



For the creators.



IIE Postgraduate Diploma in Futures Thinking

**Postgraduate
Diploma**

Distance

The IIE Postgraduate Diploma in Futures Thinking is designed for the student who has an appropriate undergraduate degree (NQF level 7 qualification) and work experience in strategic brand and business management, or strategic marketing, communication and/or channel planning, to conduct assessments of the connections between past, present and future scenarios and develop future-fit brand systems, cultures, and strategies. Students will use their strategic experience to develop operational foresight in informing brand development strategy; anticipating change; mitigating and managing risk through the analysis of economic data and trends forecasting; and using change management models and methods.

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IIE Postgraduate Diploma in Futures Thinking

2 Years Part-Time | NQF Level 8 | 120 Credits | SAQA ID: 118660

The qualification follows an interdisciplinary approach which integrates theoretical and practical components to facilitate future-focused brand leadership and business thinking and career growth. This qualification also encompasses the use of human-centred design thinking approaches to the anticipation and navigation of the future of brands by equipping students with the principles, practices and tools of futures thinking. Students produce a research project and the programme enables students to enrol for an appropriate Master's degree should they wish to continue their studies.

Career opportunities

- Futures Strategist
- Brand-Business Manager
- Foresight and Strategy Manager
- Brand Development Manager
- Foresight Analyst
- Organisational Consultant

Modules

- Principles of Futures Thinking
- Principles of Brand Building
- Futures Thinking for Brand Building
- Applied Futures Thinking
- Research Methodology
- Change Management for Brand Ecosystems

Principles of Futures Thinking: This module introduces the evolution of futures thinking theories, with a focus on design thinking and systemic thinking. Students will be challenged to explore and practice alternative ways of thinking, problem-solving and ideation as important components of brand systems design and innovation. Collaborative discussions provide the opportunity for peer-learning and shared experience.

Principles of Brand Building: Students will develop an understanding of the core frameworks, principles and concepts used for constructing and building purposeful brand identities and architecture. The role of brands in adding value to stakeholders and society will be explored utilising design and systemic thinking to develop innovative brand building solutions. The principles of brand leadership and brand management will be discussed.

Futures Thinking for Brand Building: The purpose of this module is to introduce students to the principles and techniques of futures thinking in context of emerging trends in diverse social, economic, commercial, and digital environments, as they impact purposeful brand building. Students will critically examine the connections between the past, present and future as they apply to brand building for business resilience.

Applied Futures Thinking: The purpose of this module is to assess the trajectory along which purposeful brands move to adapt to and mould a desirable future. Various models and frameworks will be applied to assimilate the multiple dimensions of cross-sectoral scenario analysis and forecasting for the attainment of preferred and sustainable futures in developed and developing economies.

Change Management for Brand Ecosystems: Students will forecast alternative scenarios and their impacts on society, community and economy and forecast the strategic change required to optimise shared value for brand building. The module will contribute to students' knowledge and understanding of change management and metrics, in context of futures thinking and the creation of preferred brand states.

Research Methodology: The purpose of this module is to introduce students to the process of research and to develop their understanding of the techniques of gathering, analysing, interpreting, and evaluating data. Emphasis is placed on a controlled application of methods and techniques to solve a practical problem in the field of brand building. This module introduces the ways in which the processes and outcomes of research can be constructively embedded within professional practices.

Year 1					
Semester 1			Semester 2		
Code	Module Name	Credits	Code	Module Name	Credits
PFT8411	Principles of Futures Thinking	20	PRIB8421	Principles of Brand Building	20
			FTBB8411	Futures Thinking for Brand Building	20
Semester 3			Semester 4		
AFUH8412	Applied Futures Thinking	20	RMET8439	Research Methodology	20
MBEC8412	Change Management for Brand Ecosystems	20			

Study further with IIE Pathways

The successful completion of the IIE PGDip in Futures Thinking enables you to progress into an appropriate Master's qualification, subject to meeting the admission requirements.

Admission requirements

Minimum Admission Requirements:	An appropriate HEQSF Level 7 Bachelor's degree, Advanced Diploma or an equivalent NQF Level 7 qualification; 2 years' work experience in strategic management or strategic planning; A comprehensive CV indicating work experience	
	International	A SAQA Evaluation Certificate with NQF L7 equivalence in an appropriate field.
Senate Discretionary Admission	Recognition of Prior learning (RPL)	Where candidates do not satisfy the formal admission requirements for this qualification, The IIE may consider an admission application in terms of the Qualification Completion, Credit Accumulation and Transfer, Articulation and Recognition of Prior Learning Policy (IIE010).

To succeed in your distance journey, you need to be

- Self-motivated and invested in your learning journey.
- Disciplined and able to balance studying with work and family commitments.
- Able to direct your own studies, maintaining a diligent pace.

Please note that this fact sheet is accurate at the time of publication. The Independent Institute of Education (The IIE) reserves the right to alter any of the content prior to commencement of registration due to changes in regulation, policy, market requirements, or any other valid reason.

Distance delivery includes

- A distance learning system that leads students through the content, prescribed material and activities.
- Distance academic navigators (tutors) who are subject experts and maintain the human experience of the learning process.
- Weekly live sessions with your distance navigators.
- A dedicated success navigator who supports students throughout the learning journey.
- Access to our distance information centre and resources.

Note: While you can generally structure your study time as you need, there are scheduled distance sessions during which you will get mediated support. Scheduled assessments in the form of online activities, assignments and exams are paced to ensure your studies progress.

Device and Connectivity Specifications Required for Online Study

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps).
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory.
- Windows 8 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox.
- A working webcam and microphone.
- An uninterrupted power supply is also highly recommended.

Exams are written at an exam centre and in some instances online. These details will be specified in your programme assessment schedule.

To assist you in succeeding in your distance journey, our teaching approach is

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions.
- Authentic: we use real-life examples and case studies.
- Activity-based: We move your learning forward through applied activities and assessments.
- Discussion-based: we ask you questions and stimulate debate to provoke deep thought and insights about course content.

Where assessments are written in person

- For students based in South Africa, online students may select any campus of The IIE's Varsity College, Rosebank College, Vega, or IIE MSA as their Examination Centre.
- An alternative examination centre is only permissible for students studying abroad and those located in a province of South Africa where there is no IIE campus. If there is no IIE campus within reach, an alternative venue will need to be sourced by you. For non-IIE venues, there is an alternative venue levy per module.

What you need in terms of time and materials

- Prescribed textbooks are available for online purchase.
- Distance students need to commit to approximately 12 -15 hours a week for distance engagement (most of which is after hours) with material and assessments to succeed.

Please note synchronous sessions generally take place after hours.

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