

Syllabus

for course at advanced level

Trendspotting and Future Thinking
Trendanalys och framtidstänkande

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	FE6608
Valid from:	Autumn 2009
Date of approval:	2009-08-28
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.

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 is delivered in the form of

- Lectures/seminars for overview of the main subject areas.

The content and schedule for all teaching and learning activities will be given when the course commences. The language of instruction for all teaching and learning activities is English. Instruction will be offered only if enough resources are available.

Forms of examination

a) Examination:

The students grade will depend on three factors:

- In- and between-class assignments.
- Participation and Contribution in class/group activities.
- Blog creation and maintenance.

Grades are given in accordance with a criterion-referenced scale. A, B, C, D, and E are Pass grades. Fx and F stand for Fail grades.

b) Grading criteria

Grading criteria are decided by the head of the course and stated in written information issued when the course commences.

c) Course requirements

Successful completion of the course requires

- attendance and active participation at seminars as indicated in information available on the course web page or issued when the course commences (course requirement)
- a minimum E grade in the final examination.

d) Other

Students having received the grade E or higher in the final examination are not allowed to retake the examination.

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

- Gladwell, Malcolm. The Tipping Point (1999)
- Strathern, Oona. A brief history of the future (2007)