



Postgraduate Degree in Coolhunting, Design and Global Trends

POSTGRADUATE DEGREE IN COOLHUNTING. DESIGN AND GLOBAL TRENDS

Start date

Septiembre

ECTS Credits

30

Language

English

Qualification

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

Schedule

Tuesday, Thursday and Friday, late afternoon

Field Trips

The field trip is mandatory. Travel expenses are not included in the tuition.

Course Leader

ENRIC BAYÓ

He 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 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 Manager of Innovation and Business Model 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. He is co-author of the guide “*How to become an innovative company*”.

Aimed at

All professionals interested in helping organizations to increase their capacity to identify relevant opportunities and insights in complex and uncertain environments.

Creative professionals interested in complementing their professional training with research and trends methodologies.

Management people interested in exploring and creating new business and collaboration schemes.

Presentation

We live in an increasingly uncertain and complex world, where the only constant is change. In this environment, being strategically ready to change at the right time is the key to any organisation’s competitiveness. In other words, adapting or transforming before becoming obsolete. Or, expressed differently, being able to thrive in any unpredictable future.

Organisations, in this new context, need a new type of professional who knows how to connect the exploitation of current business with the exploration of future business. A new professional who is capable of identifying new opportunities and transforming them into new solutions that add value sustainably and systematically speaking.

This postgraduate will provide you with the knowledge, skills, and tools to be an agent of change within any organization, capable of identifying the most relevant future opportunities.

The Postgraduate in Coolhunting, Design and Global Trends is focused on the application of ethnographic techniques, the identification of trends, and the design of futures scenarios.

Learn-by doing methodology

“Tell me and I forget; teach me and I may remember; involve me and I will learn.” – Benjamin Franklin

This programme is based on a “Learning by Doing” methodology. Real projects will be developed in both parts. The project will focus on identifying trends and designing future scenarios with the collaboration of Elisava Research.

Research mindset

“Research is to see what everybody else has seen, and to think what nobody else has thought.” – Albert Szent-Gyorgi

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There is no good strategy or business model without the right people. Having a research and innovative mindset is critical if you want to stay relevant in the current fast-changing environment.

Team and collaboration

“Alone we can do so little; together we can do so much.” - Helen Keller

Innovation is a team sport. This Master enhances the synergy of teamwork. You will work within a team to develop your leadership and collaborative skills while benefiting from different backgrounds and expertise.

New horizons, new perspectives

“Get out of the building.” – Steve Blank

You will experience one field trip (Berlin), a 4-day trip to give you a broader view of “ways of thinking” and “ways of doing” and promote self-awareness, teamwork, and networking. These field trips are organized jointly with Kaospilot*.

*Kaospilot is one of the world’s top design schools (BusinessWeek) and a world-leading business school (Fast Company). Kaospilot has operated at the intersection of design and business for many years, applying design principles to the business and social realms.

Course aims

- + Train resilient professionals capable of leading responsible change and innovation in uncertain, complex, and fast-paced environments.
- + Train consultants with the capacity to research, create and participate in innovation and strategy processes.
- + Develop critical thinking and problem-solving skills to navigate uncertainty and develop appropriate innovation strategies.
- + Understand how to apply design management methodologies to new business and social challenges with a human-centered approach.
- + Provide the tools, skills, and knowledge necessary to transform relevant problems or opportunities into solutions that add value to customers/ users, businesses, and society.
- + Develop team and people management skills in changing environments.
- + To offer a space for interaction with other agents of innovation processes to work in multidisciplinary teams.

Admission requirements

- + High level of English in speaking, writing, and reading.
- + Portfolio of projects and/or initiatives in which the candidate has participated.
- + Motivation letter.

Competences

- + Ability to apply research techniques
- + Ability to identify signals and trends and design future scenarios.
- + Empathy, human-centered design processes and creative thinking.
- + Knowledge to apply the appropriate methods for building and managing high-performance teams, in order to lead and manage change in any organization.
- + Ability to formulate and adequately communicate new initiatives and proposals for change or transformation to the main stakeholders of the organization.
- + Critical thinking.
- + Public speaking and presentations.

Syllabus

The Postgraduate in Coolhunting, Design and Global Trends is structured into the following modules:

MODULE BUSINESS DESIGN

Oriented to acquire and understand the different tools and methodologies and develop soft skills required to become a business designer.

MODULE QUALITATIVE RESEARCH

Learn and apply methods and tools from sociology, anthropology, market research, and semiotics to discover new insights.

MODULE TRENDS ANALYSIS

Identify the most relevant trends and analyze their effects and implications. Good trend analysis helps understand how users' needs, behavior, and expectations will evolve.

MODULE FUTURE SCENARIOS

Discover different tools and methodologies for designing future scenarios. In collaboration with Elisava Research, students will learn how to apply different tools and methodologies during the Strategic Futures Lab.

MODULE CRITICAL ESSAYS

Addressed to apply critical thinking through debates and analysis of articles and content about future societal challenges.

MODULE URBAN IMMERSION

Discover the innovation ecosystem of Europe's two most innovative ecosystem cities: Barcelona and Berlin.

MODULE FINAL PROJECT

Application of the different knowledge, tools and methodologies to specific projects. The first one focused on identifying trends and designing future scenarios. The second one focused on improving or accelerating the innovation capacity of an established 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 Politécnic 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

Build the world you want to live in.
Design your own professional career.
Be a lifelong business designer.
Be Elisava Executive.

MORE INFORMATION

→ 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).