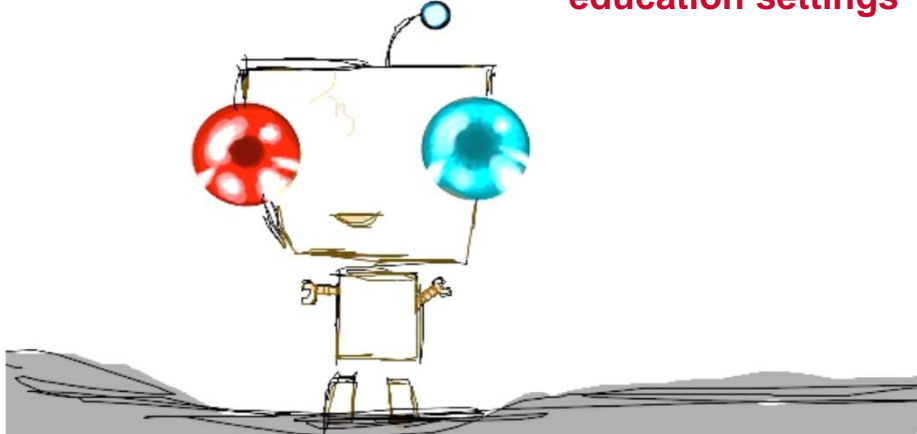


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Science Fiction Prototypes in business and management education settings

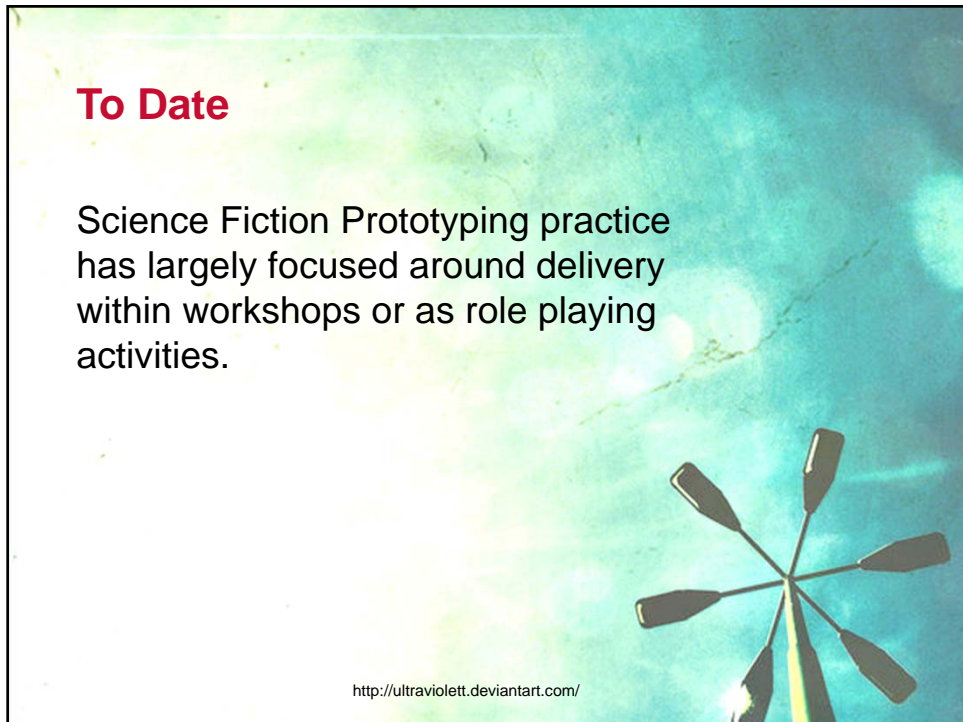
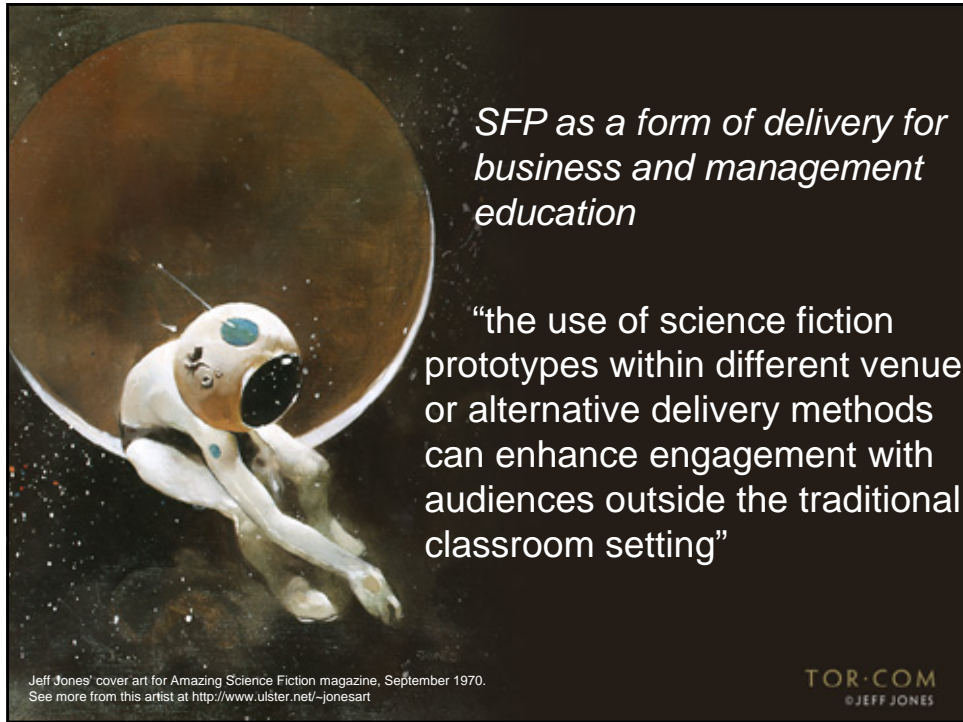


The Team

Gordon Fletcher from University of Salford
Anita Greenhill from Manchester Business School
Marie Griffiths from University of Salford
Rachel McLean from Liverpool John Moores University

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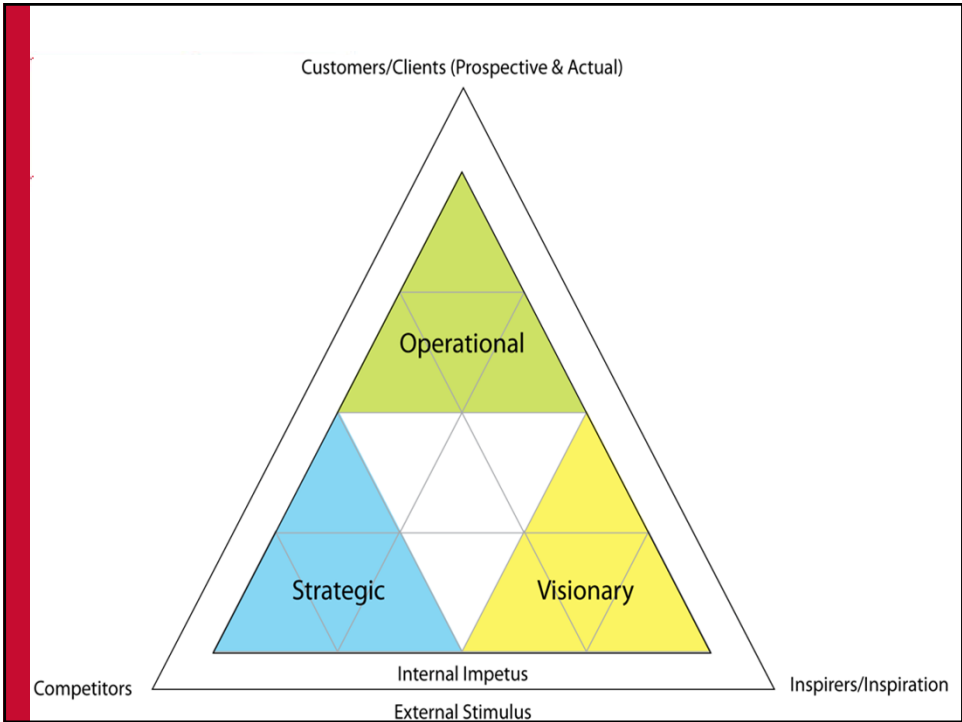
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We see two distinct 'parts' to the Science Fiction Prototype in education

The first, the creative act of producing a science fiction prototype introduces a vision of projected future conditions

The second offers up the prototype for interpretation and encourages participants to attempt to strategise and operationalise the vision



In contrast to case studies...

that focus upon historical evidence drawn from actual events (and the potential to succumb to the success fallacy). Science fiction prototyping develop a future extrapolated from the authors' experiences and knowledge of the present. The vision that is presented through the prototype emphasises the concerns and interests of its author(s).

The creative work we offer here reflects discussions around the digital high street, 3d printing and the role of games in working life.

In Papanek's (1997) terms the work we are offering is intended as the basis for a contraction event. Students would operationalise the vision to a more specific set of actions or processes.

However, the work unexpectedly became the basis for an expansion event. With students taking the inspiration of the work to create their own vision.

Introducing Zdravko Andreev's "Saturday Morning"

<http://xclonex.deviantart.com/art/In-Sight-of-Apocalypse-2276934>

Our workshop

Has a pre-prepared SFP...

The operational workshop – as a contraction - itself then benefits from participants' varied knowledge and specialisms to bring the operational and strategic elements to the aspects of the vision that are already described by the prototype

<http://xclonex.deviantart.com/art/Sinkhole-Bionic-Commando-123039770>

Workshop locations are often an indicator of the approach and intentions of the organisers

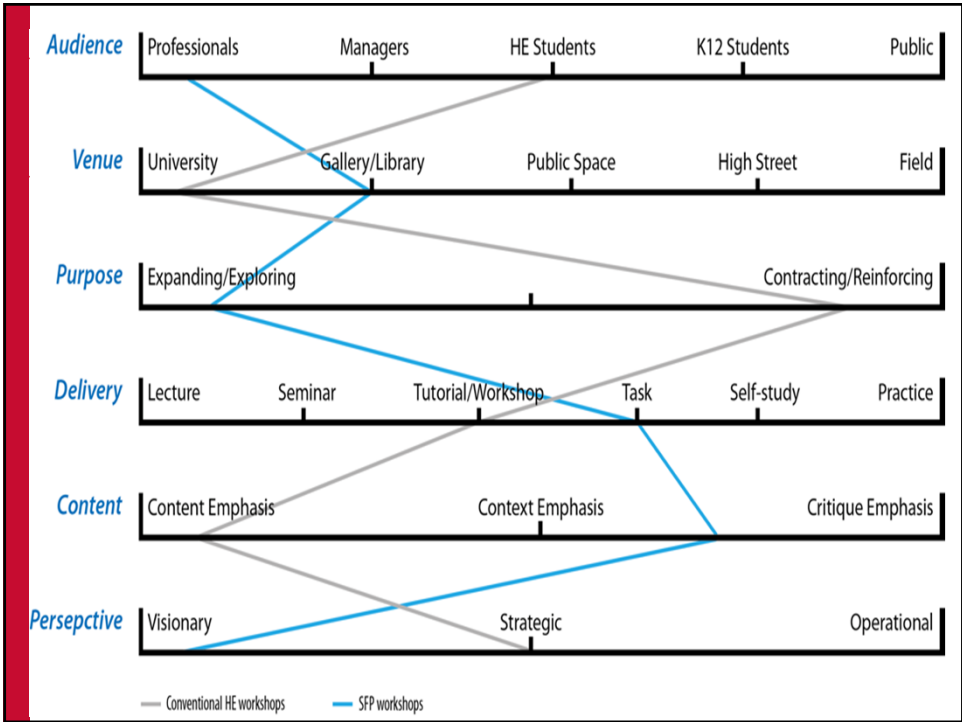
In a venue that could generously be described as curious Heath Bunting presented an icebreaker of throwing rocks at cans. In the main event attendees were in a simulated air-drone attack that was enhanced with the inclusion of remote control planes and cameras



We are problematising here, the choice of venue for a workshop.



<http://lennard.deviantart.com/art/Retro-C64-1376502>



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the approach we are advocating

advocates the use of Science Fiction Prototyping in terms of both creative action and operationalisation and for expansion or contraction events while highlighting the relatively small range of combinations that are currently used in conventional teaching and learning practice.

<http://xclonex.deviantart.com/art/CONNECTIVITY-3268919>

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Our SFP Future

BAM bid to develop SFPs for the high street/digital high street with a combination of expansion and contraction events. The objective is to maximise input through a use of a range of techniques – POS window decals, txt, QR codes and email. Then using the empty shops as the venue for the specific events.



<http://arcipello.deviantart.com/art/Stones-355790766>