

### COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management										
Field of study	Management							Degree level and programme type	first degree/second degree	
Specialisation/ diploma path	-							Study profile	-	
Course name	Corporate foresight							Course code	IS-FM-00089W	
								Course type	elective	
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	winter	
		30						No. of ECTS credits	5	
Entry requirements	-									
Course objectives	The aim of the course is to familiarise students with the specifics of corporate foresight. The student will gain knowledge on the essence and evolution of foresight research. The student will become familiar with the essence of change in an organisation and its consequences for corporate foresight. The student will learn the best practices of corporate foresight. The students will develop social competences by transferring knowledge about practical skills to apply selected methods of foresight.									
Course content	Evolution of foresight research; The idea of foresight research. Foresight versus forecasting. Essence of strategic foresight. Corporate foresight versus innovation management. Radical and incremental innovations. Model of foresight maturity. Methods used in strategic foresight: STEEPVL, SWOT, Delphi method, wild cards, scenario method, formal and informal scenarios. Best practices of corporate foresight.									
Teaching methods	lecture, foresight workshops									
Assessment method	test, evaluation of the performance of tasks carried out in foresight workshops									
Symbol of learning outcome	Learning outcomes							Reference to the learning outcomes for the field of study		
	<b>Knowledge: the graduate knows and understands</b>							-		
LO1	the relationship between foresight and innovation management							-		
LO2	corporate foresight methods and tools							-		
	<b>Skills: the graduate is able to</b>							-		
LO3	to apply corporate foresight methods and tools in practice							-		
LO4	to test business concept with the corporate foresight methods							-		
	<b>Social competence: the graduate is ready to</b>							-		

<b>LO5</b>	understand the principles of cooperation in group	-	
<b>LO6</b>	understand the importance of diverse members of the foresight team	-	
<b>Symbol of learning outcome</b>	<b>Methods of assessing the learning outcomes</b>	<b>Type of tuition during which the outcome is assessed</b>	
<b>LO1</b>	test	<b>C</b>	
<b>LO2</b>	test	<b>C</b>	
<b>LO3</b>	the assessment of mini-projects	<b>C</b>	
<b>LO4</b>	the assessment of mini-projects	<b>C</b>	
<b>LO5</b>	the assessment of mini-projects	<b>C</b>	
<b>LO6</b>	the assessment of mini-projects	<b>C</b>	
<b>Student workload (in hours)</b>		<b>No. of hours</b>	
<b>Calculation</b>	participation in classes	<b>30</b>	
	preparation for the classes	<b>30</b>	
	participation in teacher's office hours	<b>5</b>	
	designing corporate foresight mini-projects	<b>40</b>	
	preparation for the test	<b>20</b>	
	<b>TOTAL:</b>		<b>125</b>
<b>Quantitative indicators</b>		<b>HOURS</b>	<b>No. of ECTS credits</b>
<b>Student workload – activities that require direct teacher participation</b>		<b>35</b>	<b>1,4</b>
<b>Student workload – practical activities</b>		<b>90</b>	<b>3,6</b>
<b>Basic references</b>	<p>1. Georghiou L., Harper C.J., Keenan M., Miles I., Popper R. (eds.), The handbook of technology foresight: concepts and practice, Publisher Edward Elgar, Cornwall, 2008.</p> <p>2. Rohrbeck R., Corporate foresight: towards a maturity model for the future orientation of a firm, Physica-Verlag, Berlin, Heidelberg, 2011.</p> <p>3. Sacio-Szymańska A. (red.), Corporate foresight potential in Visegrad (V4) countries, Wydaw. Instytutu Technologii Eksploatacji – Państwowy Instytut Badawczy w Radomiu, Radom 2016.</p>		
<b>Supplementary references</b>	<p>1. Moehrle M.G., Isenmann R., Phaal R., Technology Roadmapping for Strategy and Innovation, Springer, 2013.</p> <p>2. Rohrbeck R., Gemünden H.G., Corporate Foresight: Its Three Roles in Enhancing the Innovation Capacity of a Firm, "Technological Forecasting and Social Change", 78(2) 2011, p. 231-243.</p> <p>3. Rohrbeck R., Mahdjour S., Knab S., Frese T., Benchmarking Report: Strategic Foresight in Multinational Companies, Research Report of the European Corporate Foresight Group, Berlin, 2009</p>		
<b>Organisational unit conducting the course</b>	<b>International Chair of Logistics and Service Engineering</b>	<b>Date of issuing the programme</b>	
<b>Author of the programme</b>	<b>Anna Kononiuk, PhD</b>		<b>25.02.2022</b>

L – lecture, C – classes, LC – laboratory classes, P – project, SW – specialization workshop, FW - field work, S – seminar