.djuricic@em-strasbourg.eu">ksenija.djuricic@em-strasbourg.eu</a>	27 h

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## Pedagogical contribution of the course to the program

**LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.**

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

**LEARNING GOAL 2 : Students will develop advanced-level managerial skills.**

Students will work collaboratively in a team.

Students will communicate ideas effectively, both orally and in writing, in a business context.

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## Description

This course deals with the important strategic issue of anticipating the future(s).

Based on the scenario-building method, this course provides the students with the capabilities to analyze a present ecosystem, highlight the important factors and events, discuss the influencing actors, and build the relevant scenarios based on these elements. The students work on the previously framed topics.

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## Teaching methods

### Face-to-face

- Lectures
- Tutorials
- E-learning

### In group

- Exercises
- Oral presentations
- Projects
- Case studies/texts

### Interaction

- Discussions/debates

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Describe** the present ecosystem of a given topic of study
  - - (level 2) **Recognize** key factors, actors and events of the given ecosystem
  - - (level 5) **Formulate** hypotheses for the future(s), based on present information
  - - (level 5) **Assemble** anticipative projections to create scenarios
  - - (level 6) **Predict** evolution of key factors of a given ecosystem
  - - (level 6) **Recommend** the actions for the developed scenarios.
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### Affective domain

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## Outline

Section 1 Introduction to Futures

Section 2 Introduction to multiple foresight methods

Section 3 Scanning the environment - Identifying the influential factors

Section 4 Research and analysis of a system's elements

Section 5 Mapping an ecosystem

Section 6 Projections and formulation of hypotheses of evolution

Section 7 Building and communicating scenarios

Section 8 Final presentation of the written scenarios and recommended actions

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**No prerequisite has been provided**

### Knowledge in / Key concepts to master

Good command of English.

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## Teaching material

## Mandatory tools for the course

- Computer
- Other :

## Documents in all formats

- Other :

## Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments

## Software

**No items in this list have been checked.**

## Additional electronic platforms

**No items in this list have been checked.**

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## **Recommended reading**

Main reading material

The list will be provided during the first session.

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Additional literature

The list will be provided during the first session.

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## EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

- Bootz, J.P. "Effectuation and Foresight – an exploratory study of the implicit links between the two concepts", (with K. Djuricic), *Technological Forecasting and Social Change*, 2018 [CNRS cat. 2 / FNEGE rang 2 / HCERES]
- Bootz, J.P. "La prospective, une source d'apprentissage organisationnel ? : revue de la littérature et analyse critique", (with E.Schenk), *Management & Avenir*, Vol. 3, n° 53, April 2012, pp.34-53 [CNRS cat. 4 / FNEGE rang 3 / HCERES]

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## **Assessment**

### List of assessment methods

**Intermediate assessment / continuous assessment 1** Other (date, pop quiz, etc.) : All sessions  
Written and oral / Group / English / Weight : 45 %

**Details :** Delivery of documents and analyses for each step of the method. Based on collective work during and between the sessions.

**This evaluation is used to measure L01.3, L02.1, L02.3**

**Intermediate assessment / continuous assessment 2**Other (date, pop quiz, etc.) : All sessions

Oral / Individual / English / Weight : 20 %

**Details :** Learning diaries on the mandatory readings + a learning diary on the course

**This evaluation is used to measure L01.1**

**Final evaluation**Class no. TBD

Written / Individual / English / Weight : 35 %

**Details :** The students will be asked to respond to a series of questions related to the lecturing materials and mandatory readings.

**This evaluation is used to measure L01.2**