



Picture © R. Stock-Homburg

Lecture Future of Work

Prof. Dr. Dr. Ruth Stock-Homburg
Technische Universität Darmstadt
- Winter term 2020/2021 -

Some rules



Please activate your **video function** – it is great to be able to see each other during the lecture



Please **mute** yourself during **presentations** to keep distractions at a minimum



Please feel free to ask **questions** and join the **discussions** – please use the **chat function** and **raise your hand**



Please let us know if something is **not working** (e.g., audio, video) – we are trying our best to fix it

General Information

Session Type	Lecture offered within the scope of: <ul style="list-style-type: none"> • Marketing- & HR Management • HR- & Innovationmanagement • HR- & Project Management • Specializations in minor subjects
Scope & Language	2 SWS, English with written exam in English
Time	Tuesdays (03.11.2020 to 15.12.2020), 8:00-9:30 (pre-recorded), 9:50-11:20 (live)*
Location	Digital, via Zoom (see moodle for dial-in details)
Lecturer	Prof. Dr. Dr. Ruth Stock-Homburg
Assistants	Franziska Wolf, Niyati Rawal

Note: * Different time: The live session on 24.11.2020 is going to be from 13:30-15:00 CET

Lecture Future of Work– Prof. Dr. Dr. Ruth Stock-Homburg

Written Exams

Exam relevant material

- Entire contents of the lecture
- Mandatory readings:
 - Stock-Homburg, R. (2020a), Chapter 1: The Dodo Effect and Our Future Fitness, in: Stock-Homburg, R., Two Steps Ahead, TU Darmstadt. (working paper)
 - Stock-Homburg, R. (2020b), Chapter 2: Future Orientation, in: Stock-Homburg, R., Two Steps Ahead, TU Darmstadt. (working paper)
 - Stock-Homburg, R. & Lukoschek, C. (2019), Measuring and Designing Future Fitness with the Future Work Navigator (Zukunftsfähigkeit messen und gestalten mit dem Future Work Navigator), p. 191-207, in: Groß, M., Müller-Wiegand, M., & Pinnow, D. F. (Hrsg.), Zukunftsfähige Unternehmensführung: Ideen, Konzepte und Praxisbeispiele, Berlin: Springer Gabler. (translated from German)
- Guest lectures including all preparatory material

Written exam details

- Dates: tba
- Duration: Future of Work and Leadership 60 minutes, exams can be freely scheduled within the 60 minutes
- Language: English
- Specialization modules are assessed in a combined exam, not separately

Structure of the lecture

Combination of pre-recorded lectures, online assignments and interactive live modules

Pre-recorded lectures

Pre-recorded contents will be uploaded to **moodle** a week before the respective live module.

Please **watch the lectures on time** to be prepared for the live modules.

Some lecture content is **only available after** the **completion** of required **assignments**.



Assignments & bonus system

There will be **online assignments** and a **bonus system** in moodle.

Completion of assignments is required to **access selected lecture content** or **additional information**.

In order to receive the bonus for the written exam (the bonus is only effective if the exam is generally passed), you have to receive a score of at least **80%** for **each bonus-relevant assignment**.



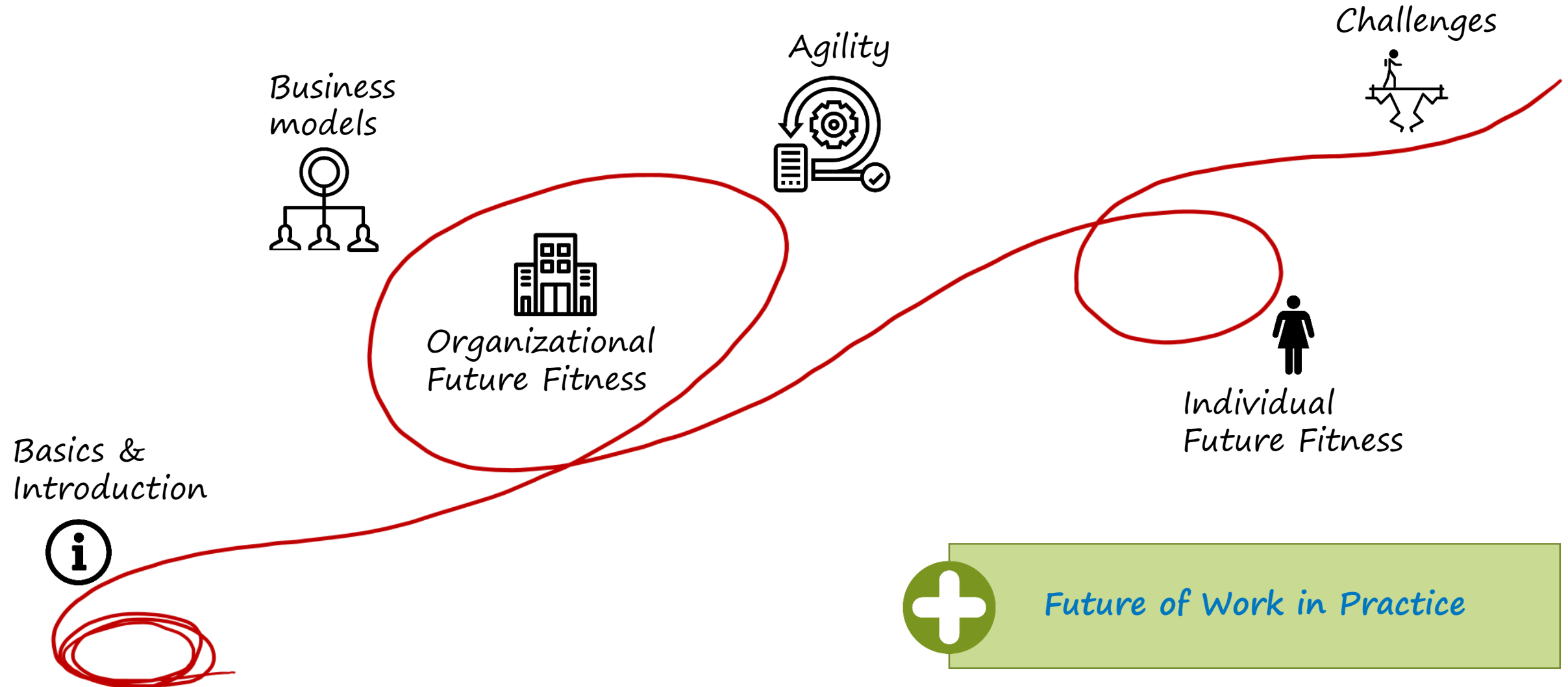
Interactive live sessions

Interactive live module via **Zoom** every **Tuesday, 9:50-11:30 CET** from **03.11.-15.12.2020**.

Guest lectures/exercises on 24.11. and 08.12.2020



„Red thread“ of the Lecture



Source: Icon for information by David, icon of company by JuliAya, icon of business model by Chameleon Design, icon of woman from Jennifer Morrow, icon for challenge created by priyanka; plus icon by Hasan; all from Noun Project

Lecture Schedule

X Live lecture
 X Recorded lecture

	03.11.2020	10.11.2020	17.11.2020	24.11.2020	01.12.2020	08.12.2020	15.12.2020
08:00 -09:40		2.1 Organizational Future Fitness <ul style="list-style-type: none"> • Concept Future Fitness • Methods for measuring and shaping the Future Fitness, incl. Future Work Navigator 	3.1 Future-oriented business models <ul style="list-style-type: none"> • New and future-oriented business models • Business models check 	4.1 Agility (Prof. Dr. Matthias Groß) <ul style="list-style-type: none"> • Agility and agile Management 	5.1 Individual Future Fitness <ul style="list-style-type: none"> • Individual Future Fitness • Influencing factors of the individual Future Fitness 	6.1 Challenges for the Future of Work <ul style="list-style-type: none"> • Changes & challenges for the future of work <ul style="list-style-type: none"> – New technologies: robots – New technologies: ICT – New technologies: Applications for HR Analytics – Homeoffice & well-being – Future Leadership 	
09:50 -11:30	1 Introduction to Future of Work <ul style="list-style-type: none"> • Importance of Future of Work • Definitions and important theories 	2.2 Exercise <ul style="list-style-type: none"> • Case Study 	3.2 Future of Work in practice 1 <ul style="list-style-type: none"> • World Café 	4.2 Exercise (Prof. Dr. Matthias Groß)* <ul style="list-style-type: none"> • Exercise on agile 	5.2 Exercise <ul style="list-style-type: none"> • Case Study 	6.2 Future of Work in practice 2 <ul style="list-style-type: none"> • Guest Lecture (Pero Mičić) 	7 Exam preparation <ul style="list-style-type: none"> • Exam preparation
moodle-Exercise	<ul style="list-style-type: none"> • Test (Multiple Choice + other tasks) 	<ul style="list-style-type: none"> • Calculation exercise 	<ul style="list-style-type: none"> • Test (Multiple Choice + other tasks) 	<ul style="list-style-type: none"> • Test (Multiple Choice + other tasks) 	<ul style="list-style-type: none"> • Test (Multiple Choice + other tasks) 	<ul style="list-style-type: none"> • Test (Multiple Choice + other tasks) 	

Note: * Different time: This live session is going to be from 13:30-15:00 CET

Lecture Future of Work – Prof. Dr. Dr. Ruth Stock-Homburg

Guest Speakers



Prof. Dr. Matthias Groß
Rheinische Fachhochschule Köln



Dr. Pero Mičić
Founder and CEO
FutureManagementGroup AG

Learning objectives

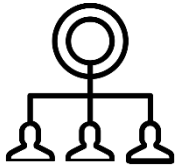
The students...

- ... overlook the most important trends in the future of work.
- learn important theories, techniques and concepts about the future of work.
- ... learn and reflect on important parameters for the Future Fitness of employees, leaders and companies.
- ... can better assess where they personally stand in terms of their individual Future Fitness.
- overlook the role of the leader in the future of work.
- overlook future-oriented business models.
- ... reflect on challenges in the future of work.
- ... develop their ability to face the future of work with curiosity.

Module 1: Introduction to Future of Work

„Red thread“ of the Lecture

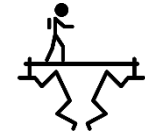
Business
models



Agility



Challenges



Organizational
Future Fitness



Individual
Future Fitness



Basics &
Introduction



Future of Work in Practice

Agenda

Introduction to Future of Work

1. Importance of Future of Work
2. Definitions and important theories

What do you already know about the future of work?

Relevant topics from other lectures

Innovation-
management
(Prof. Kock)

Leadership

....

Future of Work



<https://pingo.coactum.de>
Session ID 266517

Please open and complete the online poll.

[illegible]

Why study Future of Work?

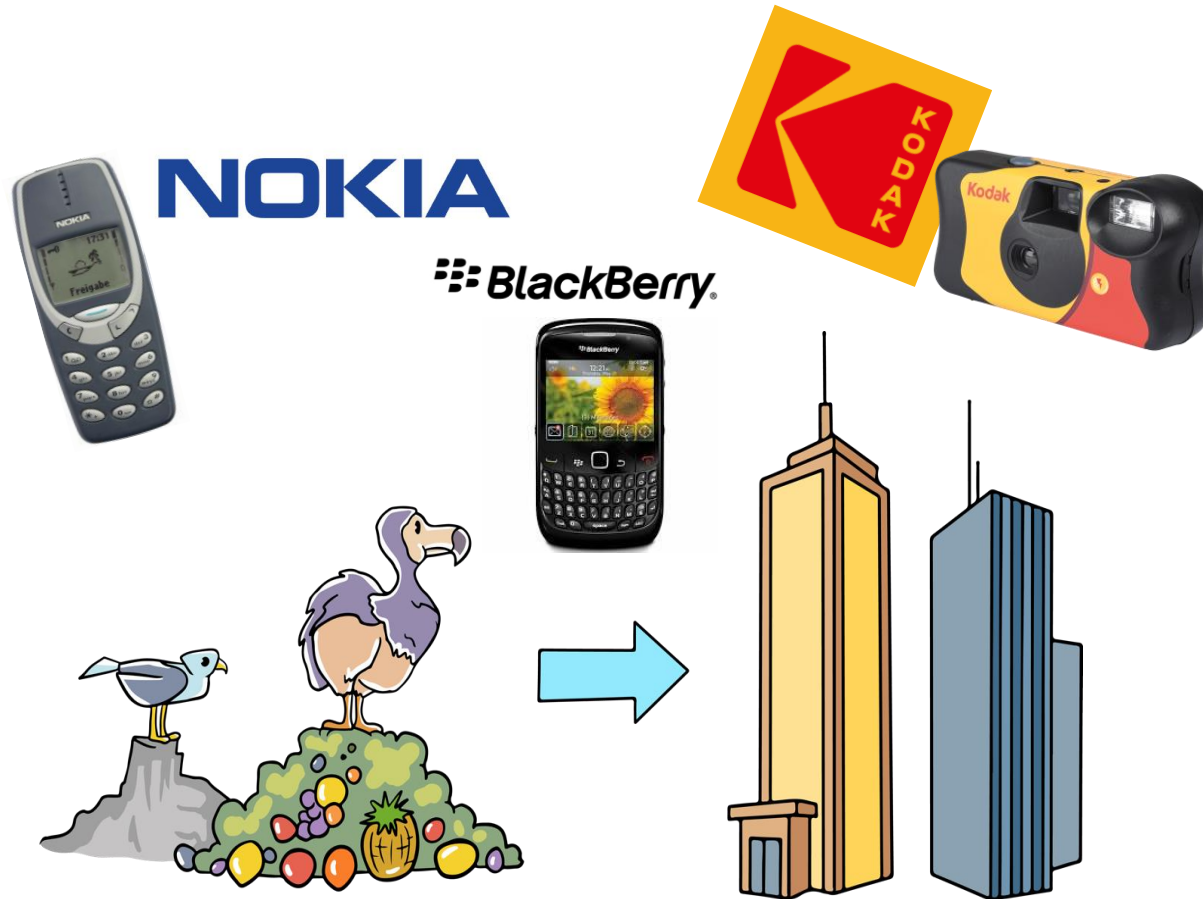


Film © R. Stock-Homburg

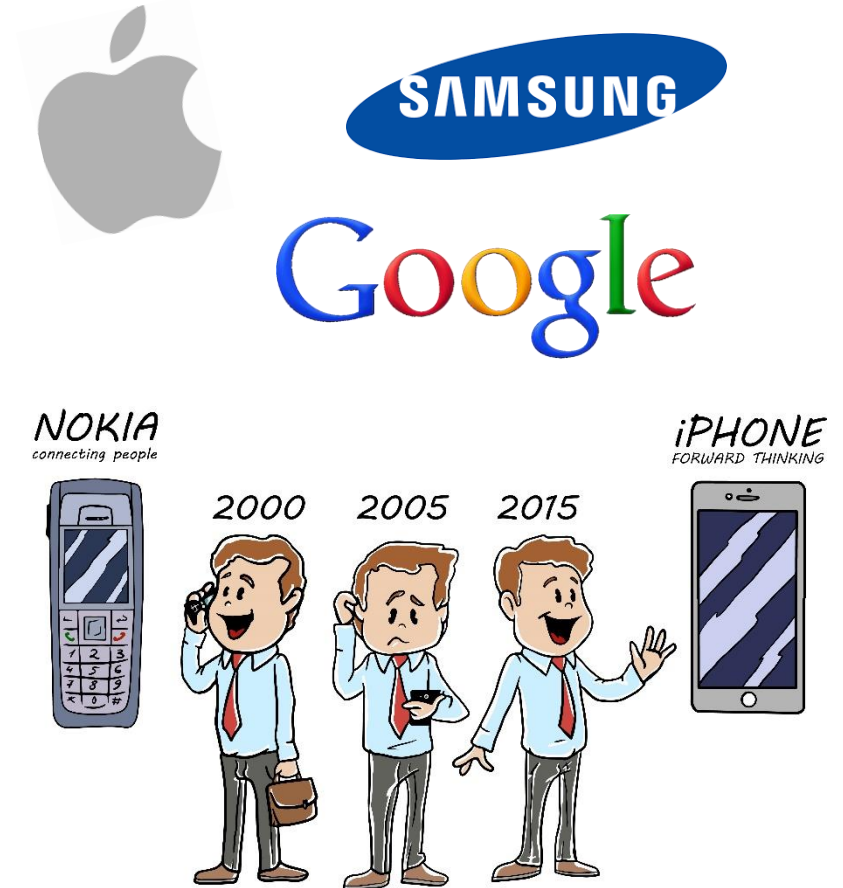
The story of the Dodo Bird

Famous examples from practice

Dodo Effect



Future Fitness companies

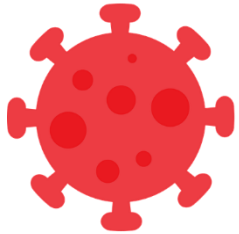


Pictures © R. Stock-Homburg

Source: Stock-Homburg (2019), Chapter 1, p. 3.

The changing working world

COVID-19 pandemic in 2020



World Health Organization (WHO) @WHO · 4. Jan.
#China has reported to WHO a cluster of #pneumonia cases —with no deaths— in Wuhan, Hubei Province 🇨🇳. Investigations are underway to identify the cause of this illness.

31

288

317



WHO twitter post, 04. January 2020



The number of hours worked has plummeted

Comparison of change in total hours worked during first 3 months of COVID-19 crisis with those of the 2008 crisis*



* Average of selected countries - Australia, Canada, Japan, Korea, Sweden, US.

Many people worked from home during the COVID-19 lockdown

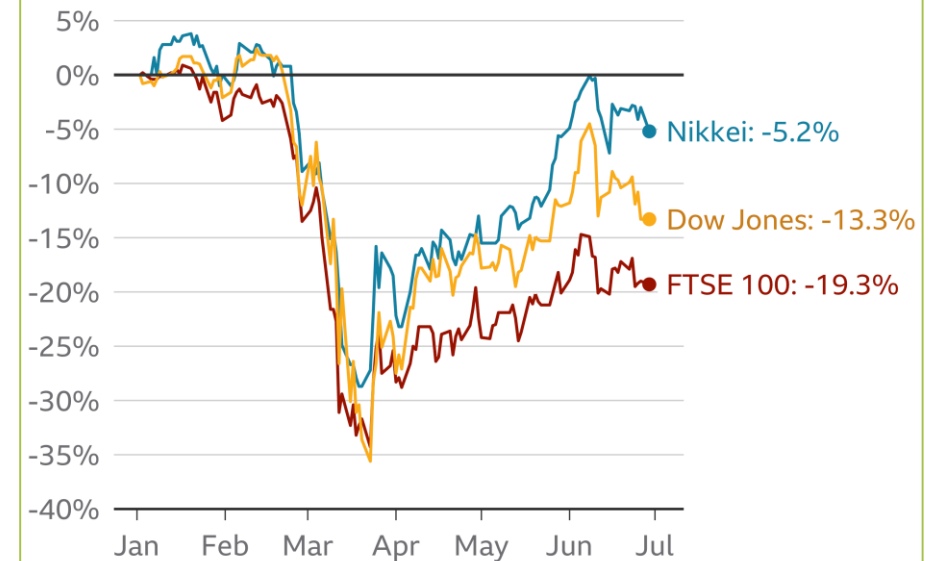


2 out of 5 workers were able to work from home in April 2020 across the OECD.

* Average of selected countries for April 2020 - Australia, Austria, Canada, France, Germany, Italy, New Zealand, Poland, Sweden, the UK & the US.

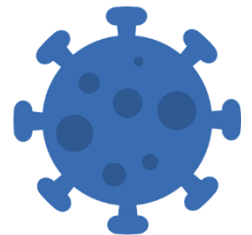
OECD Employment Outlook 2020

The impact of coronavirus on stock markets since the start of the outbreak



Source: Bloomberg, 29 June 2020, 12:00 BST

BBC

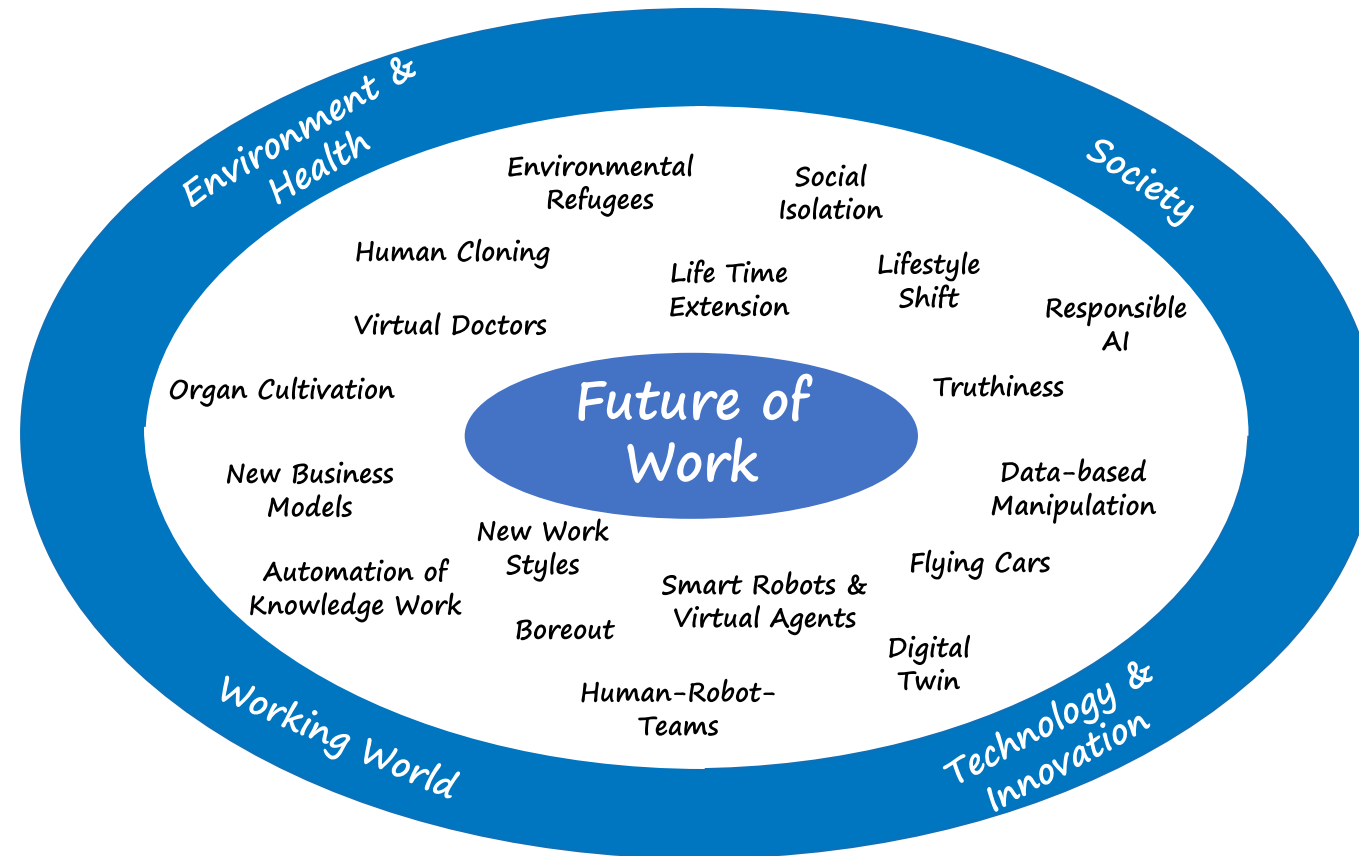


The changing working world
New and changing jobs in each sector



The changing working world

Important trends for the Future of Work



Source: Stock-Homburg (2019), Chapter 2, p. 3.

The changing working world

Traditional working world (20th century)	Future of work (21st century)
Selected external characteristics	
<ul style="list-style-type: none"> • Manufacturers as a source of innovation • Competition in the own sector • Incremental change • Exploitation of resources • Employer market • Human intelligence • Data as the business model 	<ul style="list-style-type: none"> • Manufacturers and users as sources of innovation • Competition in both the own and other sectors • Disruptiv change • Sustainability orientation • Applicants market • Human and artificial intelligence • Privacy as the business model
Selected internal characteristics	
<ul style="list-style-type: none"> • Intuitive decision making • Linear problem solving • Leadership with leaders 	<ul style="list-style-type: none"> • Evidence-based decision making • Agile working • Self-management of employees

Experiencing future trends

Introduction to Workspace Settings of the leap in time Lab



Activity-based Working



Work-&-Play



Smart Living-&-Working

https://www.youtube.com/watch?v=l4o_KG2k04M

Source: <https://www.leap-in-time.com/lab/>