

Course syllabus

Trendanalys och framtidstänkande
Trendspotting and Future thinking

Course code: CA3003	Credits: 7,5
Main field of study: –	Group of subjects: FE1
Education level: Second cycle	In-depth level of the course: AXX
Valid from: Spring semester 2022	Revisions: Revised by the Education and Research Board 2023:8 (2023-05-08). The amendment applies as from spring semester 2024.
Approved by: UFN 2021-11-11	

Examination and examination codes

- Presentation, Trendspotting and Future thinking, 7,5 credits (2101)
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Objective

Trend analysis and future thinking are areas that are not owned by any individual discipline. Thinking about the future and trying to understand what it will look like is, on the contrary, something that unites otherwise widely different disciplines. This course aims to introduce students to trends, trend analysis and future thinking. In addition, the course aims to introduce students to the tools needed to understand trends, their role in society, and how to best anticipate and work with them in the creation and development of new business ideas.

Content

Based on the insights gathered by the students, the lectures will focus on tools needed to be able to practice trend analysis and future thinking. These tools include, but are not limited to:

- interdisciplinary thinking,
- scenario planning,
- “uncertainty management”.

The course will mix lectures with debates, discussions and seminars with



students as well as with market leaders in the field.

Intended learning outcomes

On completion of the course, the student is expected to:

Knowledge and understanding

- explain the concepts of trends, trend analysis and future thinking and explain and further develop sources for trend analysis,

Competence and skills

- use trend analysis as a clear, comprehensible and accessible method in the creation and development of new businesses,
- explore the human fascination of the concept of the future and explain common mistakes about future thinking,

Judgement and approach

- explore and discuss different types of trends from macro and mega trends to mini and micro trends,
- analyze and further develop different ways in which future thinking can be used.

Literature and study material

For information, please see the study guide.

Entry requirements

General entry requirements for second cycle studies, as well as specific entry requirements: 60 credits in music or corresponding qualifications.

Selection

Selection is based on the number of completed higher education credits.

Examination

The course is assessed by:

- written and oral assignments (individual and group).

In order to pass a final grade for the entire course, the grade G (=Pass) is required for all examinations as well as completed compulsory assignments and completed compulsory attendance. Please see the study guide for a detailed description of compulsory elements as well as examination forms. In the event



of absence from the compulsory teaching, the examiner may decide to give the student supplementary assignments instead.

In special cases, for example, illness or injury, some parts can be examined through a special assignment. Each case is assessed individually in consultation with the head teacher and therapists (if applicable).

The examiner has the possibility to decide on adapted or alternative examination for students with documented disabilities.

Grades

Grades are given according to a criterion referenced two-point scale:

U=Fail

G=Pass

Written grading criteria for this course are to be distributed at the beginning of the course. Criterion referenced grading criteria are binding, please see the study guide.

Other information

- The course language is English.
- The course is offered within the framework of the Stockholm School of Entrepreneurship (SSES).
- Responsible institution: University College of Arts, Crafts and Design (Konstfack). Application via KMH.