



# Postgraduate Degree in Coolhunting. Design and Global Trends

# POSTGRADUATE DEGREE IN COOLHUNTING. DESIGN AND GLOBAL TRENDS

## Start date

Septiembre

## ECTS Credits

30

## Language

Groups in Spanish and English

## Qualification

Postgraduate Diploma in Coolhunting. Design and Global Trends, degree awarded by Universitat de Vic – Universitat Central de Catalunya (UVic-UCC).

## Schedule

Tuesday, Wednesday and Friday, from 5 to 9.15 p.m.

## Presentation

How can we know the changing and fluent needs of today's society? How can we improve the quality of life through design and innovation?

We live in a world in constant change with few tools that allow us to map or understand the present and future of social, business and government projects. This postgraduate degree offers tools for identification, analysis, strategy and application of the trends that permanently change the world. Combining disciplines of social sciences (ethnography, anthropologies, sociology, psychology, etc.) with methods and tools of market intelligence, strategic thinking and system and agile methods of innovation (empathy, co-creation, collective intelligence, data analysis) we build a holistic and strategic vision through a 360° view of current society and its dynamics.

We build future scenarios to favor the sustainability of companies and organizations and to allow them to be projected in the world leaving a positive footprint. At the same time, we help each participant in the process of building an innovative and creative mentality capable of transforming society's schemes and building a better future through trends forecasting.

In the development of these projects, the teams of students learn to manage interdisciplinary teams, as well as research projects (trends research) and project future scenarios for companies and organizations that execute real projects with our program.

## Syllabus

### MODULE 1

#### Urban Immersion

Focused on field work and direct application in European cities of quantitative, qualitative and data research methods and tools for people-centered design applied to the research project.

### MODULE 2

#### Business Tools

Oriented to the development of soft skills such as customer management, team management, project management and project formulation, public speaking and facilitation, among others.

### MODULE 3

#### Trends & Scenarios research project

Developed by each team for a real client that brings an innovation challenge based on research. It is mentored by program professors and developed during workshops and immersions.

### MODULE 4

#### Qualitative Research Methodologies

Methods and tools from sociology, anthropology, market research, semantics and semiotics as well as culture and society studies.

### MODULE 5

#### Critical Essays

On current articles and books on the topics of context analysis, scenarios, futures and trend projection.

### MODULE 6

#### Methodology for Trend and Futures Studies

Methodology developed by the program that guides students step by step in the development of the research project and trend analysis for the formulation of opportunity scenarios and futures.

## Course Leader

### ENRIC BAYÓ

Enric Bayó studied Industrial Engineering at the Universitat Politècnica de Catalunya (UPC) and an MBA at ESADE, in addition to two Executive Education programmes on Project Management and Innovation at IESE.

His entire professional career has been focused on helping to conceptualize, develop and implement new innovative initiatives and transform organizations. In this sense, his purpose is to help people and organizations to design a better future for the next generations.

He currently works as Head of Innovation Management at ACCIÓ –Agència per la Competitivitat de l’Empresa de la Generalitat de Catalunya–, where he helps companies to build or consolidate their own innovation model to respond to an accelerated future. Also, he combines his work activity with teaching at various universities and business schools. He is co-author of the guide “How to become an innovative company”.

## Speakers and guest lecturers

### DANIELA MARZAVAN

Managing Director Marzavan Innovation, Germany

### NELSON PINHEIRO

Director of Cultural Studies programme, Facultad de Letras Universidad de Lisboa

### JOSEP MARIA MONGUET

Professor and Researcher Universidad Politècnica de Catalunya

### KIRSTEN VAN DAMME

Managing Partner Out of Office, Denmark

### MASSIMO INGEGNO

Director Thammasat Design Center, Bangkok

### MANUEL GRASSLER

Managing Partner VISIONENBAUEN - Innovations- und Organisationsberatung, Austria

### CARLA MONTANE

Sociologist and Researcher, Barcelona

### VICTOR GIL

Managing Director Nethodology

## MORE INFORMATION

→ [elisava.net](http://elisava.net)

Bold category members of Elisava Alumni Association enjoy a 15% reduction.

The teaching staff is likely to change according to reasons beyond the course programme. Elisava reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.

Master's and Postgraduate Degree programmes schedules can be expanded according to the selected course activities (weekends included).