



Module Title	Circular business models
Code	MCCf213
Degree Programme	Master of Science – Circular Innovation and Sustainability
ECTS Credits	3
Workload	90 hours
Module Coordinator	Name: Prof. Dr. Tobias Stucki Phone: +41 (0) 31 848 41 12 E-mail: tobias.stucki@bfh.ch Address: BFH – Institut Sustainable Business Brückenstrasse 73, 3005 Bern
Lecturers	<ul style="list-style-type: none"> • Prof. Dr. Sven Feurer; Business School • Prof. Bastian Widenmayer; TI • Sebastian Gerner; Ypsomed
Entry Requirements	Prerequisite: <ul style="list-style-type: none"> • MCCf013 Introduction to circular economy • MCCf046 Bridging economics and management
Learning Outcomes and Competences	After completing the module, students will be able to: <ul style="list-style-type: none"> • explain how circular business models differ from traditional business models and can express their relevance for the circular economy transition; • differentiate the different types of circular business models and can apply them according to the respective/relevant situation; • consider the factors on which customer acceptance of circular business models depends and can describe approaches to reduce barriers to adoption and use; • explain how customers perceive new types of pricing and tariff systems and can thus assess their reaction to new types of circular business models; • transfer this knowledge to specific cases; • to reflect on issues/problems when combining circular business activities with traditional forms of selling; • to implement the different types of circular business models to specific cases.
Module Content	The circular economy poses a major challenge for traditional business models, where ownership typically passes to the buyer/user upon sale. Lifetime extension of products might reduce revenues due to sales decrease. On the other hand, companies taking over the ownership of their products are motivated to design for circularity from the beginning. Accordingly, new circular business models are needed. <p>The module will start with traditional business models, tackling questions like: What is a business model, why do we need business models?</p> <p>In a second step, we will design business models for the circular economy. Which concepts can be distinguished, why is an adaptation necessary, what is the economical and ecological impact of these concepts? The focus is on revenue models such as product as a service, sharing platforms, leasing/rental. Where are such concepts already implemented? What can we learn from these cases?</p>

	The third part then deals with customer acceptance and behavioral change (e.g., careful treatment of the products, reverse logistics to the manufacturer) of the customers. What are the challenges when customers only use products but no longer own them? Does it matter whether the customers are private consumers (B2C) or other companies (B2B)? How can acceptance be increased?
Teaching / Learning Methods	<ul style="list-style-type: none"> • Flipped classroom • Project-based learning • Learning videos
Assessment of Learning Outcome	<ul style="list-style-type: none"> • Final group report in which the business model is described <ul style="list-style-type: none"> ➔ group part 40% ➔ individual part 60% <p>In case of an overall insufficient grade (<4), students have the possibility to do a specific improvement as defined by the module coordinator if overall and individual grades are minimum 3.5 (≥3.5). The maximum overall grade that can be obtained with the specific improvement is 4.</p>
Conditions of assessment repetition	<p>In case of failure, students can either:</p> <ul style="list-style-type: none"> • Revise the report according to the feedback provided by the module coordinator for next re-examination period. • Retake the full module next time it is offered. <p>NB: in MSc CIS, failed modules can only be repeated once!</p>
Format	2 lessons per week over 7 weeks
Attendance & Compulsory session	Not compulsory
Timing of the module	Autumn Semester
Venue	On-site
Location	Bern
Bibliography	Literature will be provided before the start of the module.
Language	English
Links to other modules	<ul style="list-style-type: none"> • MCCf223 Circular supply chain • MCCf243 Digitalization and sustainability • MCCf313 Society and Technology • MCCf343 Corporate Social Responsibility • MCCf443 Impact assessment
Last Update	May 2023