



# ME2829 Trendspotting and Future Thinking 7.5 credits

Trendanalys och framtidstänkande

This is a translation of the Swedish, legally binding, course syllabus.

If the course is discontinued, students may request to be examined during the following two academic years

## Establishment

Course syllabus for ME2829 valid from Autumn 2014

## Grading scale

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

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

Students must have a minimum of 120 university points.

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended 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

## Course contents

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: interdisciplinary thinking, scenario planning and uncertainty management.

## Disposition

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

## Course literature

Information om kurslitteratur kommer att meddelas inför kursstart.

Will be announced at the start of the course.

## Examination

- PRO1 - Project, 7.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

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 is compulsory.

## Ethical approach

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.