



# TECHNOLOGY FORECASTING FOR STRATEGIC DECISION MAKING - AN INTRODUCTION

## PROF. BALA RAMADURAI

Department of Management Studies  
IIT Madras

## TYPE OF COURSE

: Rerun | Elective | PG

## COURSE DURATION

: 4 weeks (24 Jan' 22 - 18 Mar' 22)

## EXAM DATE

: 27 Mar 2022

## 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 is also the chief mentor for Knoin electronics (<https://knoin.org>) 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 foresight, knowledge economy and innovation & strategy. His research focuses on reliable forecasting of technological change and logistics warehouse design.

### 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