

From linear to circular business models

UGRA_015195

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

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 within the Green Deal.
- 5 - Deepening in Circular Economy: worldwide considerations - Social aspects - Ethics.
- 6 - Critical presentation of a real and practical case in Circular Economy in groups using the AI as an analysis tool.

Previous knowledge	None.
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Prerequisites	None.
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Teaching methodology	<ul style="list-style-type: none">- Master classes complemented by abundant audiovisual material - Questionnaire.- Workshop.- Presentation.- Readings, summaries and exams.- VR experiences.- On line experiences.- Projects.- Final Work Presentation.
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- ...and a big surprise at the end of the subject.

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

(See methodology)

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 – Welcome to the Anthropocene! - 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... - Regenerative futures - The concept of servitization - Industrial Symbiosis - The example of Kalundborg
3	3 – Circular Economy Action Plan of the EU as a part of the Green Deal.
4	4 – Deepening in Circular Economy
5	Final Work Presentations: cases study using AI

Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Attendande	Retake and ordinary round	20.00%
Individual or team exercises	Home- class works usually in groups	Retake and ordinary round	20.00%
Group project	Final Work Presentations in groups	Retake and ordinary round	20.00%
Written and/or oral exams	Questionnaires and exams	Retake and ordinary round	40.00%

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 4 (Optative)
 BBA20 Year 2 (Optative)
 BBA20 Year 3 (Optative)

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

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
 DBAI21 Year 3 (Optative)
 DBAI21 Year 4 (Optative)
 DBAI21 Year 2 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
 DBAI23 Year 2 (Optative)
 DBAI23 Year 4 (Optative)
 DBAI23 Year 1 (Optative)
 DBAI23 Year 3 (Optative)

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

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