# Subject Overview

In this subject students will identify innovative and emerging thinking across a range of fields including the built and natural environment, servicescape, technology and human connection. The impact on service design, guest interactions and the co-creation of the service experience will be evaluated through the use of scenario planning and other tools. Future focused, the subject challenges students to move beyond current hegemonic paradigms and to apply foresight thinking and other strategic planning and analysis tools in envisaging future directions.

# Learning Outcomes

- Critique dominant practices and perspectives of the service experience
- Identify and speculate on emerging trends across a range of industries
- Critically assess information sources and data through the application of future-orientated analytical tools
- Propose a course of action based on the anticipated effect of an emerging trend
- Communicate persuasively to effect change

# Assessments

<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>ePortfolio</td>
<td>10%</td>
</tr>
<tr>
<td>Critical Essay</td>
<td>25%</td>
</tr>
<tr>
<td>Management Report</td>
<td>45%</td>
</tr>
<tr>
<td>Presentation of data and recommendations</td>
<td>20%</td>
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</tbody>
</table>

# Graduate Attributes addressed in this subject

- Preparedness
- Systematic and coherent body of knowledge
- Cognitive skills to *analyse, critique, synthesise and consolidate* knowledge
- Scholarly skills
- Interpersonal skills
- Communication skills
- Personal attributes - Forward thinking