

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Social and Economic Forecast
Name of the subject in English:	Social and Economic Forecast
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-SOCEFO-03-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The aim of the course unit, on the one hand, the students be able to understand the future trends. On the other hand, students be able to prototype the future with sustainable value. The learning outcomes are students be able to

- Describe what the SDGs are and understand why they are formulated;
- Define the problem definition and analyse the actors related to the context;
- Recognize what 'Signals for Change' are and understand the difference between Trend and Uncertainty;
- Judge and prioritize the 'signals for change related to the problem definition;
- Evaluate and justify the cause and effect of the norm for the preferable future;
- Illustrate human centred and holistic vision of the future;
- Present and debate the preferable futures in an international setting;
- Distil the transition path around the preferable future;
- Back cast on the transition path from preferable future end-point to the present;
- Design a business model for the first stepping stone to the preferable future;

SUMMARY OF THE CONTENT OF THE SUBJECT

Working together in an international multi disciplinary student team towards a Sustainable Future for Europe
 Future thinking and design
 Experiencing the students experience
 Experiencing the Future method Prototyping for a sustainable future

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the semester students will plan, develop and present collaborative, research-based presentations under the umbrella of sharing aims and expectations, brainstorming, mind mapping.

Future analysis on trends and processes, change analysis on the base of chosen SDG.

Presentations and collaborative assessment on the base of sharing criteria. Feedback circle.

EVALUATION OF THE SUBJECT:

The main character of evaluation of the course is balancing diagnosis, formative and summative assessment. Diagnosis of prior knowledge, interest and competency strengths. Concerning following the progression, evaluation focuses on continuous feedback and assessment of presentation ideas, and presentations on the base of sharing criteria.

Evaluation criteria: Content: relevance, coherency, consistency. Presentation: transparency,

understanding, creativity. Pilot presentation: 20%, Lesson activity: 30%, Final Presentation: 50%.

OBLIGATORY READING LIST:

- Yoon, Youngjin, : *Tech trends of the 4th industrial revolution.* , 2021

RECOMMENDED READING LIST:

- *Handbook of creativity.* Cambridge University Press, 2010