

Syllabus

for course at advanced level

Trendspotting and Future Thinking
Trendanalys och framtids tänkande

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE6608
Valid from:	Autumn 2016
Date of approval:	2009-08-28
Changed:	2016-03-07
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	AXX - Second cycle, in-depth level of the course cannot be classified

Decision

This syllabus was approved by the Graduate Studies Committee (Masterutbildningsnämnden, MUN) at Stockholm University School of Business 2009-08-28, revised 2016-03-07.

Prerequisites and special admittance requirements

120 HE credits. Swedish upper secondary school course English B, or the equivalent, or one of the following tests. Cambridge CPE och CAE: Pass. IELTS : 6.0 (with no part of the test below 5.0). TOEFL (paper based): 550 (with minimum grade 4 on the written test part). TOEFL (computer based): 213. TOEFL (internet based): 79.

Course structure

Examination code	Name	Higher Education Credits
6608	Trendspotting and Future Thinking	7.5

Course content

The course consists of the following course module:

- Trendspotting and Future Thinking 7,5 hp, provkod 6608

What unites different disciplines is the concept of speculating about future trends. Thinking about the future and what potential clues can divulge about how it will reveal itself unites people across disciplines and professional purposes. It is an area that is not owned by any one discipline. This course seeks to introduce the students to the concept of these trends, trendspotting and future thinking. Furthermore the course will introduce the students to the tools needed to understand trends and their role in society and how to best foresee and work with them in new business creation and development.

Each lecture will focus on a different tool in the trendspotter's toolbox, and be organized around the students insights gathered using the tool and discussions about the applicability of these insights. These tools include, but are not limited to

1. visioning and scenario planning
2. blogs and blogging
3. anthropology and sociology.

Learning outcomes

After this course the student should perceive trendspotting as a clear, understandable and approachable tool in new business creation and development and be able to:

- explain the concepts of trends, trendspotting and future thinking
- investigate the human fascination with the concept of the future and outline pitfalls in future thinking
- investigate and further develop the different ways in which future thinking can be mastered
- explore and discuss different types of trends from macro and megatrends to fashionable fads and microtrends
- reveal and further develop reliable sources for trendspotting.

Education

The course will mix and match lectures with debates, discussions and workshops by the students as well as leaders in the field.

Forms of examination

There are three assignments in the course, introduced by the respective teacher in context to a specific lecture:

Assignment 1: Future Scenario

Assignment 2: Trends in Practice

Assignment 3:

Component 1: Reflecting on and communicating a possible future (video).

Component 2: Synopsis, combining the two prior assignments.

Component 3: Workshop participation.

Grading scale

Fail (F), Fail (Fx), Sufficient (E), Satisfactory (D), Good (C), Very good (B), Excellent (A)

Attendance

Attendance is compulsory.

Interim

In the event of major changes to the content or the required readings of the course, or suspension of the course altogether, students are entitled to an opportunity to retake the examination according to the present syllabus once each semester during the subsequent three semesters after the change has been effected.

Limitations

The course can not be included as part of a degree in conjunction with other similar courses accomplished at other universities in Sweden or abroad.

Misc

The course is only offered within Stockholm School of Entrepreneurship (SSES).

Required reading

Literature will be announced in connection to the start of the course.