TECHNOLOGY FORECASTING FOR STRATEGIC DECISION MAKING - AN INTRODUCTION

PROF. BALA RAMADURAI

Department of Management Studies

IIT Madras

PROF. DMITRY KUCHARAVY

EM Strasbourg Business School
(University of Strasbourg)

INTENDED AUDIENCE : Post-Graduate

PREREQUISITES : Data Management Skills

INDUSTRIES APPLICABLE TO : Many industries and institutes recognize the need for technology forecasting, e.g. - manufacturing, ICT

COURSE OUTLINE :

How to strengthen strategic decision-making with reliable technological forecasts? Numerous quantitative methods are available for predicting future demands and short-term changes. These methods, however, have limited application for such a question. The need is to combine the advantages of qualitative methods and explorative qualitative methods for long-range technological forecasting. A structured methodology can be applied for this purpose. In this course, you will learn a combination of the technique “Extrapolation with S-curves” and a network of problems using practical case studies.

ABOUT INSTRUCTOR :

Prof. Bala Ramadurai is an independent innovation consultant and professor. He has 3 patents to his credit and 10+ publications in international research journals. He co-founded TRIZ Innovation India (http://trizindia.org) and is an Adjunct Professor at Symbiosis Institute of Business Management, India.He has a PhD from Arizona State University, USA, and a B.Tech from IIT Madras, India.

Prof. Dmitry KUCHARAVY does his research in the HUMANIS laboratory at EM Strasbourg (University of Strasbourg). He teaches technology forecasting and Researching Future at Politecnico di Milano, and Innovation & Strategy at University of Strasbourg. His research focuses on reliable forecasting of technological change and design of logistics warehousing systems.

COURSE PLAN :

Week 1: Introduction to Technology Forecasting (TF)
Week 2: Case Studies and Structure of the Course - introduce models (using process)
Week 3: Setup of a TF Project (introduce process - using models from Week 2)
Week 4: Qualitative Forecast, Quantitative Forecast and Wrap Up