University of St.Gallen

Course and Examination Fact Sheet: Autumn Semester 2023

5,139: Strategic Foresight

ECTS credits: 4

Overview examination/s

(binding regulations see below)
decentral - Active participation, Digital, Individual work individual grade (25%)
Examination time: Term time
decentral - Presentation, Digital, Group work group grade (50%)
Examination time: Term time
decentral - Material work, Analog, Group work individual grade (25%)
Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer
5,139,1.00 Strategic Foresight -- English -- Cockayne William , Carleton Tammy

Course information

Course prerequisites

COURSE INFORMATION

Compulsory first Saturday bootcampand course attendance: Students must attend the first two sessions of the course and the compulsory Saturday bootcamp. The exact dates can be found in the online schedule at http://courses.unisg.ch. No exceptions will be made for internships, travel, et al. Please do not sign up for the class if you cannot commit to full attendance on these three dates.

Compulsory deregistration: According to Article 4.16.2 of the directives of the Dean of Studies, students must withdraw from the course before September 29. If a student withdraws from the course after the deadline, they will receive a grade of 1.0 for the exams, teamwork, and project work that were not completed.

Learning objectives

1. Understand how to turn radical ideas into reality using a proven approach to long-range imagination, invention, and innovation.
2. Learn a set of applied foresight tools and methods for imagining, researching, analyzing, and developing radical solutions across multiple future horizons.
3. Work in teams using industry-leading techniques to find and develop a moonshot-class future opportunity using strategic imagination, horizons planning, developing game-changing opportunity mapping, and testing the ideas in the field and in a competitive arena.
4. Understand through case study and analysis how several leading companies use strategic foresight to imagine, build, and test strategies for radical innovation.
5. Develop the ability to use strategic foresight to incite world-changing action.

Course content

In this course, students imagine and invent a better future using strategic foresight tools and methods to pursue radical innovation. The fundamentals emerge from an award-winning course series taught for two decades at Stanford University; this course is the definition of question-led, hands-on, and immersive. This year's offering expands on prior years by bringing in ongoing conversations and case studies from the book *Building Moonshots: 50+ Ways to Turn Radical Ideas Into Reality*. You learn by doing, practicing with teams, and sharing evolving project updates with your peers.

Key concepts and methods:

- Innovating across four horizons
- Developing almost impossible visions
- Reach forward, reason back
- Researching surprise & delight in potential future customers
- Developing future decision-making models
- Creating actionable scenarios for internal and external consumption
- Pre-testing your visions
- Wargaming radical innovations

Course structure and indications of the learning and teaching design

This year's course launches with a three-part Monday session / Saturday bootcamp / Monday session hothouse format during which teams will experience the entire course using a seed technology. Teams will then be allowed to re-form and choose their own almost impossible ideas to pursue in class across the semester.

The course is delivered through a combination of lecture, guided discussion, team presentations, case studies, practical application, and small group activities. The course is a constant dialogue between the lecturers and all class participants, through which students develop their own ideas and understanding of strategic foresight in action. Students are encouraged to contact course alumni to see how this course experience compares to other HSG courses.

Course literature

- *Playbook for Strategic Foresight and Innovation* by Carleton & Cockayne, available free under CC at https://innovation.io/plabook/
- *Building Moonshots: 50+ Ways to Turn Radical Ideas into Reality* by Carleton & Cockayne, available in hardcover or ePub at any bookstore; see details at https://www.buildingmoonshots.com/
- Up-to-the-minute relevant readings from the likes of Bloomberg, the Financial Times, the Economist, IEEE, et al.

Additional course information

This course will be team taught by Prof. Dr. Tamara Carleton and Dr. William Cockayne.

Prof. Dr. Tamara Carleton; Institute for Information Systems; tamara.carleton@unisg.ch

Dr. William Cockayne; Institute for Information Systems; william.cockayne@unisg.ch

Tamara Carleton, Ph.D., is the CEO and founder of Innovation Leadership Group LLC, from which she brings her global expertise in radical innovation into the C-Suite at companies, including Nestlé Purina Petcare (food), Airbus Group (aerospace), Volvo Group (manufacturing), Vinnova (public sector), and more. In addition to her work at Universität St.Gallen, she is an International Professor and UNESCO Futures Literacy Chair at EGADE Business School at Tec de Monterrey in Mexico, Universitetslektor i maskinteknik at Blekinge Tekniska Högskola in Sweden, Visiting Professor of Foresight & Innovation at Osaka Institute of Technology (JP), and the co-director of Stanford's Foresight and Moonshots programs.

William Cockayne has spent his life building great teams who can imagine, invent, and deliver the future. A visionary technologist with a passion for understanding the latest breakthroughs, he has worked with world-changing teams in companies both big and small. In addition to his industry work, he spent the last two decades at the world's leading universities working alongside the next generation of genius leaders as a member of the faculty at Stanford University, the University of St. Gallen, Blekinge Institute of Technology, and the Osaka Institute of Technology. He holds a doctorate in mechanical engineering from Stanford University and a master's degree in computer science.

Examination information

Examination sub part/s

University of St.Gallen

1. Examination sub part (1/3)

Examination modalities

Examination type	Active participation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Digital
Time of examination	Term time
Examination execution	Synchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	25%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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2. Examination sub part (2/3)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Group work group grade
Weighting	50%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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3. Examination sub part (3/3)

Examination modalities

Examination type	Material work
Responsible for organisation	decentral
Examination form	Practical test
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Group work individual grade
Weighting	25%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Examination content

1. Examination sub part (1/3)

Class participation = 25% of the final grade

Format

Class participation will be assessed in terms of the quality of inputs, not in terms of frequency of contribution. Inputs may be comments or questions and should enhance the overall group discussions and lectures. Participation includes feedback to other teams outside class.

2. Examination sub part (2/3)

Individual assignments = 25% of the final grade

Format

Individual assignments comprise personal reading reflections and other homework.

Examination Content

In the weekly one-page analyses, each student will answer a standard set of reflection questions that expand on the available readings and relevant in-class discussions. Each assignment is limited to one-page, double-spaced, and is used to assess a student's perspective on the readings as part of the class's ongoing dialogue, identify issues raised in the readings that the student

would like to see explored in more depth (which helps to direct the in-class discussion), and note areas that the student wants to challenge based on further industry analysis.

There is also an individual assignment applying strategic foresight to oneself.

3. Examination sub part (3/3)

Group presentations across the course = 50% of the final grade

Format

Group presentations are collaborative report outs given by your team to your peers, either in or outside class, to help show and explain your latest teamwork and thinking. Where appropriate and possible, we encourage teams that live nearby to meet in person as small groups, which will help to expediate and enrichen the online class lectures and virtual collaboration.

As part of the evaluation, teammates will complete a brief questionnaire about each other's contribution and self-contribution.

Examination relevant literature

Playbook for Strategic Foresight and Innovation by Carleton & Cockayne, available free under CC at https://innovation.io/plabook/

Building Moonshots: 50+ Ways for Turning Radical Ideas into Reality by Carleton & Cockayne, available in hardcover or ePub at any bookstore; see details at https://www.buildingmoonshots.com/

Up-to-the-minute relevant readings from the likes of Bloomberg, the Financial Times, the Economist, IEEE, et al

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 24 August 2023);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 16 October 2023);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 45 (Monday, 06 November 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 45 (Monday, 06 November 2023).