



ME2809 Trendspotting & Future Thinking 7,5 hp

Trendspotting & Future Thinking

När kurs inte längre ges har student möjlighet att examineras under ytterligare två läsår.

Fastställande

Kursplan för ME2809 gäller från och med HT08

Betygsskala

A, B, C, D, E, FX, F

Utbildningsnivå

Avancerad nivå

Huvudområden

Industriell ekonomi

Särskild behörighet

Students must have a minimum of 80 university credits (120 ECTS respectively), especially in the areas of design, technology, economics, medicine or biomedicine. A passionate interest in trends and the future will be helpful.

Undervisningsspråk

Undervisningsspråk anges i kurstillfällesinformationen i kurs- och programkatalogen.

Lärandemål

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:

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

Kursinnehåll

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.

Kursupplägg

There will be 2 weekly sessions lasting 2 hours each for 7 weeks. Each session 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
4. Interviews and focus groups
5. "Coolhunting"

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

Kurslitteratur

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

Examination

- PRO1 - Projekt, 7,5 hp, betygsskala: A, B, C, D, E, FX, F

Examinator beslutar, baserat på rekommendation från KTH:s handläggare av stöd till studenter med funktionsnedsättning, om eventuell anpassad examination för studenter med dokumenterad, varaktig funktionsnedsättning.

Examinator får medge annan examinationsform vid omexamination av enstaka studenter.

Etiskt förhållningssätt

- Vid grupparbete har alla i gruppen ansvar för gruppens arbete.
- Vid examination ska varje student ärligt redovisa hjälp som erhållits och källor som använts.
- Vid muntlig examination ska varje student kunna redogöra för hela uppgiften och hela lösningen.