

MINOR REGULATIONS – 2021-2022

1. Name minor: Minor Trendwatching

2. English name: Minor Trendwatching

3. Content of minor

The main focus of the Trendwatching minor is the identification, analysis and application of trends. The students learn in general terms how to systematically identify, analyze and interpret trends. They learn to identify the consequences of these developments for the sectors and how they can use these trend insights concretely as input for the sector/domain and/or mentality group on which they want to focus professionally.

Students learn how to identify trends, interpret the research data outcomes about trends and to select trends by value in actual use. They also learn to describe and present different trends and how to use the trend information to develop recommendations for renewing/strengthening a product/service or to develop ideas for other innovations.

During this minor the following competencies and indicators of accomplishment will be developed:

Competency 1: scanning

The student in question is able to locate, monitor and signal trends that could be significant for multiple mentality groups and for their professional context.

Related performance indicators:

- S1.1. The student is able to identify social, economic and technological trends that are of importance to society in his/her professional environment.

Competency 2: analyzing

The student in question is able consult sources if information in a structured manner aimed at analytical research.

Related performance indicators:

- A 2.1. The student in question is able to track down and analyze (see cross relations) sources of information that feed into analytical trend research within his/her professional context.
- A 2.2. The student in question is able to formulate a thesis, design a research strategy and find an effective research method on the basis of case-study in the area of trend research in his/her professional environment.

Competency 3: Applying

The student is able to construct services/products and/or concepts on the basis of trend research and Trendwatching in his/her professional environment and he/she is able to communicate this clearly.

Related performance indicators:

- T3.1. The student is able to identify the current ethical, economic and social values that are fundamental to the perceptions of mentality groups in his/her professional environment.
- T 3.2. The student is able to make recommendations using trend research for innovative ideas, products and/or concepts within his/her professional environment.
- T 3.3. The student is able to assess and evaluate his/her own creative process.
- T 3.4. The student is able to communicate in a creative way.

Summary for Diploma Supplement

The Minor Trendwatching focuses on identifying, analyzing and applying trends. Within the minor, trends are systematically detected, analyzed and interpreted towards the student's education program. In the end, the student will be able to recommend and advise organizations on how to use / adapt the consequences of trends and in doing so generate long-term success in his/her professional environment.

4. Educational components (see article 16, general section of the TER)

The minor is structured around three core tasks: identifying, analyzing and applying trends. The trend substantiation assignment runs parallel with all the core tasks. When all exams and assignments have been completed, 30 ECTS/credits will be awarded.

Scan

During the 'Scanning' phase, the students work in groups to identify, spot, define and visualize current (international) trends. Several methods and techniques are essential to this. Trend development and succession is rapid and that is the reason why the tools are presented that enable you to keep up with trends both scientifically and in terms of spotting them.

Analyze

During the 'Analyzing' phase, the student will acquire tools to assess and analyze the size, intensity, impact and dimensions of a trend. What do these changes mean for consumers/clients? Moreover, the student learns to interpret trends within the context of his own major. Special attention is paid to the links (both similarities and differences) between social trends and the developments that are visible in the domain (professional environment, mentality group) in which the student operates (in relation to his major). Students systematically learn to select relevant trends by value in use and to cluster these, thereby adding depth to your trend descriptions.

Apply

During the final phase, 'Applying', the translation is made from trends and trend research into concrete input for the professional field of the student. Trends are used in this phase to provide companies with inspiring and innovative input/ideas in order to be able to respond better and timely to changes in consumer needs. The student should look for a client (a company/organization from his own field of expertise) to whom he/she will provide a trend presentation as a final assignment. The student makes an analysis of relevant trends and describes their possible influence on the company or organization concerned. The final elements of the presentation are concrete recommendations (to improve and/or develop an existing service or product) or ideas for other innovations for this client based on trend research.

The materials and assignments used within the minor, challenge the student to go further than your own current thinking and frame of reference. The student will come into contact with various national and international trends, various useful sources of information, trend scouts (peers) from different parts of the world and with leading experts in the field of Trendwatching.

During the minor Trendwatching the student will learn different working methods and experience a wide range of class situations and exercises. Theory classes are plenary and takes place in the lecture hall. In working labs, called tutorials, we start applying the theory we have learned with the aid of 'toolkits'. During various coaching lessons, the group is divided into three classes, each of which is supervised by its own tutor when making the various assignments. Teaching on location is also provided on a regular basis. The kick-off lecture of the minor Trendwatching, for example, always takes place at an external location in Tilburg. In addition, 'field trips' (to inspiring cities/events) are organized outside the Fontys Campus site.

5. Enrolment in the education components

N.A.

6. Overview of tests and registration for tests (see articles 18 and 22 general section of the TER)

The minor Trendwatching corresponds to 30 ECTS credits. All tests and testing components are graded on a 1 to 10 scale. In order to complete the minor programme students are required to pass all the tests and testing components with a sufficient grade (5, 5 or higher).

If the grade for the theoretical written test is below 5, 5 students must take a re-examination. Students who fail oral presentations or and/or written reports are also required to re-take. If re-takes of the examinations have also been failed, the opportunity to re-take the written test during the next cohort of the minor is offered, according to the assignment criteria applicable to the new cohort. If the student is offered the possibility to do a retake on an exam or assignment, students are expected to confirm their participation to the test to the coordinator of the minor at least ten days prior to the actual test date.

If it is not possible to complete one or more test components due to circumstances, the exam committee must decide whether a replacement assignment is possible upon the student's request.

The assessment focuses on the acquired knowledge in the field of trends and research methodology, the extent to which students have mastered the skills scanning, analyzing trends and the ability to apply/translate trend research within the context of their own academic major and the trend presentation (including concrete recommendations) as commissioned by a company/client (a company/organization from a relevant field).

Students take part in all the assessments and do not have to register separately for test components. External (non-Fontys) students must provide proof of paid tuition fees every academic year in order to be re-enrolled. If the student fails to do so, the student is not permitted to take part in the assessments and/or written exams. The information about the tests, criteria and timetables will be provided in the digital learning environment.

EXAM	EXAM METHOD	Individual / group	Scale
SCAN			
Trend landscape	Report and presentation	Group assignment	1-10
Personal Trend Portfolio 1 <ul style="list-style-type: none"> - <i>Trend profile</i> - <i>Scan plan</i> - <i>Trend sources</i> - <i>Process book</i> 	Process portfolio and presentation	Individual assignment	1-10

ANALYSE			
Trend Analysis	report	Group assignment	1-10
Personal Trend Portfolio 2 <ul style="list-style-type: none"> - <i>Trend progress</i> - <i>Trend sources</i> - <i>Trend database</i> - <i>Process book</i> 	Process portfolio and presentation	Individual assignment	1-10

APPLY			
Trend report	report	Individual assignment	1-10
Personal Trend Portfolio 3 <ul style="list-style-type: none"> - <i>Trend progress</i> - <i>Trend map</i> - <i>Process book</i> 	Process portfolio and presentation		1-10
Performance assessment	Assessment / presentation	Individual assignment	1-10

7. Passing the minor (see article 19 (3) general section of the TER)

The student must have completed all test components with a sufficient grade (minimum 5, 5 on a 1 to 10 scale).

8. Examination Board (see article 38 general section of the TER)

The exam committee determines if the student has accomplished the minor programme and makes sure the student receives a certificate for the completed minor. The exam committee can be reached through the Fontys portal by student of the Academy for Creative Industries. External students need to send their requests regarding extra facilities and testing within the minor by email to aciexamencommissie@fontys.nl.

9. Validity

This information is valid for the academic year 2021-2022.

Note: interim changes to a minor are possible, provided that they are clearly communicated with students and are also included in the minor regulation.

10. Entry requirements minor

To be able to participate in the minor, the student must have obtained the propaedeutic phase of his/her major studies or must have permission from the exam committee of the student's study programme to take the minor.

In order for Dutch students to be admitted, it is compulsory to submit a certificate of at least a B2 level in English on a Cambridge scale. There are no further entry requirements for the Dutch-language version of the minor.

11. Not accessible for

Students from Fontys Bachelor Trend Research & Concept Creation in Lifestyle.

No other requirements are imposed on students for participation in and completion of the minor other than those included in the detailed minor regulations here.