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MEGASTRAT

**Making Megatrends Applicable For Individual
Opportunity Forecasts And Strategic
Development**

MegaStrat Curriculum Framework



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MegaStrat Curriculum

About the MegaStrat Online Course

The MegaStrat Online Course is designed to equip strategists from the target group with the necessary knowledge, skills and competences in facilitating innovation and long-term opportunity foresight (LTOF) development.

This overarching goals is underpinned by two sub-goals:

1. Providing high-tech SMEs with strategic foresight and innovation professionals who are not only aware of the importance of LTOFs but also capable of developing these forecasts
2. Equipping innovation hubs, VET institutions and HEIs with personnel capable of training methods and approaches for developing LTOFs.

The inclusion of a complementary MegaStrat Recommendations and Guidelines Catalog enhances support for a broader spectrum of innovation hubs, VETs, and HEIs, facilitating the practical application of the curriculum and its contents in their daily activities. This, in turn, promotes and strengthens mainstream adoption, addressing a wide range of needs within the educational and support ecosystem.

Who is the MegaStrat Online Course for?

Main Target Group: Professionals in innovation and strategy, especially in high-tech, mobility and production sectors, working within SMEs or providing support through business hubs and innovation intermediaries.

Secondary users: Trainers specialising in innovation and strategy for SMEs, along with formal education institutions preparing future strategists and innovation managers. This course is adaptable for integration into curricula.

Learning Approach

The learning format for this course is **web-based training**, offering a 100% online-asynchronous self-learning experience, meaning learners can study at their **own pace** without synchronous interactions. To enhance its adaptability for blended learning, a train-the-trainer manual has been incorporated. The course is hosted on a WordPress Learning Management Homepage and is enriched with interactive elements through the use of open-source plug-ins.

The learning progression will follow on the one hand a **linear-successive approach**, where the content will be presented in a step-by-step manner, allowing learners to build a solid foundational knowledge before progressing to more advanced topics. In addition, **spiral-sequencing** will be used, allowing learners to circle back to previously covered material, enhance long-term retention and deepen the understanding of respective topics.

The course is structured around several key components:

- **Theory:** This section provides concise, demand-focused, and concentrated knowledge snippets to give learners a solid theoretical foundation.
- **Inspiration through Real-life Examples:** Through case studies and examples, this component sparks creativity and demonstrates real-world applications of the concepts, providing inspiration for learners.



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- **Tools:** Here, learners explore the practical range of applications for Long-Term Opportunity Foresight (LTOFS), enabling them to implement these tools effectively in their professional contexts.
- **Resources and References:** This section offers a wealth of additional materials for those who wish to dive deeper into the subject, providing opportunities for further reading and self-directed learning.
- **Train-the-Trainer Manual:** For educators and trainers, a specialised manual is included that equips them with the necessary tools and knowledge to effectively teach and guide others through the course material.

Course Outline and Learning Objectives

The course material will be presented in four modules, corresponding to the following phases:

Module 1: How to look into the future – Future Literacy

Module 2: How to analyse future research results

Module 3: How to create good scenarios

Module 4: How to derive strategic options

As participants progress through the four modules, they will be equipped with the essential knowledge and skills necessary to navigate and anticipate the intricate landscape of the future. Thus, the expected learning outcomes are as follows:

Module 1: How to look into the future – future literacy

- Learners will gain a solid grasp of Long-Term Opportunity Foresight (LTOF), differentiating between short, mid, and long-term perspectives, understanding its applications, and recognizing its impact on organisations and society. They will also explore the challenges of practical implementation and identify traits of organisations successfully using LTOF principles.

Module 2: How to analyse future research results

- Participants will develop a nuanced understanding of various foresight approaches, discerning their strengths and limitations. They will also learn to choose the most suitable approach for specific goals, while acquiring the skills to research trends, analyse their implications, and perform environmental scanning for identifying key factors that shape future developments.

Module 3: How to create good scenarios

- Participants will acquire an in-depth understanding of foresight methods and tools, including scenario development and data-driven forecasting. They will examine the practical application of these tools, evaluate their suitability for specific contexts, and gain the ability to select and apply them effectively based on project objectives. Moreover, learners will develop the skills to construct coherent foresight scenarios grounded in identified trends and critically assess their feasibility and impact.

Module 4: How to derive strategic options

- Participants will learn how to integrate Long-Term Opportunity Foresight (LTOF) principles into organisational strategic planning, aligning these efforts with the overall mission and objectives. They'll explore how LTOF informs innovation, R&D, and resource allocation, gaining the ability to translate foresight insights into actionable strategies while identifying and analysing relevant data sources for effective decision-making.





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Assessment

The assessment component of this course is designed to be highly interactive and adaptable to the learner's needs. It includes self-assessment assignments and exercises that encourage learners to reflect on the knowledge they've acquired and consider how to apply it to their unique context within their respective SMEs.

MegaStrat Learning Design

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Modules	Targeted Learning Objectives
Modul 1 How to look into the future - future literacy	<ul style="list-style-type: none"> • Understanding the importance of Long-term Foresight in anticipating future trends and challenges • Differentiating Short-term, Mid-term and Long-term Foresight • Understanding the opportunities and applications of LTF (Key Concepts and Definitions in Foresight) • Understanding and exploring the consequences and effects of long-term foresight on businesses and society
Modul 2 How to analyse future research results	<ul style="list-style-type: none"> • Gain insight into different foresight approaches and understand the strengths and limitations of each • Recognize the importance of selecting appropriate foresight approaches based on specific objectives and contexts • Acquire skills to research and analyse trends that shape the future, and understand the key major trends of our generation • Evaluate the potential impact of emerging technologies on various sectors
Module 3 How to create good scenarios	<ul style="list-style-type: none"> • Develop a thorough understanding of the methods and tools utilised in foresight practices, amongst others: <ul style="list-style-type: none"> ○ Define the concept of a scenario and grasp its role in trend research ○ Demonstrate an understanding of scenario development methods and tools employed in strategic foresight ○ Develop an understanding of how to integrate data-driven methodologies for forecasting future trends • Examine the practical application of different foresight tools in exploring future possibilities • Evaluate the suitability of different foresight tools for specific forecasting and decision-making contexts • Gain the ability to select and apply appropriate foresight tools based on the objectives of a given project or initiative • Develop plausible and coherent foresight scenarios based on identified trends. • Critically assess the feasibility and impact of different foresight scenarios.
Modul 4 How to derive strategic options	<ul style="list-style-type: none"> • Learn how to integrate LTF principles into the strategic planning process of an organisation • Understand how to align foresight efforts with the overall mission and goals of the organisation • Explore how LTF can inform innovation, and research and development (R&D) strategies • Understand how to apply foresight findings to guide the development of new products, services, or technologies • Understand the process of translating foresight insights into actionable strategies. • Develop skills to formulate strategies that align with various foresight scenarios.