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## TEMPLATE OF HIGHER EDUCATION OFFER REVIEW RESULTS

### *beFORE - Becoming-Oriented Entrepreneurs in universities and companies*

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Knowledge Alliances - Agreement n. 2016 - 2858 / 001 - 001 Project n. 515842-EPP-1-2016-1-PL-EPPKA2-KA

**for higher education practices aiming at the identification of core foresight and innovation/entrepreneurship competences**

**Guidelines:** The aim of this template is to identify core foresight and innovation/entrepreneurship competences in relation to knowledge, skills and social competences that a future-oriented manager should possess. The source of data for the analysis are syllabuses from subjects such as foresight, technology management, entrepreneurship and innovation (or closely related to ) retrieved from the accessible databases embracing both public and private universities or other tertiary educational institutions. The number of the syllabuses to be analysed is motivated by their availability.

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<b>A name of the subject/course</b>	BRAND AND PRODUCT STRATEGY. FORESIGHT. <i>e.g. strategic foresight, technology analysis, innovation management</i>		
<b>A name of tertiary education institution or research institution</b>	MONDRAGON UNIVERSITY <i>e.g. Warsaw University of Technology</i>		
<b>A country</b>	SPAIN		
<b>A city</b>	MONDRAGON		
<b>A name of a department (if applies)</b>	Higher Politeknik School, Engineering Faculty <i>e.g. The Management Department of Warsaw University of Technology</i>		
<b>A field of study</b>	BRAND AND PRODUCT STRATEGY <i>e.g. management, logistics, production engineering, biotechnology</i>		
<b>A type of study</b>	Foresight		
<b>A type of course</b>	Presential Class		
<b>A person teaching the subject (name and surname)</b>	Ibon Zugasti		
<b>Core foresight and innovation/entrepreneurship competences in relation to knowledge</b>	Introduction to Foresight, main methodologies and tools and case examples.		
<b>Core foresight and innovation/entrepreneurship competences in relation to skills</b>	Futures thinking, anticipation, strategic analysis.		
<b>Core foresight and innovation/entrepreneurship competences in relation to social competences</b>	Communication, team work, leadership.		
<b>Key words to be searched for in the syllabuses</b>	Select the CHECK BOXES below (you can choose more than one option) or you are free to add a new key word relevant to the analysis		
	<input checked="" type="checkbox"/> foresight	<input checked="" type="checkbox"/> innovation	<input checked="" type="checkbox"/> technology management
	<input checked="" type="checkbox"/> futures studies	<input type="checkbox"/> open innovations	<input type="checkbox"/> technology assessment
	<input checked="" type="checkbox"/> corporate foresight	<input checked="" type="checkbox"/> radical innovations	<input checked="" type="checkbox"/> network analysis
	<input checked="" type="checkbox"/> strategic foresight	<input type="checkbox"/> incremental innovations	<input checked="" type="checkbox"/> entrepreneurship
	<input checked="" type="checkbox"/> anticipatory intelligence	<input checked="" type="checkbox"/> new business models	<input checked="" type="checkbox"/> leadership
	<input type="checkbox"/> ambidexterity	<input checked="" type="checkbox"/> industrial revolution 4.0	<input checked="" type="checkbox"/> uncertainty
<a href="#">Click here to ADD ANY NEW KEY WORDS RELEVANT TO THE ANALYSIS</a>			



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**Other observations or comments**

The course is developed every year.