

Module description: Communication and Consulting	
Module Code	w.MA.XX.COCO.23HS
ECTS Credits	6
Language of Instruction/Examination	English
Module Description	Implementing the principles of a circular economy impactfully will mean a substantial change in our existing linear “product-to-grave” business models, including a reduction in the present linear consumerism. Consequently, a significant change of mindset among consumers, suppliers, and authorities is required. Communication and consulting will play a significant role. All stakeholders must be well-informed and engaged, and the required changes as well as any anxieties and deeply ingrained behaviors must be addressed, be it from a supplier, a business-to-business (B2B), or a business-to-customer (B2C) perspective. Many manufacturers and providers of services will need detailed consulting to adapt their business models and be able to communicate these to existing and potential customers. Organizations must address “green washing” convincingly and provide honest assessments of their progress towards sustainability and new circular business approaches. Legislators will need to communicate objectively about the benefits and constraints of circularity issues to multiple stakeholders. This module will investigate the different communication methods, their relevance in interacting with heterogeneous stakeholder groups, and their impact in a circular economy setting. These lessons learned will then be applied in two connected real-life assignments.
Organizational Unit	Zurich CTR f Sustainability Leadership
Module Coordinator	Florian Roth
Deputy Module Coordinator	Claudio Beretta
Program and Specialization	<ul style="list-style-type: none"> • 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 Elective
Prerequisite Knowledge	<ul style="list-style-type: none"> • Principles of stakeholder management • Organizations and environmental, social, and governance (ESG) issues • Legal, social, political, environmental, and economic drivers related to the circular economy
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">• recognize the requirements of different stakeholder groups towards circular economy communication and consulting.• understand the different communication & consultation methods and instruments.• apply theoretical concepts of circular economy communication to a real-world case.																											
Module Content	<ul style="list-style-type: none">• Perception and awareness of sustainability and circular economy among stakeholders• Requirements for and challenges in circular economy consulting• Communication models, channels, and tools to influence the awareness and behaviors of target groups• Evaluation of circular economy communication measures• Storytelling and campaigning using videos																											
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.MA.XX.FIPAPS.23HS• w.MA.XX.BUPAST.23HS• w.MA.XX.TEAS.23HS• w.MA.XX.CHAMA.23HS• w.MA.XX.ISLCE.23HS• w.MA.XX.DPG.23HS• w.MA.XX.OESG.23HS• w.MA.XX.BMCE.23HS																											
Digital Learning Resources	<ul style="list-style-type: none">• Case Studies (with Key)																											
Methods of Instruction	<ul style="list-style-type: none">• Case Studies• Project Work• Application Tasks• Lecture		Social Settings Used: <ul style="list-style-type: none">• Individual Work• Pair Work																									
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Lecture</td><td>56 h</td><td>-</td><td></td></tr><tr><td>Excercise</td><td>-</td><td>-</td><td></td></tr><tr><td>Project Work</td><td>8 h</td><td>10 h</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>64 h</td><td>10 h</td><td>106 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Lecture	56 h	-		Excercise	-	-		Project Work	8 h	10 h		Seminar	-	-		Total	64 h	10 h	106 h
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
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	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Analytical report	Grade	Gruppenarbeit	0	40.00
	Communication concept	Grade	Gruppenarbeit	0	45.00
	Reflection and feedback document	Grade	Gruppenarbeit	0	15.00
Classroom Attendance Requirement	80% 80% attendance required; in cases of lower attendance one full grade is deducted (except in justified cases)				
Compulsory Reading					
Recommended Reading					
Comments					