

## Business Models for a Circular Economy (Distance Learning)

Module Code:	OIM7020-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Operations and Information Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

### Contact Hours

Type	Hours
Tutorials	5
Directed Study	95

### Availability Periods

Occurrence	Location/Period
DLA	University of Bradford / Semester 1 (Sep - Jan)
DLA	University of Bradford / Semester 2 (Feb - May)

### Module Aims

To develop understanding of business models and the 'circular economy' in a variety of context including your own professional roles and forward plans. To provide you with an opportunity to design, use and apply business models in support of business problem appraisal and decision making.

### Outline Syllabus

Business models, business model innovation and business model canvas  
Circular Economy business models, strategy and competitive advantage  
Value creation, capture and distribution  
Designing and evaluating a CE business model  
Marketing, financing and legal issues in a circular economy

Reverse logistics and supply chains  
Information management and the circular economy  
Scaling up business models  
Collaboration and networks in relation to revalorising material flows  
Prospects and challenges for CE business models

## Module Learning Outcomes

*On successful completion of this module, students will be able to...*

- 1 Review and evaluate different business models for a circular economy
- 2 Critically appraise a circular economy business model and assess its potential translation into a new or different setting of relevance to your professional role with reference to key enablers and barriers.
- 3 Assess the implications of different business models with reference to key business activities around strategy, finance, marketing, operations management, leadership and people management
- 4 Generate a strategy to develop circular economy business models within your professional setting
- 5 Assemble, co-ordinate and review living system analogies and thinking to a range of settings

## Learning, Teaching and Assessment Strategy

You will engage in learning through a series of directed study activities and online tutorials. Study guide and textbook readings, supported by audio recordings and powerpoint slides will introduce important concepts. Structured tutorial exercises will provide you with the opportunity to develop your understanding of key concepts and ideas LOs 1-3. Online tutorial sessions will enable you to engage in debate with your peers and tutor about important ideas and contemporary business problems. LOs 1-5 are assessed through a single written assignment and require you to demonstrate knowledge and understanding of business models within circular economy perspectives and propose a business model for a given business or sector wide framework.

## Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	One individual (up to 2000 words) written assignment relevant to your professional setting.	0-2000 words	100%	Yes

**Legacy Code (if applicable)**

MAN4333M

**Reading List**

To view Reading List, please go to [rebus:list](#).