TEACHING GUIDE - 2026-2027

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.

Prerequisits

None.

Teaching methodology

-Lectures given by the teacher. These are illustrated with an important amount of audiovisual support material (especially SLIDES AND VIDEOS)

- Workshop

-Homework and classwork in groups/Projects

-Readings and exams

-Presentations, as the Final Work Presentation (Cases)

-Group work with virtual reality and internet research

Bibliography

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

, BIBLIOGRAPHY

Activities

Other
(See methodology)

Content

#	Topic
1	1 - What does Circular Economy mean?
2	2 – Circular Economy by sectors
3	3 - Circular Economy Action Plan of the UE within the Green Deal
4	4 - Deepening in Circular Economy
5	5 - Final Work Presentations based on a case analysis using critically the AI

Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality	Attendande	Retake and ordinary round	20.00%
Individual or team exercises	Home- classworks 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	Exams	Retake and ordinary round	40.00%

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26 Year 1 (Optative)

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 3 (Optative)
- BBA23 Year 4 (Optative)
- BBA23 Year 2 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA25 Year 2 (Optative)
- BBA25 Year 3 (Optative)
- BBA25 Year 1 (Optative)

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

DBAI25-Double Degree in Business Administration and Business and Artificial Intelligence (Undergraduates: Business)
- DBAI25 Year 4 (Optative)
- DBAI25 Year 2 (Optative)
- DBAI25 Year 3 (Optative)

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

GBD23-Double Degree in Business Administration and Law (Undergraduates: Law)
- GBD23 Year 5 (Optative)
- GBD23 Year 4 (Optative)

GEL23-Bachelor in Global Governance, Economics and Legal Order (Undergraduates: Law)
- GEL23 Year 4 (Optative)
- GEL23 Year 2 (Optative)
- GEL23 Year 3 (Optative)
- GEL23 Year 1 (Optative)