

Valid from 2025.FS

Module description: MCE - Managing Circular Economy			
Module Code	w.BA.XX.2MCE.XX		
ECTS Credits	3		
Language of Instruction/Examination	English		
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 the “sharing platform,” “products-as-a-service,” and “circular supplies.”		
Organizational Unit	AIB Leitung		
Module Coordinator	Nico Pfändler		
Deputy Module Coordinator	Marco Clemente		
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 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, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009		
Module Category	<table border="0" style="width: 100%;"> <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		
Prerequisite Knowledge	None		
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence 		

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Contribution to Program Learning Objectives	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	Students... <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. • understand the challenges and opportunities in closing loops of technical and biological materials. • analyze circular business models in different sectors. • apply standard financial tools to evaluate circular business models and support their implementation. • evaluate the circularity of any given supply chain and formulate managerial recommendations for improvement. • analyze circular economy company cases and present their findings. • understand the concept of circular economy and its contribution to sustainable development. 	
Module Content	<ul style="list-style-type: none"> • Module introduction. • Circular economy in practice today: Worldwide and in Switzerland. • Circular business models and case study work. • Debriefing of case study work and guest input lecture. • Technical nutrients. • Biological nutrients. • Clean cycles and waste-to-energy. • Visit to a "circular" company. • Managing circular supply chains. • Circular financials. • Circularity metrics. Coffee-cup case study. • Enabling technologies. • Student presentations. 	
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none"> • w.BA.XX.WPM-MBE.XX • w.BA.XX.WPM-BCC.XX 	
Digital Learning Resources	<ul style="list-style-type: none"> • Teaching Materials • Case Studies (with Key) 	
Methods of Instruction	<ul style="list-style-type: none"> • Explorative Learning • Lecture • Exercises • Interactive Instruction • Project Work • Case Studies 	Social Settings Used: <ul style="list-style-type: none"> • Individual Work • Group Work

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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study
	Large Class	22 h	6 h	
	Small Class	-	-	
	Group Instruction	-	-	
	Practical Work	-	-	
	Seminar	-	-	
	Total	22 h	6 h	62 h

Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	Written exam		closed book	60	50.00
	Permitted Resources		Spec. calculator acc. to leaflet "Utilities"	With dictionary	
	Others	Assessment	Format	Length (min.)	Weighting
Talk/oral presentation	Grade	Gruppenarbeit	30	50.00	
Field visit journal	Pass/Fail	Einzelarbeit	0	0.00	

Classroom Attendance Requirement	80%
Compulsory Reading	
Recommended Reading	<ul style="list-style-type: none"> • WBCSD. (2017). CEO Guide to the Circular Economy. Geneva: World Business Council for Sustainable Development (WBCSD). • Podcast series on the circular economy: https://tube.switch.ch/channels/b6ead5b3 • 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). • De Angelis, R. (2018). Business models in the circular economy. Palgrave Pivot. ISBN 978-3-319-75126-9.
Comments	