

Valid for 2022.HS

Module Name: MCE - Managing Circular Economy			
Module Code	w.BA.XX.2MCE.XX		
Module Description	Circular economy presents a significant potential for sustainable economic growth. It offers companies new solutions for reducing costs, creating new revenue streams, and increasing resource security. This elective introduces students to the concept of a circular economy, related management tools, and company success stories from various economic sectors. Students learn to identify key drivers such as legal compliance, cost reduction, and competitive innovative advantage. They learn to develop business models for the implementation of circular economy, such as “sharing platform”, “products-as-a-service”, and “circular supplies”.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Specialization in Accounting, Controlling, Auditing § Business Administration - Specialization in Banking and Finance § Business Administration - Specialization in Banking and Finance (FLEX) § Business Administration - Specialization in Banking and Finance (PiE) § Business Administration - Specialization in Behavioral Design § Business Administration - Specialization in Economics and Politics § Business Administration - Specialization in General Management § Business Administration - Specialization in General Management (Flex) § Business Administration - Specialization in Marketing § Business Administration - Specialization in Risk and Insurance § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Abteilung International Business		
Module Coordinator	Grégoire Meylan (melg)		
Deputy Module Coordinator	Marc Schmid (shmd)		
Prerequisite Knowledge	None		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § Understand the market-based, political, legal, and societal drivers for a circular economy. § Critically evaluate the opportunities and risks of a circular economy for companies. § Reflect on the business implications of the three fundamental transitions from a linear to a circular economy: technical materials, biological materials, and energy recovery from waste. § Design circular business models in specific business situations (e.g., chemicals, textiles, or waste management). 		

	§ Evaluate the circularity of any given supply chain and formulate managerial recommendations for improvement. § Understand the concept of circular economy and its contribution to sustainable development. § Analyze circular economy company cases and present findings in a succinct report.		
Module Content	§ Module introduction § Circular economy in practice today: worldwide and in Switzerland § Circular business models § Case study work § Technical nutrients § Biological nutrients § Clean cycles and waste-to-energy § Visit to a circular company § Managing circular supply chains § Circularity metrics. Coffee cup case study § Enabling of circular economy technologies § First case study: Preparation 1 § First case study: Preparation 2 § Second case study: in-class assignment with coaching/supervision		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.WPM-BCC.XX w.BA.XX.WPM-MBE.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Project Work § Explorative Learning	Social Settings Used: Individual Work	
Digital Resources	§ Teaching Materials § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	30 h	10 h	
Small Class	-	-	
Group Instruction	10 h	10 h	
Practical Work	-	-	
Seminar	-	-	
Total	40 h	20 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Field visit journal	Pass/Fail	-	-
Written Assignment	Pass/Fail	-	-
Written Assignment	Grade	-	100,00 %
Classroom Attendance Requirement	Mandatory Attendance: 80%		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	§ De Angelis, R. (2018). Business models in the circular economy. Palgrave Pivot. ISBN 978-3-319-75126-9. § WBCSD. (2017). CEO Guide to the Circular Economy. Geneva: World Business Council for Sustainable Development (WBCSD). § Vegter, D., van Hillegersberg, J. & Olthaar, M. (2020). Supply chains in circular business models: processes and performance objectives. Resources, Conservation and Recycling, 162 pp. 105046. § WBCSD. (2019). Circular Transition Indicators. Geneva: World Business Council for Sustainable Development (WBCSD). § Podcast series on the circular economy: https://tube.switch.ch/channels/b6ead5b3		
Comments	-		