





# INTERNATIONAL MINOR PROGRAMME GLOBAL TRENDWATCHING

IN THE MINOR GLOBAL TRENDWATCHING, STUDENTS WILL IMMERSE THEMSELVES IN VISIONS OF THE FUTURE, OR AT LEAST POSSIBLE FUTURES; THERE IS NO SUCH THING AS 'ONE' FUTURE.

You will learn to understand the changing world around you and develop a future oriented thinking. You will create manifestations for brands and companies that we work with that try to be future proof. Some of these international companies are Trendwatching.com (the number one trend consumer agency in the world from London), Icon Mobile (international digital transformation agency in Berlin) and others. This is an international program which means you will work with international students with different backgrounds.

Next to your study program, you will learn to develop your own future: in Bildung sessions you will learn to reflect upon yourself, your history, your present, your future(s). The whole process is best described as a transformational experience.

To summarize, this program will teach you to be able to anticipate the future and get great insights in the diverse world of global trendwatching.

## YOU ARE...

Open to change, critical, analytical, willing to learn and apply new things, positive, willing to fail in order to learn and most of all enthusiastic about trends!



## COURSES\*

Trend Project 1&2 (Bildung sessions included)	10 EC
Trend Bootcamp	3 EC
Trend Future Scenarios	3 EC
Trend Lab 1	4 EC
Trend Lab	3 EC
Trend Research	3 EC
Trend Innovation	4 EC

In total you can earn 30 EC for the minor Global Trendwatching.

\* subject to change

## INFORMATION AND RULES

The minor is completely conducted in English. Therefore, we ask you to read the following very carefully:

For the international students:

You will need to pass the TOEFL test with 80 or IELTS test with 6,0. Plus, you will need to write a motivation letter explaining why you've chosen the minor Global Trendwatching, how it fits with your current study and how you can use it in your future work and life. Max. 1A4, typed.

For the Dutch CO - CB(MIC) students:

At time of enrollment you will need to have your Propedeutic diploma and 40 credits from years 2 and 3. You will have passed your Propedeutic English course with a minimum of a 7,0. After enrollment you will have to write a motivation letter.

For Dutch HvA students:

At time of enrollment you will need to have your Propedeutic diploma and 40 credits from years 2 and 3. You will have passed your Propedeutic or 2nd year English course with a minimum of a 7,0. If you don't have English in your curriculum, you will have to pass the TOEFL test with 80 or IELTS test with 6,0 BEFORE ENROLLMENT. After enrollment you will have to write a motivation letter explaining why you've chosen the minor Global Trendwatching, how it fits with your current study and how you can use it in your future work and life.

## FURTHER INFORMATION

- We will go on an excursion every semester. Make sure you have a budget of 500 euros for this trip (travel & other expenses). This trip is mandatory.
- You need to have your own laptop with you, able to handle software like Photoshop and Final Cut like-minded software.
- When: Semester 1 (Fall) & Semester 2 (Spring).
- If your faculty does not have an Erasmus agreement with us (yet), it will most likely mean that a visiting student has to pay tuition to get enrolled. Please see for more information: [amsterdamuas.com](http://amsterdamuas.com).



The Benno Premselahuis is a monumental building, in which the Department of Creative Business and the Department of Communication are housed.

**MORE INFORMATION ABOUT THIS MINOR PROGRAMME CAN BE OBTAINED FROM:**

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