

Forecasting and anticipation (EM054M4F)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Forecasting and anticipation : 5 ECTS. <ul style="list-style-type: none">• MGA
Discipline	Strategy
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	50

Coordinator

Amélie BOUTINOT

Lecturers

Instructor	Population	Email
Amélie BOUTINOT	Population	amelie.boutinot@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

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

Based on the scenario-building method, this course provides the students with capabilities on how to analyze the present ecosystem, highlight the important factors and events, and building relevant and concrete scenarios based on these factors. The students will be working on a concrete project, in relation with the EM Strasbourg Observatoire des Futurs.

Educational organisation

In class

Lectures

Tutorials

In groups

Projects

Oral presentations

Interaction

Discussions / debates

Learning outcomes

Upon completion of this course, students should be able to :

- **Describe** the present ecosystem of a given topic of study
- **Recognize** key factors, actors and events of the given ecosystem
- **Formulate** hypotheses for the future(s), based on present information
- **Assemble** anticipative projections to create scenarios
- **Predict** evolution of key factors of a given ecosystem

Outline

- 1 Introduction
- 2 Mapping the ecosystem – part 1
- 3 Mapping the ecosystem – part 2
- 4 Influential factors identification
- 5 Projections and formulation of hypotheses of evolution
- 6 Building and Communicating scenarios
- 7 Final presentation of scenarios

Prerequisites

Key concepts to understand :

Teaching material

Documents in all formats

- Syllabus
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Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

The list will be provided during the first session.

Further reading :

The list will be provided during the first session.

Research works by EM Strasbourg :

- 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]

Assessment

Intermediate evaluation / continuous assessment 1 : All sessions

written + oral / in group / English / weighting : 35%

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

This evaluation serves to measure LO1.3, LO2.1

Intermediate evaluation / continuous assessment 2 : All sessions

oral / individual / English / weighting : 15%

additional information : Business intelligence: the students are invited to search for information and select one piece of information about the topic chosen for the academic year. They are expected to present and analyze such information individually at the beginning of the sessions so that their business intelligence is shared with the group and can be collectively useful.

This evaluation serves to measure LO1.1

Final assessment : exam week

written / individual / English / weighting : 50%

additional information : The students will be asked to take some perspective about a company's critical decision-making regarding possible future(s).

This evaluation serves to measure LO4.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.