

INTERNATIONAL MINOR PROGRAMME GLOBAL TRENDWATCHING

SEMESTER 1 AND 2



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 way of thinking. You will create manifestations for brands and companies that we work with and try to be future proof. Some of the international companies that we worked for are Trendwatching.com (the London-based number one trend consumer agency in the world), Icon Mobile (international digital transformation agency in Berlin), Volkswagen International,

Bosch Consumer Electronics, Van Gogh Museum, Foam, Foodhallen, Heineken and Philips. This is an international programme which means you will work with international students with different backgrounds.

Next to your study programme, you will learn to develop your own future: what kind of professional do you want to become? What kind of person do you want to be? 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 programme will teach you to be able to anticipate the future and get great insights in the diverse world of Global Trendwatching.



ARE YOU...

Open to change, critical, analytical, willing to learn and apply new things, willing to learn from other people/students/people-unlike-you, positive, willing to fail, take risks and get out of your comfort zone in order to explore new territory and most of all enthusiastic about trends? Then you should enroll in the minor Global Trendwatching. Please be aware that we may teach different from the traditional way of teaching than you may be used to. We strive to be innovative in this programme, so this implies new ways of working and learning. If you like innovation you should consider becoming a trendwatcher.

COURSES*

First block (first 10 weeks of the semester)

Trend Bootcamp – 3 EC

The minor starts with a two-week bootcamp. The goal of the bootcamp is to get all students on the same page: they have to have the same basic knowledge on trends (definitions, vocabulary, how to research and validate them). Based on the book 'How to research trends' by Els Dragt you will learn the methods of a trend researcher and you will be able to explain the reliability and validity of each method. The first two weeks are characterized as a roller coaster ride. All other courses start in week 3.

Project 1 – (EC combined with Project 2)

The Canvas – students will work in groups in assignment for Trendwatching.com, the number 1 consumer trend agency in the world, to understand the trendwatching canvas developed

by this company. Trendwatching.com will provide two workshops in Amsterdam and the students will be assessed by the company at the end of the project.

Trend Future Scenarios – 3 EC

In this course students learn to make a creative prediction of the future of food for the Dutch supermarkets. Students will be challenged to think out of the box. We will make use of the growth mind-set (think of the Pipi Longstocking quote 'I have never tried that before, so I think I should definitely be able to do that.').

Trend Lab 1 – 4 EC

In this course we will learn how creatives 'observe' and get 'inspiration' to come to solutions. In this course we will use the concept of the creative city as a focus point for our own observations and inspirational sources. And yes: every great idea and great concept started with... really good research. We approach this from a business perspective, not as an art academy.

Second Block: (second 10 weeks of the semester)

Project 2 – 10 EC (combined with Project 1)

The Brand – students will work in groups in assignment for a multinational. Students will do desk and field research on several mega, consumer and micro trends. They will put the trendwatching canvas model (or any other model that they seem fit) to practice. Final presentations will be held in either Berlin (Germany) or in Amsterdam (Netherlands). Students will have mastered the goals of project 1 on a higher level (in less time, higher problem level, for a different client in another type of industry).

Trend Research – 3 EC

Learn to be concise, precise and on trend. This course is focused on the entire process of developing an innovative trend product based on trend research. This course builds further upon the knowledge and skills that students have developed in the trend bootcamp. The course's aim is to let students determine and develop their own identity and position as a trend researcher, cultivate a creative vision and be able to utilize those in a client-based context. A personality test is part of your research in 'who you are' and what that means in the work field.

Trend Lab II – 3 EC

In this module we will develop our own creative view on our client of Project 2: how can we design and visualize the solution?

Trend Innovation – 4 EC

This course consists of two assignments. The first is called Liveability projects around Europe. Students have to collect, analyze and categorize initiatives and projects aiming to improve sustainability and liveability, from cities across Europe (and Eurasia). The second is called 'The citizen centred liveability ranking index'. Students will introduce an innovative liveability ranking that includes the stakes of real people. During this course students will work together with international students from the minor programme 'Journalism and communication management' from our sister faculty in Stuttgart, because it is a joined international research and innovation programme.

Bildung:

We offer an overall contemplative education course (bildung) that is integrated into Project 1 and 2. Students will receive bi-weekly short meditation/visualization and reflection lessons. In short: the route to becoming a professional trendwatcher ties in with the route to adulthood. So, what kind of professional do you want to become? What kind of person do you want to become? We feel that especially trendwatchers, that will work at the forefront of new emerging markets and opportunities, will have to be able to reflect their deeds and actions upon both a) future, present and history; and b) planet, society and I.

In total you can earn 30 EC for the minor.

* courses are subject to change

BUSINESS FIELD TRIP

We go on a business field trip to Berlin every semester to meet up with international trend related agencies, and often also our client, and do field research abroad. Make sure you have a budget of 500 euros for this trip (travel and other expenses). This trip is mandatory.

MORE INFORMATION ABOUT THIS MINOR PROGRAMME CAN BE OBTAINED FROM:

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