The Dr. Theo Schöller Chair of Technology and Innovation Management offers a **project study** with the following topic:

FORESIGHT TRAINING:
MAPPING OF FUTURE BUSINESS OPORTUNITIES

Background and Motivation

In today's rapidly evolving technological landscape, understanding future technologies and trends is paramount for organizations seeking to remain competitive. Anticipating future trends allows organizations to proactively adapt their business models, ensuring relevance and sustainability in the face of market shifts. Those who fail to keep pace might risk becoming obsolete and end up being unable to meet customer expectations or compete effectively. Therefore, investing in a deep understanding of future technologies isn't merely a strategic choice, it is fundamental for organizations to secure their current business model. Therefore, you will be working on a training module that incorporates tools/techniques that help companies to foresee and incorporate future trends and technologies that are relevant to their business model.

Objectives

The goal of this project study is to systematically map foresight methods and tools for innovation. The project study will cover the following steps:

- Literature review, specifically on training methods/tools for Technology Scouting, Picture of the Future, Corporate Foresight, Trend Radar / Trend Management, etc.
- Develop a framework to categorize findings from your review, e.g., when to employ each method/toolbox in the training process.
- Select specific methods/tools for a cohesive training concept.

What we offer

- Work on a topic that is highly relevant in innovation training
- Close mentoring and predefined milestones

What we expect

- Strong interest in innovation management and its operationalization (training concepts)
- Very good grades
- Able to start immediately or latest in December 2023

Contact

Please contact Dr. Sonja Förster (sonja.foerster@tum.de) if you are interested in this project. Your application should include your CV and a current transcript of records. For more information on our general requirements, the application procedure, and the style guidelines, please go to
https://www.professors.wi.tum.de/tim/teaching/project-studiesidp/.