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| <b>Module title</b>                      | <b>2.1 Circular business models</b>  |
| <b>Workload (ECTS)</b>                   | 3 ECTS   |
| <b>Module coordinator</b>                | <a href="#">Prof. Dr. Tobias Stucki</a>  |
| <b>Contributing lecturers</b>            | <ul style="list-style-type: none"> <li>• <a href="#">Lorenz Probst</a></li> <li>• <a href="#">Prof. Dr. Sven Feuerer</a></li> <li>• <a href="#">Prof. Dr. Stefan Grösser</a></li> </ul>  |
| <b>Entry requirements</b>                | <p>Builds on:</p> <ul style="list-style-type: none"> <li>• 0.1 Introduction to circular economy</li> <li>• 0.4 Bridging economics and management</li> </ul>  |
| <b>Description</b>                       | <p>Circular economy poses a major challenge for traditional business models, where ownership typically passes to the buyer/user upon sale. If products are used for longer, this may reduce revenues. In addition, companies often have no incentive to make their products as circular as possible if they no longer own the products after they have been sold. Accordingly, new business models are needed.</p> <p>In a first step, this module deals with traditional business models.</p> <ul style="list-style-type: none"> <li>• What is a business model?</li> <li>• Why do we need business models?</li> </ul> <p>In a second step, students will learn to adapt business models for the circular economy. The focus is on revenue models such as product as a service, sharing platform, leasing/rental.</p> <ul style="list-style-type: none"> <li>• Which concepts can be distinguished</li> <li>• Why is an adaptation necessary?</li> <li>• What is the economic and ecological impact of these concepts?</li> <li>• Where are such concepts already implemented?</li> <li>• What can we learn from these cases?</li> </ul> <p>In a third step, the module deals with customer acceptance and behavioral change (e.g., careful treatment of the products, return to the manufacturer) of the customers.</p> <ul style="list-style-type: none"> <li>• What are the challenges when customers only use products but no longer own them?</li> <li>• Does it matter whether the customers are private consumers (B2C) or other companies (B2B)?</li> <li>• How can acceptance be increased?</li> </ul> |
| <b>Learning outcomes and competences</b> | <p><b>Outcomes:</b></p> <p>Students</p> <ul style="list-style-type: none"> <li>• can explain how circular business models differ from traditional business models and can express their relevance for the circular economy transition.</li> <li>• can differentiate the different types of circular business models and can apply them according to the respective/relevant situation</li> <li>• can consider the factors on which customer acceptance of circular business models depends and can describe approaches to reduce barriers to adoption and use.</li> </ul>  |

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|  | <ul style="list-style-type: none"> <li>• can explain how customers perceive new types of pricing and tariff systems and can thus assess their reaction to new types of circular business models.</li> <li>• learn to transfer this knowledge to specific cases</li> <li>• learn to work in groups.</li> </ul> <p><b>Competences:</b><br/>Students</p> <ul style="list-style-type: none"> <li>• are able to reflect on issues/problems when combining circular business activities with traditional forms of selling.</li> <li>• are able to implement the different types of circular business models to specific cases</li> <li>• are able to apply presentation techniques appropriate to the target group</li> </ul> |
| <b>Assessment of learning outcomes</b> | <p>Individual report in which the suitability and challenges of different business models are discussed for the individual case:</p> <ul style="list-style-type: none"> <li>• Written report (60% of the grade)</li> <li>• The results need to be presented in a pitch (20% of the grade)</li> <li>• Written peer review of another student's report (20% of the grade)</li> </ul>  |
| <b>Didactic approach</b>               | <ul style="list-style-type: none"> <li>• Contact teaching</li> <li>• individual and group exercises</li> <li>• learning videos</li> <li>• Guest lecture</li> </ul>  |
| <b>Project-based learning</b>          | <p>Students have to write a report in which they apply the knowledge directly to their individual case.</p>   |
| <b>Links to other modules</b>          | <ul style="list-style-type: none"> <li>• 2.2 Circular Supply Chain</li> <li>• 2.4 Digitalization and sustainability</li> <li>• 3.1 Society and technology</li> <li>• 3.4 Corporate Social Responsibility</li> </ul>   |
| <b>Bibliography</b>                    | Literature will be provided before the start of the module  |
| <b>Language</b>                        | English   |
| <b>Location</b>                        | Bern  |