

Kick-start your career with the MBA elective:

Strategic Foresight

Participate in our successful MBA elective on Strategic Foresight. We now offer the four-day seminar as a certificate course.

This course qualifies you as a foresight practitioner and organisational change agent that designs and implements organisational systems that promote prospective strategizing and the exploration of new markets.

Background

It is vital for organisations to acquire the ability to perceive trends, systematically interpret change drivers, explore possible futures and actively drive towards a desired future. This ability is created through strategic foresight, which is a set of methods, tools, processes and systems that permit organisations to proactively compete for the future.

Course content

Strategic foresight encompasses all systematic ways for sensing, catalysing and accelerating new (business) opportunities and respond to strategic threats. Within the

course you will learn how:

- **Sensing** can be implemented through
 - scenario-based approaches, that broaden the perspective and identify key drivers of change
 - People-and-network-based approaches that collect future-oriented information from experts
 - Data mining-based approaches, that use keyword-search and semantic analysis to identify emerging change
- **Catalysing** can be implemented through specific workshop formats, methods and tools
- **Accelerating** is implemented through mergers-and-acquisition programs, corporate-venture-capital units or corporate-venturing schemes

Duration and schedule

The course consists of two modules of two consecutive days in-class and online teaching. The lecture days are:

- 3/4 February 2017
- 7/8 April 2017

Classes will be held at the Aarhus BSS, Building 2610 – Fuglesangs Allé 4, 8210 Aarhus V

Admission fee

The admission fee is 17.000 DKK including the two two-day in-class sessions as well as the online teaching.

Exam

In the course you will be asked to work on one large real-life case, which will form the basis for the final oral examination.

In addition small in-class assignments will help you to prepare for the take-home assignment and ensure that you acquire the needed methodological skills.

Application and registration

To learn more about how to apply and the opportunities to receive a certificate and/or join our MBA programme, contact Lene Merete Pedersen at +45 8715 2496 or lemp@au.dk.

Teacher at the course

René Rohrbeck is Professor of Strategy at Aarhus BSS. Before joining Aarhus BSS he worked both in public and private organisations. His previous positions include:

- Director of Innovation in EIT ICT Labs (large public private organisation funded by the European Commission and private enterprises)
- Head of Innovation Management of the EICT GmbH (funded by Daimler, Deutsche Telekom, Siemens, Technical University of Berlin and the Fraunhofer Institutes)
- Innovation Management and Technological Foresight at Deutsche Telekom and Volkswagen AG.

He advises medium to large companies on innovation management, strategic foresight and innovation management.



René Rohrbeck, Professor of Strategy at Aarhus BSS.