

A photograph of a group of students in a meeting. A woman in the foreground is smiling and looking upwards. A man behind her is also smiling. The background is filled with yellow and pink sticky notes on a whiteboard.

# International Minor Programme Global Trendwatching

Fall and Spring semester

The logo for CO CB+, consisting of a white triangle pointing right with the text 'CO' above 'CB+' inside it. To the left of the triangle are two overlapping triangles, one orange and one blue.

CO  
CB+

# International Minor Programme

# Global Trendwatching

Fall and Spring semester



**Are you passionate about trends and developments within an ever-changing world? Are you a student who is excited to start your journey in the world of trends, a world that will open your eyes to new concepts, recent developments and crazy ways of thinking? If you are that student, then join us! Start your journey and explore the future world by studying the minor Global Trendwatching.**

The goal of the program is to let you follow your passion of trends, to be creative and analytic and most importantly to open your eyes to new and exciting developments. You will learn to be open to your surroundings, connecting the dots with the data you receive and be critical whilst discovering what is relevant information or not. You will start by learning some basic skills that you will be able to put into practice during this 20 week program. This skillset includes: trend theory, research, foresight techniques, innovative insights, concepting and Bildung. Next to this, you will work for some amazing companies like Trendwatching.com and Philips.

In the end, you will become a junior trendwatcher with a wide range of skills and an open mindset, ready to conquer the world.



## 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 this is the programme for you! As a trendwatcher you will learn to move in non-traditional ways, also in class! We strive to be innovative in this programme, which implies new ways of working and learning. If you like working and thinking outside of the box, join the programme.

## COURSES\*

In total you can earn 30 EC for this minor programme.

*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.

### Trend Lab 1

– 4 EC

The main focus of this course is to gather information on what it means to shape a trend into a concept. Crazy and new. Nobody wants to be introduced to something familiar and generic. Therefore, we start with the foundation of every creation you will ever produce which is YOU. Concept design is the key word.

*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.

There will be a final presentation with the client at the of the course.

### 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

## 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? Closely co impacted to the Project 2, Trend Lab 2 offers a variety of creative communicative insights. By means of a compelling presentation you will get to the art of convincing your client in the most visual way.

## 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.

\* courses are subject to change



## International students should contact the International Office:

International-co-cb@hva.nl

T +31 6 211 55 189

Amsterdam University of Applied Sciences (AUAS)

PO Box 32

1000 AA Amsterdam

Visiting address:

Rhijnspoorplein 1

1091 GC Amsterdam

## More information about this minor programme can be obtained from:

Mariska Schaap

m.e.schaap@hva.nl

facebook.nl/globaltrendwatching

www.minortrendwatching.com