

Valid for 2024.FS

Module Name: Business Models for the Circular Economy	
Module Code	w.MA.XX.BMCE.23HS
Module Description	The successful implementation of the guiding principles of the circular economy to reduce, reuse, or refuse products will require new business models. Some products will be offered to business to business (B-2-B) and business to customers (B-2-C) segments through sharing platforms or models where the customers/users pay according to use. Companies can also extend the life cycle through upgrades, exchangeability, and the use of remanufactured parts. This module covers the transition from traditional linear business models to the abovementioned, more service-oriented business models, including the aspects of revenue and profit splits within and among suppliers. The module addresses the development of business models, including: - understanding a company's business and organizational requirements. - applying a business ecosystem perspective to different industries- value creation aligned to understanding customer needs. - creating (and extending) competitive advantage. - development of new operating models around the circular economy. - understanding consumers' acceptance and willingness to participate in circular business models
Program and Specialization	Circular Economy Management
Legal Framework	Academic Regulations MSc in Circular Economy Management dated 02.06.2022, Appendix to the Academic Regulations for the degree program in Circular Economy Management, first adopted on 23.09.2022
Module Category	Module Type: Compulsory
ECTS	3
Organizational Unit	W International Management Institute
Module Coordinator	Helen Vogt (vogh)
Deputy Module Coordinator	Silvia Ulli-Beer (ullb)
Prerequisite Knowledge	Principles of business transformation around the circular economy Creating competitive advantage Consumer buying cycle
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § know the relevant concepts and principles of a circular economy and the ecosystem perspective. § understand the differences between linear and circular business models and know how companies can initiate the transition to circular business models. § can identify industry-specific challenges and evaluate the potential of circular business models for different industries. § understand how companies implement circular economy principles in practice and how they can mitigate the barriers to transition. § can apply design thinking methods to create new ideas for circular business models.

	§ can name main challenges and opportunities for companies transitioning to a circular economy. § understand consumers' acceptance and willingness to participate in circular business models.		
Module Content	§ The ecosystem perspective § Business model archetypes and circular strategies § Consumer acceptance and behavior § Potential analysis for new business models § Design thinking, ideation, and prototyping		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises	Social Settings Used: Group Work	
Digital Resources	§ Teaching Materials § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	-	
Project Work	-	20 h	
Seminar	-	-	
Total	28 h	20 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	20	40,00 %
Written Assignment	Grade	-	60,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	§ Speich, M. & Ulli-Beer, S. (2023). Applying an ecosystem lens to low-carbon energy transitions: A conceptual framework. <i>Journal of Cleaner Production</i> , 398 (136429), § Lüdeke-Freund, F., Gold, S. & Bocken, N. (2019). A Review and Typology of Circular Economy Business Model Patterns. <i>Journal of Industrial Ecology</i> , 23 (1) (36-61), § Elzingg, R., Reike, D. & Simona, O. (2020). Consumer acceptance of circular business models. <i>Journal of Cleaner Production</i> , 254 (119988),		
Recommended Reading	§ Santa-Maria, T., Vermeulen, W. & Baumgartner, R. (2022). The Circular Sprint: Circular business model innovation through design thinking. <i>Journal of Cleaner Production</i> , 362 (132323), § Asgari, A. & Asgari, R. (2023). Designing circular innovation ecosystems: insights from stakeholders, values, and investment policies. <i>Frontiers in Sustainability</i> , 4 (1197688),		
Comments	-		