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CSF – CREATIVE STRATEGIC FORESIGHT – STUDY PROGRAMME  
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## CSF Newsletter 4: Launching the CSF Study Module

The CSF project has come to the end. During the project a study module called Creative Strategic Foresight Study Module (CSF) was developed and tested. This final newsletter tells about what are the CSF study module and its basic cooperation model, about testing results and how to participate.

The CSF Study Module *develops students' competences in evaluating and foreseeing changes in the business environment, fosters their creative capacities in strategic thinking, and to become able to adapt and innovate.* It brings together higher education – BA students and their teachers, companies-organisations and research. The CSF Study Module involves students in solving real life company challenges, and provides students and companies with up-to-date applied research information. It provides information of models how to combine research with education and business life, and provides a platform for enterprises, organisations and researchers to suggest research and company cases for students. CSF is based on the knowledge triangle where innovation, education and research meet. It aims to increase cooperation between enterprises, education and research, and to contribute in the integration of creativity into European curricula.

CSF is based on problem-based learning and learning-by-doing. The learning process is structured around applied research and business life oriented information. Creativity and multidisciplinary are used to solve real life company challenges generating new insights and develop holistic thinking. The strategic bases of CSF is the Idea Lens, in which the strategic thinking is not defined by the managers but instead by the changes in the environment, and therefore it is essential that all employees will participate in the strategy of the organisation (Johnson, Scholes and Whittington 2006).

CSF Study Module combines face-to-face and virtual learning. The material is available online for teachers to adapt and transfer it to their institution's e-learning platforms. This lets students focus on learning, and provides access to educational material also for companies, organisations and researchers. The modular structure of the CSF Study Module provides an opportunity to apply CSF to different disciplines.

Currently the CSF study module is available in English and Spanish.

CSF has been created in an international consortium to support the international dimension and perspectives of the leaning material and students' learning.

More about the CSF courses and the cooperation model on the next page.

### The courses of the CSF Study Module

The CSF Study Module is formed of six courses, a kick off course and final task which collides all the learnt. In addition Toolbox provides methods and company and research cases can be found from the Databank. The six courses are:

### **1. EFFECTIVE COMMUNICATION**

Basic skills in business writing, reporting, and research, in oral and interpersonal communication and public presentation.

### **2. SELF-ESTEEM AND MOTIVATION**

The concepts of motivation or passion for something, self-esteem, self-development towards creativity and creative thinking. Acquiring skills for motivation for achieving concrete goals.

### **3. CREATIVITY**

The purpose, concept, dimension and in-depth knowledge of creativity and innovation, and their importance in business. Developing idea generation and creativity skills using tools and techniques for creativity and innovation.

### **4. FORESIGHT**

Identifying and evaluating major issues and trends impacting the society and companies in particular in the future and exploring potential business implications that can drive sustainable innovation.

### **5. CO-CREATING BUSINESS MODELS**

Tools and techniques to adapt to changing business environments, understand how to apply co-creative thinking in real business environments, and implement the knowledge and skills to develop innovative business models.

### **6. RESEARCH-ORIENTED DESIGN**

The importance and role of design and design related research for company competitiveness, design process and methods, (basic) skills to apply design processes and methods, and applied CSF research in real life business cases.

Although 5 ECTS are recommended for each course, the final adaptation is left to the national policies.

CSF strongly favours international cooperation. However, it cannot provide one only model or this to take place. Instead it suggests the following alternatives:

- a) Agreement based cooperation which can be physical or virtual. For example Erasmus agreements, virtual exchange of students, intensive courses, visiting lecturers and virtual lecturing from another country can be some of the used solutions.
- b) Informal cooperation between teachers. No formal agreements required. Teachers can agree of any form of cooperation. Virtual tools can be used, such as Skype, can be used in the course.
- c) International assignments and exchange of study and research cases

Cross-university or -class cooperation can take place also nationally between universities of different disciplines. CSF can also be used with international groups of students.

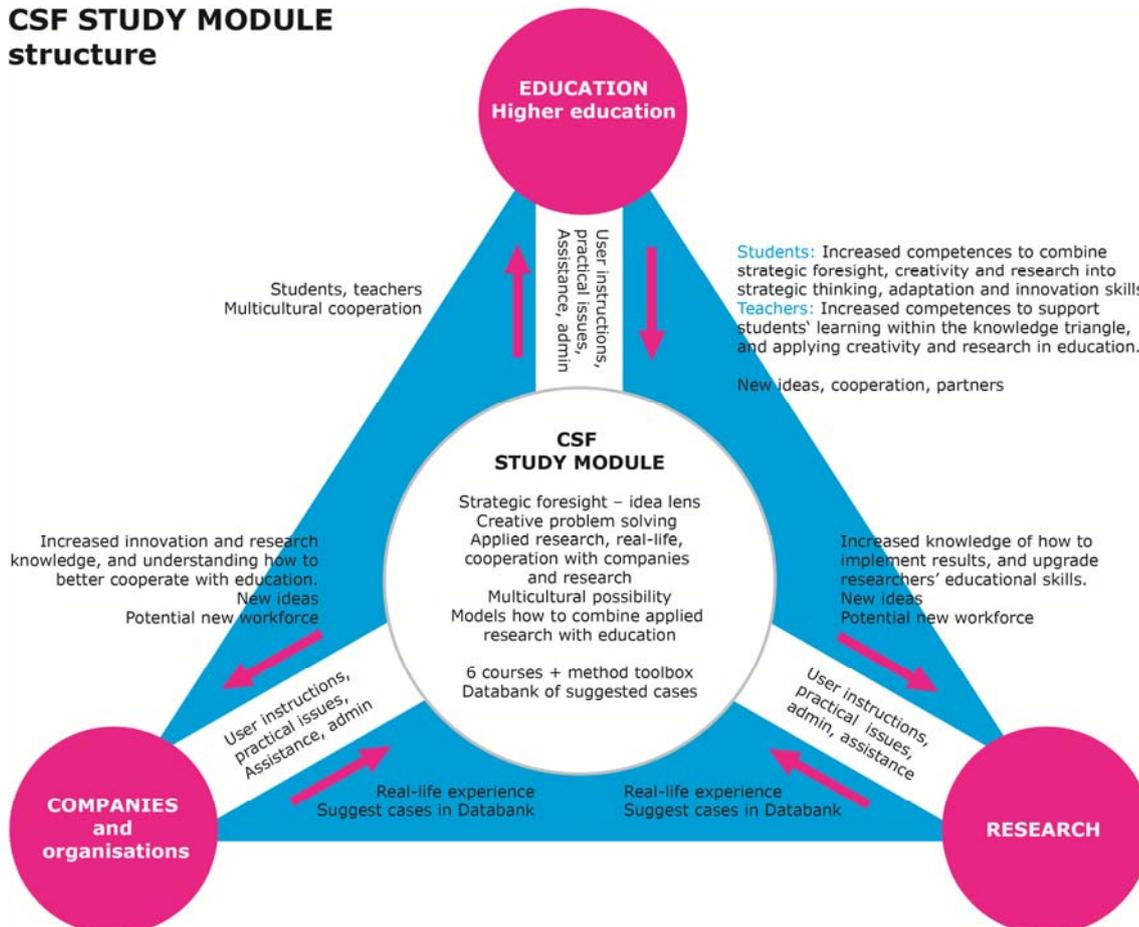
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## CSF cooperation model

In the CSF cooperation model education, research and companies work on the same case. This takes place within the courses of the CSF Study Module. Although applied research and companies provide cases, these should cover the CSF themes: Strategy and Foresight, via creative lens.

The graph below shows how the cooperation model flows and what is it for different stakeholders.

### CSF STUDY MODULE structure



### Testing, external evaluation and survey supporting the CSF process

The testing, 3 rounds of external evaluation and survey supported the concept of the CSF Study Module. It was especially highly appreciated by enterprises and students. Although it seems that cooperation with research and companies is done, it was highlighted that different stakeholders speak different languages and there should be instructions for this cooperation. Another essential point of view which came up was that schedules of the educational world and working life differ notably creating challenges for cooperation. For instance the academic year is short, courses have a limited duration, company projects are long and can vary of schedule and happen all year round, yet company projects can arrive quickly leaving little space for reacting and long-term organizing. More about differences and tips for them at the CSF website.

## Come and join!

We invite all higher educational institutions (HEI), researcher and enterprises and organisations to join CSF; researchers and companies-organisations to suggest research and company cases in the Databank, and HEI to take the challenge and start working on company and research cases from Creative Strategic Foresight perspective.

Naturally you can read more on the CSF website at [www.csf-studymodule.net](http://www.csf-studymodule.net).

For **higher education institutions** to join and find interesting cases in the Databank or international partners, please contact the CSF administrator [admin@csf-studymodule.net](mailto:admin@csf-studymodule.net) who will sign you up.

For **researchers and companies/ organisations** to suggest cases in the Databank, contact the CSF admin [admin@csf-studymodule.net](mailto:admin@csf-studymodule.net) and let us know about your case, what kind of students, in which country you are interested in and other essential information. We will publish your call and the interested teachers will be directly in touch with you. And for finding international partners, please contact the CSF administrator [admin@csf-studymodule.net](mailto:admin@csf-studymodule.net).

## Dissemination-launch event

The CSF Study Module will be launched on 12.9.2013. The event will take place in Helsinki, at the premises of the Aalto University School of Arts, Design and Architecture, at Hämeentie 135C, Helsinki (FI) – class 5022.

### THE PRELIMINARY PROGRAMME

9.00	Registration and coffee
9.30	Welcome and presentation of the project
10.00	Presentation of the CSF study module and partner experiences
11.30	Learning café for changing idea of creativity and innovation in learning, and research-education- companies in learning - Might result as Further cooperation suggestions and Opportunity spotting
13.00	End of the day

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### For more information

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