

## From linear to circular business models

UGRA\_015195

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Departments	Department of Society, Politics and Sustainability
Teaching Languages	English
ECTS	5
Teacher responsible	Lozano Winterhalder Francisco - francesc.lozano@esade.edu

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### Course Goals

#### COURSE LEARNING OBJECTIVES

- 1 - Introduction to our environmental crisis and its solution.
- 2 - The Circular Economy of one of the best tools to manage this crisis.
- 3 - Analysis of its application to the different main sectors of the economic activity.
- 4 - Outlook of the Circular Economy Plan of the EU.
- 5 - Study of a real and paradigmatic case in Circular Economy.
- 6 - An Escape Room to introduce the student to topics such as some of the possible applications of AI in the Circular Economy; an example of Barcelona's Technology 4.0 Hub, where important Circular Economy projects are being developed by leading companies in the sector; use of the Immersive Room to delve deeper into more social, ethical or globalization-related issues, or play a board game related to the fundamental knowledge on the Circular Economy of water, energy and climate change or solid waste.
- 7 - Critical presentation of a real and practical case in Circular Economy in groups.

### Previous knowledge

None.

### Prerequisites

None.

### Bibliography

, The references will be given in each module (Reference Entry)  
, BIBLIOGRAPHY

### Activities

## In-class discussions and debates

- Discussions

## Role-play exercises and simulations

- Simulation of a Trial

## Other

- Master classes

## Quizzes/tests

- Escape Room

## Presentations

- Presentations, normally in groups

## Project development and presentation

- Home- and classworks

## Prototype design

- Workshop

## Case study analyses

- Games

## Content

#	Topic
1	1 – What does Circular Economy mean? - Is there an environmental crisis? - Why do we have a crisis? - Ecological footprint and biodiversity - Are there any solutions for our environmental crisis: sustainable development and SDG. - The concept of Circular Economy (Workshop)
2	2 – Circular Economy by sectors - Biodiversity - Buildings and environment - Cities - Circular design - Climate - Fashion - Finances - Food - Plastic
3	3 – Circular Economy Action Plan of the EU
4	4 – Deepening in Circular Economy - Applications of AI in CE - Example of a Hub 4.0 creating new solutions for the CE - knowledge game of CE - Immersive Room (social, ethical and problems coming from globalization in CE)
5	Final Work Presentations

## Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Attendande	Retake and ordinary round	30.00%
Individual or team exercises	Home- class works usually in groups	Retake and ordinary round	40.00%
Group project	Final Work Presentations in groups	Retake and ordinary round	30.00%

## PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA20 Year 2 (Optative)  
BBA20 Year 3 (Optative)  
BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA23 Year 4 (Optative)  
BBA23 Year 2 (Optative)  
BBA23 Year 3 (Optative)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBE20 Year 4 (Optative)  
BBE20 Year 2 (Optative)  
BBE20 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)  
DBAI21 Year 2 (Optative)  
DBAI21 Year 3 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)  
DBAI23 Year 2 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)  
GBD20 Year 5 (Optative)  
GBD20 Year 4 (Optative)

GEL19-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)  
GEL19 Year 3 (Optative)  
GEL19 Year 1 (Optative)  
GEL19 Year 2 (Optative)

GEL23-Bachelor of Global Governance, Economics and Legal Order (Undergraduates: Law)  
GEL23 Year 2 (Optative)  
GEL23 Year 3 (Optative)  
GEL23 Year 1 (Optative)